

#772 Marketing II

GRADES: 11 & 12

LEVEL: 2

CREDITS: 5

PREREQUISITES: A Grade of “C” or better in Marketing I (Course 762)

BASIC TEXT: Business Principles and Management, SouthWestern, 1996

SUPPLEMENTAL

READINGS: Selected newspaper articles
Selected case studies from text
Selected articles from Web
DECA case study/role plays

REQUIRED MATERIALS:

Daily newspaper access
Computer/Internet access
Computer software programs
Notebook and writing implement

COURSE DESCRIPTION: Marketing II is an advanced course for retailing and marketing students who will focus on the problems and procedures in management. Students involved in this course will operate the school store as well as plan productions such as semi-formals dances as well as the annual DECA Fashion Show. DECA participation is highly recommended. This course is recommended for students thinking of a career in business marketing, retail marketing, financial management, financial planning, insurance, actuarial work, and marketing research analysis, travel & tourism, and sports & entertainment. (Prerequisite: A grade of “C” or better in Course 762)

MISSION RELATED GOALS: Academic excellence
Intellectual curiosity
Respect for others
Self-confidence
Foster communication
Foster problem solving skills

STUDENT EXPECTATIONS FOR LEARNING ADDRESSED:Communicate effectively

Students will be able to communicate effectively by listening actively, reading, speaking and writing in addition to the use of technology.

Solve complex problems

Students will be able to solve complex problems through defining the problem, locating the appropriate sequences required to solve the problem, then verifying a reasonable solution to the problem. Students will also be able to demonstrate and apply a working knowledge of compare, contrast, infer, analyze, and evaluation concepts.

Work with others toward a common goal

Students will be able to work within a group setting in completing goals. Students will be able to display interpersonal skills, perform individual goals within the group to contribute to the completion of the groups goals, as well as being able to both peer and self assess each other.

GENERAL PERFORMANCE OBJECTIVES: Students will have an advanced knowledge and understanding of marketing and marketing concepts. They will be able to apply marketing concepts to several different selling activities. Students will have the opportunity to put their academic learning into a business situation in planning, organizing, and producing a student fashions show. Students will also be able to make oral presentations following a written research paper. Students will also obtain the necessary knowledge and understanding of marketing concepts and ideas to continue on with further education courses in marketing and business concepts at both the secondary and collegiate level of studies.

MASSACHUSETTS FRAMEWORKS STRANDS: No specific state framework strands listed for Marketing education.

CURRICULUM FRAMEWORK LEARNING STANDARDS:

- * Demonstrate proficiency in all marketing concepts.
- * Demonstrated proficiency in the use of computers.
- * Demonstrates responsibility use of technology.
- * Demonstrate ability in using technology for research, problem solving, and communication.

UNITS AND THEMES:

- Unit 1 – Business and Its Environment
- Unit 2 – Forms of Business Ownership and the Law
- Unit 3 – Information and Communication Systems
- Unit 4 – Production and Marketing Management
- Unit 5 – Financial Management
- Unit 6 – Human Resource Management
- Unit 7 – Management Responsibilities

UNIT AND THEMES:

Proprietorships & Partnerships

- * Describe characteristics of successful entrepreneurs
- * Outline responsibilities of owning your own business
- * Know the advantages/disadvantages of proprietorships
- * Know the advantages/disadvantages of partnerships
- * Describe legal points to consider when selecting a name for a business

Corporate Forms of Ownership

- * Explain the basic features of a corporation
- * Describe how a corporation is formed and organized
- * List the major advantages/disadvantages of the corporate form of business
- * Describe several specialized forms of business organizations

Legal Aspects of Business

- * Explain how federal laws help control and promote competition
- * Tell how patents, copyrights, and trademarks are beneficial to business
- * Offer examples of how the government protects the public
- * Provide three methods used by state and local governments to regulate business
- * Discuss the nature of taxes and the fairness of progressive, proportional, and regressive taxes
- * Identify and explain the most common types of taxes that affect business

Nature & Scope of Marketing

- * Discuss the importance of marketing and its role in the economy
- * List the activities that are a part of marketing
- * Define basic marketing concepts and the four elements of the marketing mix
- * Explain the four stages of the product life cycle
- * Identify the consumer goods classification

UNIT AND THEMES (Cont.):

Product & Service Planning

- * Identify several sources of ideas for new products
- * Describe two categories of research used by business to develop new products
- * Discuss the differences among manufacturing processes
- * Suggest several important factors that should be considered when locating a manufacturing business and organizing the production process
- * Identify the characteristics of services that make them different from products

Distribution Planning Activities

- * Describe how distribution is used to improve marketing of products.
- * Explain the differences among common channels of distribution
- * Discuss the important factors to be considered when selecting channels of distribution
- * Describe the characteristics of major forms of transportation used to distribute products
- * Give examples of product handling procedures that improve product distribution

Purchasing and Pricing

- * List four common purchasing decisions a Business must make
- * Identify the steps involved in ordering and receiving merchandise
- * Explain the major terms and discounts related to purchasing
- * Describe five methods of establishing product prices
- * Discuss three important purchasing and operating problems that result in higher prices

Promotion

- * Identify the two major methods of promotion and three other promotional methods used by businesses
- * Describe the five categories of advertising media and give examples of each
- * Discuss how cost and timing affect the management of promotion
- * Explain the parts of the selling process and how each is used to help customers make effective buying decisions

UNIT AND THEMES (Cont.):

Promotion (Cont.)

- * List promotional methods businesses can use to have an immediate impact on sales
- * Identify the types of penalties that can be applied to businesses that violate laws and regulations in their advertising

Financing a Business

- * Distinguish between owner capital, retained earnings, and creditor capital
- * Describe three types of stock and explain how common stock differs from preferred stock
- * List and discuss three sources of short-term and long-term creditor capital
- * Describe bond terms, types of bonds, and how bonds differ from common stocks
- * Discuss why and when capital might be needed and how it might be obtained

Financial Services

- * Distinguish between banks and nonbanks and the services provided by each
- * Describe the impact of computers on banking
- * Compare and select various types of investment instruments
- * Identify practices related to the use of checks and other negotiable instruments
- * Describe types of loans and practices related to obtaining a loan
- * Discuss past and present changes in the financial world

COURSE OUTLINE:

<u>Semester I</u>		<u>Semester II</u>
Introduction to Course-Expectations	Week 1	CH: 12 Distribution Planning Act.
CH: 5 Proprietorships & Partnerships	Week 2	CH: 12 Distribution Planning Act.
CH: 6 Corporate forms of Ownership	Week 3	CH: 13 Purchasing and Pricing
CH: 7 Legal aspects of Business	Week 4	CH: 13 Purchasing and Pricing
CH: 7 Legal aspects of Business	Week 5	CH: 14 Promotion
CH: 10 Nature and scope of Marketing	Week 6	CH: 14 Promotion
CH: 10 Nature and scope of Marketing	Week 7	CH: 17 Financing a Business
CH: 11 Product and Service Planning	Week 8	CH: 18 Financial Services
CH: 11 Product and Service Planning	Week 9	CH: 18 Financial Services
Review and Give Mid Term Exam	Week 10	Review and Give Mid Term Exam

SUGGESTED INSTRUCTIONAL STRATEGIES:

Teacher lectures
Student discussions of materials
Student lecture/teaching
Interactive discussions
Video presentations

SUGGESTED INTEGRATED ACTIVITIES:

Fashion Show Preparation
Stock Market Game
Current Event Presentations
Business Report Project
DECA Conference participation

USE OF TOOLS/TECHNOLOGY:

Computer Technology
Internet/Web Research
Microsoft Word
Microsoft Excel
Microsoft Power Point

ASSESSMENT TECHNIQUES:

All assessment follows the school wide rubric.

Written Tests
Written Quizzes
Written Reports
Oral Presentations
Class Participation
Homework Assignments

Students **Term Grade** is to be determined to include the following breakdown

Test	40%
Quizzes	10%
Homework	20%
Participation	10%
Stock Market Game	5%
School Store	5%
Projects	10%
Total	100%

Students **FINAL Semester Grade** is to be determined to include the following breakdown

Term 1 Grade	40%
Term 2 Grade	40%
Mid Term Exam	10%
Final Exam	10%
Total	100%