

# PETERS TOWNSHIP HIGH SCHOOL

## COURSE SYLLABUS: MARKETING

### **Course Overview and Essential Skills**

Marketing is an elective class offered to students in grades 10, 11 and 12. This semester class (18 Weeks) will meet every day for 41 minutes. Marketing is a college preparatory course that introduces students to the process of creating, distributing, promoting and pricing products to consumers. Students will learn how business and non-business organizations engage in marketing activities to create and maintain satisfying exchange relationships with consumers. Topics of study include marketing research, consumer buying behavior, international marketing, e-marketing, marketing through social media, sports marketing, customer relationship management, branding, packaging, advertising, public relations, personal selling and sales promotion. Interactive projects, case studies, class discussions, computer simulations, presentations and guest speakers will be utilized throughout the course. Over one third of all US occupations are involved in some aspect of marketing. Learning marketing will help you explore different careers, enable you to become a better consumer and prepare you for further study in the business field.

### **Course Textbook and Required Materials**

- Daily Required Materials: 3 Ring Class Binder or Folder, Notebook Paper and Writing Utensil

### **Course Outline of Material Covered:**

Unit or Topic	Concepts/Skills/Resources	Timeframe
Unit 1: Class Expectations & Community Building	<ul style="list-style-type: none"> <li>- Class Expectations, Student Expectations &amp; Community Building</li> </ul>	< 1 Week
Unit 2: Introduction to Marketing	<ul style="list-style-type: none"> <li>- The Marketing Mix</li> <li>- The 7 Functions of Marketing</li> <li>- The Importance of Marketing</li> <li>- Customer Relationship Management</li> <li>- Compare/Contrast B2B and B2C Advertising</li> <li>- Market Segmentation</li> </ul>	3-4 Weeks
Unit 3: Consumer Buying Behavior & The Business Cycle	<ul style="list-style-type: none"> <li>- Consumer Buying Behavior &amp; Competition</li> <li>- The Business Cycle &amp; Marketing</li> <li>- Consumer Motivation</li> <li>- Consumers' Role in Market Economies</li> </ul>	4-5 Weeks
Unit 4: Product Concepts, Branding, Positioning, Market Research and Introduction to Promotion	<ul style="list-style-type: none"> <li>- Consumer Product Concepts</li> <li>- Branding &amp; Positioning</li> <li>- Product Packaging</li> <li>- Marketing Research</li> <li>- Promotional Methods</li> </ul>	4-5 Weeks
Unit 5: Promotion & Selling	<ul style="list-style-type: none"> <li>- Selling &amp; Personal Selling</li> <li>- Handling Customer Objections &amp; Questions</li> <li>- Product Planning</li> <li>- Use Selling Techniques for Product Presentation</li> </ul>	1-2 Weeks

Unit 6: Final Project	- Final Project – Sales Presentation	1 Week
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*\*Depending on the needs of the class or changes in the school year, the course outline is subject to change.*