

Name of School:

Name of Course: **Marketing Education Class**

**Instructor Information**

**Name:**  
**E-mail address:**  
**School phone number:**  
**Web page address:**  
**Best times to be reached:**

**Course Description**

Students must also register for Marketing Education Job (Cooperative Work Experience) when registering for this course. Students will learn the skills, knowledge, and practices needed by employees, supervisors, managers, and business owners. Emphasis is placed on human relations, job safety, communications, math, career exploration, economic understanding, product and service knowledge, retail selling, merchandising, advertising, and personal money management. Each student will prepare a resume to have for future use in applying for jobs. Workbook costs (approximate): \$10.50 per term.

**District Standards and Power Benchmarks**

**Power Standards**

1. Identify the aspects of a free enterprise system.
2. Apply the functions of marketing to buying and selling products.
3. Apply basic math skills and principles to business problems.

**Power Benchmarks**

1. Relate marketing activities to each function.
2. Design a marketing mix plan for a new product.
3. Summarize the 4 basic principles of a free enterprise system.
4. Identify each phase of the business cycle.
5. Summarize the 4 basic factors of production.
6. Solve basic mathematical operations in business problems.
7. Apply the 8 steps to the sales process.
8. Create a promotion for a product using an advertisement.
9. Determine the selling price of products using mathematical equations.
10. Analyze the steps in the marketing research process.

### **Course Information**

Marketing Education is a two-term course which results in 1.0 unit of elective credit toward graduation for the class, and a four-term course which results in 2.0 units of elective credit for the job . There are no specific prerequisites for Marketing Education, but a background in Algebra and computer skills is recommended.

### **Course Outline/Calendar**

1. Unit 4 -- Human Resource Essentials
2. Unit 12 -- Career Planning
3. Unit 1 -- The World of Marketing
4. Unit 2 -- Economic Essentials
5. Unit 3 -- Business and Marketing Essentials
6. Unit 6 -- Promotion
7. Unit 5 -- Selling
8. Unit 7 -- Buying and Distribution
9. Unit 8 -- Pricing
10. Unit 9 -- Marketing Information Management
11. Unit 10 -- Product Planning
12. Unit 11 -- Entrepreneurship

Major Course Project

Students will be required to complete a a marketing plan for a product. This plan will be an ongoing project throughout the course and consist of activities that are tied to each unit. The final project will be compiled and summarized in portfolio format.

### **Text/Other Required Materials/Resources**

Textbook: Marketing Essentials, 2<sup>nd</sup> Edition -- Glencoe Publishing  
Workbook: Marketing Essentials, 2<sup>nd</sup> Edition Workbook

### **Instructional Procedures & Support**

### **Classroom Management Procedures**

## Assessment Plan

Midterm 1 --  
 Term 1 --  
 Midterm 2 --  
 Term 2 --  
 Midterm 3 --  
 Term 3 --  
 Midterm 4 --  
 Term 4 --

Students will be assessed based on their daily work, assignments, activities, quizzes, tests, and final project.

## Grading System

<b>A</b>	93 and above	Firm command of knowledge domain High level of skill development
<b>A<sup>-</sup></b>	90 - 92	Exceptional preparation for later learning
<b>B<sup>+</sup></b>	87 - 89	Command of knowledge beyond the basic concepts of knowledge Advanced development of most skills
<b>B</b>	83 - 86	Has prerequisites for later learning
<b>B<sup>-</sup></b>	80 - 82	
<b>C<sup>+</sup></b>	77 - 79	Command of the basic concepts of knowledge Demonstrates ability to use basic skills
<b>C</b>	73 - 76	Lacks a few prerequisites for later learning
<b>C<sup>-</sup></b>	70 - 72	
<b>I</b>		The letter "I" indicates the student has not satisfactorily achieved the grade/course-level benchmarks and/or has missing work. "I" status is temporary and not a final grade. The letter "I" may affect athletic eligibility.
<b>D<sup>+</sup></b>	67 - 69	Lacks knowledge of some fundamental ideas Some important skills not attained
<b>D</b>	63 - 66	Deficient in many of the prerequisites for later learning
<b>D<sup>-</sup></b>	60 - 62	
<b>F</b>	59 and below	Most of the basic concepts and principles not learned Most essential skills have not been demonstrated Lacks most prerequisites needed for later learning