

**Jefferson County High School
Marketing I Course Syllabus**

A. Course: Marketing and Management Principles I

B. Department: CTE - Marketing

C. Course Description: Marketing and Management Principles I is a course of study designed to prepare students for the world of work, particularly in the fields of marketing and management. The classroom activities will include introductory training in the areas of advertising, communication, human relations, mathematics, selling and cash handling. Extensive work will be done in career exploration and acquiring job search skills. A portion of the overall grade will be achieved by work in the Marketing Education Learning Laboratory, commonly known as the *Patriot Post* or the school store.

D. Grade Term: Fall Semester 2016

E. Grading Scale

<u>Range</u>	<u>Honors/ Regular</u>	<u>College-Level</u>	<u>A.P.</u>
93-100 A	4.0	4.5	5.0
85-92 B	3.0	3.5	4.0
75-84 C	2.0	2.5	3.0
70-74 D	1.0	1.5	2.0

F. Term Dates

- a. 1st 9 Weeks August 5, 2016 – October 7, 2016
- b. 2nd 9 Weeks October 8, 2016 – December 16, 2016
- c. 3rd 9 Weeks January 5, 2017 – March 15, 2017
- d. 4th 9 Weeks March 16, 2017 – May 25, 2017

G. Textbook(s): *Marketing Essentials*

H. Other Required Reading

- a. *Outside resources as applicable.*

I. Other Resources

- a. Odysseyware
- b. *Virtual Business Retailing*

J. Major Assignments

- a. *Create a Business Plan Project*
- b. *Create a Retail Store Box*
- c. *Others as assigned*

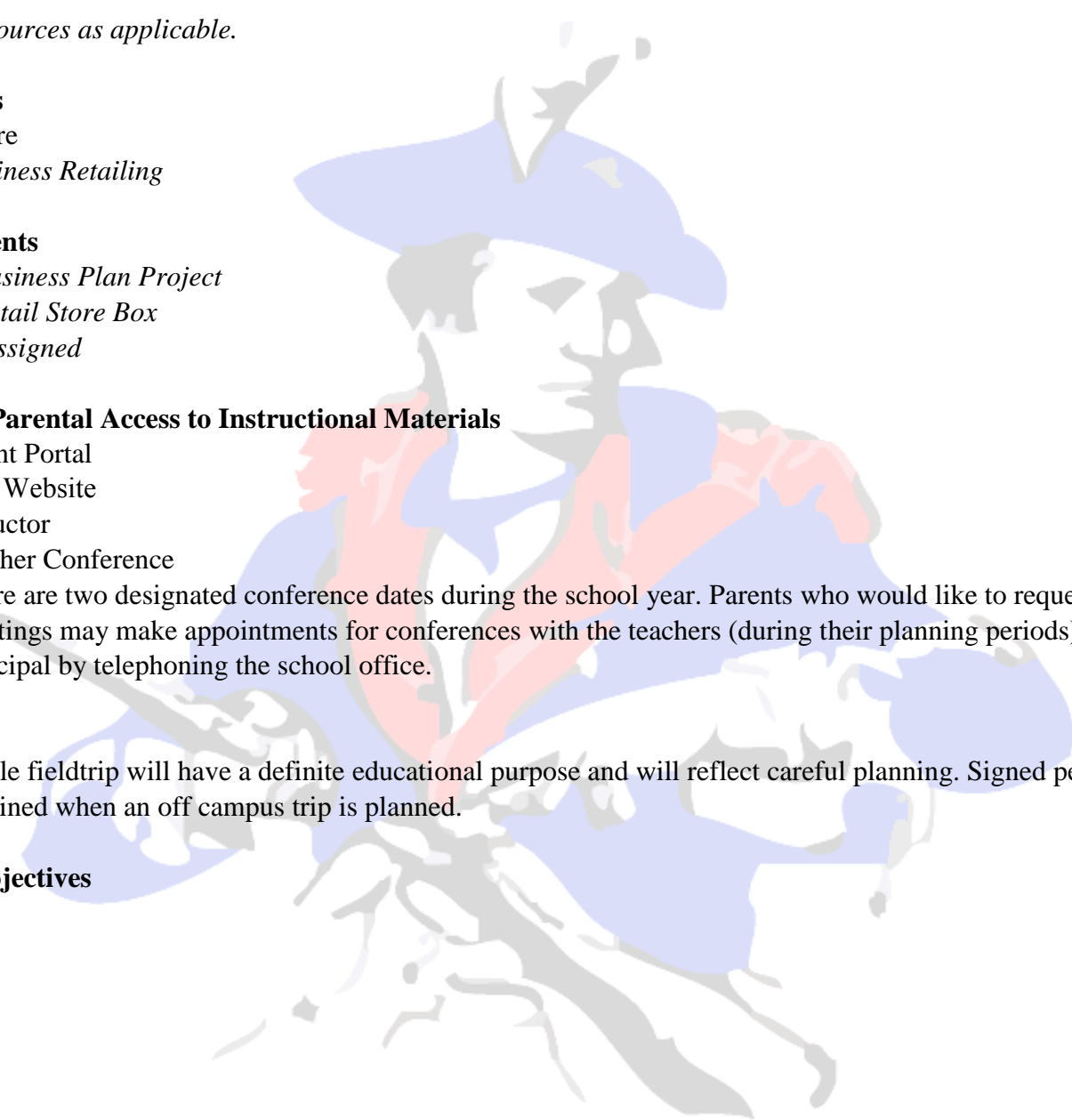
K. Procedures for Parental Access to Instructional Materials

- a. Aspen Parent Portal
- b. Instructor's Website
- c. Email Instructor
- d. Parent Teacher Conference
 - a. There are two designated conference dates during the school year. Parents who would like to request additional meetings may make appointments for conferences with the teachers (during their planning periods), counselors, or a principal by telephoning the school office.

L. Field Trips

- a. Any schedule fieldtrip will have a definite educational purpose and will reflect careful planning. Signed permission forms will be obtained when an off campus trip is planned.

M. Standards & Objectives



Grades 10-12 Marketing & Management I, 1st Nine Weeks, 2016-2017

Big Ideas/Key Concepts: Students will understand marketing foundations and gain a fundamental knowledge of channel management and its role in marketing. Organizational, leadership, and human resource skills necessary for career success will be demonstrated and academic integration in marketing will be understood. Safety guidelines relative to marketing will be mastered by all students.

State Standards

Role of Marketing

Standard 1: Define marketing and describe the marketing benefits derived from each economic utility (form, time, place, possession, and information). Discuss how each benefit adds value to products and services. (TN CCSS Reading 2, 4, 5; TN CCSS Writing 4; TN Economics 2)

Standard 2: Describe each marketing core function (i.e., channel management, marketing information management, market planning, pricing, product service management, promotion, and selling) and supply examples of how each of these functions support the marketing concept. (TN CCSS Reading 2, 4, 5; TN CCSS Writing 4)

Marketing Mix

Standard 3: Examine the marketing mix; select a product or service and construct a visual representation with details and examples illustrating each of the four P's (product, place, price, and promotion) of that particular product or service. (TN CCSS Reading 1, 7, 9; TN CCSS Writing 4)

"I Can" Statements

I can create a definition of marketing by summarizing 3 definitions cited on 3 different resources.

I can demonstrate the understanding of the benefits of marketing by writing a short story about a young person shopping at the local mall that incorporates the benefits of marketing.

I can discuss how each benefit of the various types of economic utility adds value to goods and services by creating a visual to share with the class.

I can demonstrate my knowledge of the 7 core marketing functions by analyzing how the core functions contribute to the success of a local business.

I can construct a visual presentation with details and examples illustrating each of the four P's of the marketing of a specific product or service.

