

Curriculum Outline



Campbell High School

Character – Courage – Respect – Responsibility

Course & Level: **Marketing**

Department: **Business Education**

Teacher: **Laurie Gatherum**

Grade level: **10-12**

Description of Course:

This Marketing course examines the basic foundations and functions involved in the exchange process ultimately designed to meet customers' needs. Such functions include marketing research, target market selection, product design, promotion and advertising activities, distribution, theories of consumer behavior, and pricing.

School – Wide Expectations:

The school-wide expectations are incorporated into all courses at Campbell High School. Underlined words in the following text illustrate this alignment between the school-wide expectations and the course

Academic:

1. Read, write and speak effectively
2. Exhibit critical thinking and problem solving skills
3. Use resources to obtain information and facilitate learning

Civic/Social

1. Exhibit personal responsibility
2. Work cooperatively in an atmosphere of mutual respect
3. Contribute to the stewardship of the community

Core Competencies (Based on the National Business Education Association Standards):

- Business, Management, and Entrepreneurship (BME): Students will describe and discuss the functions and foundations of marketing, the definition of marketing and a market and will explore introductory marketing concepts such as target marketing, economic utility, and careers in marketing.
 - FOM1: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business and society
 - CB1: Analyze the characteristics, motivations, and behaviors of consumers
 - MM1: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process

Core Competencies:

- **Selling:** Students will analyze the seven steps of a sale from the preapproach to closing the sale. A comprehensive Sales Training Manual will be prepared and presented at the end of the competency.
 - EF1: Analyze the influence of external factors on marketing
 - MR1: Analyze the role of marketing research in decision making

Suggested Texts and Media (Software, A/V, etc.):

1. Textbook, workbook and supplemental materials: Glencoe Marketing Essentials 3rd Edition, Farese, Kimbrell, & Woloszyk
2. Examview Pro Test Bank and Generator Software

Suggested Instructional Strategies:

1. **Lecture and Discussion** – The primary method for covering new concepts is through PowerPoint presentations using Audio Visual Equipment. New information is presented in bullet form which enables further inquiry and discussion.
2. **Product Planning Project** – A group project in which students present a new product line of seven products, each focused on a different target market. The project reinforces the Marketing Mix concept of the 4 P's of Marketing: product, place, price and promotion. Students must work together to make sure each piece is covered and explained.
3. **Sales Training Manual Project** – An individual project which forces students to analyze each step in the sales process from beginning to end for a specific product.

Suggested Assessment Strategies:

1. **Quiz / Test** – Generally, a quiz or exam (or sometimes both), is given at the end of each chapter in the text book. Typically made up of True/False, Multiple Choice, Fill-Ins, and Short Answer Responses.
2. **Project Rubrics**
3. **Group Work** – Most class work assignments are completed in groups to encourage the exchange of thoughts and ideas within the classroom.