

Course Description:

In Principles of Marketing, students learn about the interaction between businesses, marketers, consumers, and the economy. Students explore the principles of marketing as well as potential career paths. The course is graded based on the students' ability to demonstrate knowledge through a multistep project and discussion boards, as well as assessment activities that include workbooks, checkpoints, unit exams, and a final exam.

Course topics include:

- Unit 1: Meeting Consumer Demand
- Unit 2: Getting Down to Business
- Unit 3: What Is Marketing?
- Unit 4: Marketing Research and Technology
- Unit 5: Creating a Marketing Plan
- Unit 6: Marketing Careers

Course Objectives:

- Describe the role that consumers play in society by evaluating how they make choices and interact with resources and trends.
- Explain economic supply and demand by describing how the concept works among businesses and consumers.
- Compare product types by defining goods and services.
- Analyze the economic concept of goods and services by writing clearly and logically.
- Explain how scarcity and choices relate to each other by giving evidence of limited resources and unlimited wants.
- Identify the role of profit in a market economy by explaining pricing, competition, and incentive.
- Explain the benefits and challenges of business, including e-commerce, by identifying and describing business models and trends.
- Evaluate marketing strategies and technology that help businesses succeed by writing clearly and logically.
- Describe principles of economy by identifying types of resources, economic systems, and challenges.
- Analyze business trends by doing research, developing a claim, and supporting it in writing.
- Explain how government interacts with business by defining innovations, tax incentives, and market outcomes.
- Identify potential business challenges by listing types of risk.
- Explain the roles of profit and the pricing function in a market economy by evaluating pricing and marketing strategies.
- Defend pricing concepts and strategies by writing clearly and logically.
- Describe the marketing mix by defining its components.
- Assess the value of quality products by writing clearly and logically.
- Illustrate the product life cycle by identifying its stages.
- Evaluate product life cycle strategies by writing clearly and logically.
- Explain how advertising reaches consumers by defining branding and different advertising media.
- Describe how promotions reach consumers by identifying types of promotion.
- Assess pricing concepts and strategies by writing clearly and logically.
- Explain the role of promotion in e-commerce by describing its specific strategies.

- Explain why marketing research is important by defining target markets and the research process and strategies.
- Identify how research can inform marketing by describing information needs and uses.
- Examine what technologies can help a business succeed by writing clearly and logically.
- Assess the importance of technology in marketing by examining its uses and benefits.
- Identify the benefits of a business knowing its competition by doing a competitive analysis.
- Identify the role of ethics in marketing by describing factors like reputation, quality, and honesty in communication.
- Evaluate the importance of ethics in marketing.
- Identify legal issues by recognizing types of problems businesses and consumers encounter.
- Describe illegal business practices and possible solutions by writing clearly and logically.
- Describe effects on marketing processes by identifying factors such as social environments and worldwide trade.
- Consider global marketing trends by doing research, developing a claim, and supporting it in writing.
- Identify the steps of marketing planning by defining research, target market, and campaign stages.
- Apply knowledge of marketing by designing part of a marketing campaign.
- Describe how marketing plans are put into action by coordinating parts of a marketing plan.
- Identify marketing careers by exploring opportunities.
- Create a career plan by identifying steps of marketing career planning.

Required Materials:

- word-processing software
- Internet browser
- pen and paper (for notes)

Schedule of Work:

Unit 1: Meeting Consumer Demand

- Consumer Demand
- Supply and Demand
- Goods and Services
- Scarcity and Choice
- The Price You Pay

Unit 2: Getting Down to Business

- Business Models and Market Trends
- Economic Basics
- Government and Business
- Business Risk
- Pricing

Unit 3: What Is Marketing?

- Marketing Mix
- Product Life Cycle
- Advertising
- Promotion
- Search Engine Optimization (SEO)

Unit 4: Marketing Research and Technology

- Marketing Research
- Target Marketing and Technologies
- Marketing Information Systems
- Assessing the Competition

Unit 5: Creating a Marketing Plan

- Marketing Ethically
- Making Legal Marketing Decisions
- Creative and Management Marketing Processes
- Creating the Marketing Plan
- Creating a Marketing Campaign
- Implementing Marketing Activities

Unit 6: Marketing Careers

- Career Exploration
- Planning a Career in Marketing
- Review of Units 1 & 2
- Review of Units 3 & 4
- Review of Units 5 & 6