Mission
To educate students to be self-directed learners, collaborative workers, complex thinkers, quality producers, and community contributors

Course Description
Are you aware that you are faced with marketing every day? Find out about this exciting career field through the study of various areas of marketing. You will learn about the marketing concepts of selling, research, product development, pricing, advertising, and sales promotion. This project based class will give you hands on experience as you research, create, price and promote your own product concept.

Course Learning Standards
Students will be able to:
- Standard #1 – Strategically apply marketing concepts
- Standard #2 – Create and analyze marketing research to make effective business decisions
- Standard #3 - Demonstrate marketing literacy: read, write, and speak like a marketer

Grading
Overall Semester grade:
85% - Coursework grade
- Standard 1 = 40% of Course Work
- Standard 2 = 30% of Course Work
- Standard 3 = 30% of Course Work
15% - Final exam

Coursework Grade:
- Standard #1 – Strategically apply marketing concepts (40%)
  - Concepts Case Study: My Favorite Restaurant Display Board
  - Marketing Mix Case Study: Packaging Project (Product Planning, Branding, Packaging)
  - Marketing Mix Case Study: (Product Planning, Promotions)
  - Pricing Strategies

- Standard #2 - Create and analyze marketing research to make effective business decisions (30%)
  - Marketing Research Case Study: Dairy Queen Blizzards Project
  - Customer Profile Case Study
  - SWOT Analysis

- Standard #3 – Demonstrate marketing literacy: read, write, and speak like a marketer (30%)
  - Unit 1 Quiz/Test
  - Unit 2 Quiz/Test
  - Unit 3 Quiz/Test
  - Case Study/ Presentations
  - Article Reviews
Assessments may be added or eliminated based on teacher discretion.


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**UNIT ONE:**

**Classroom Topic: Introduction**
- Section 1.1 - Marketing and the Marketing Concept
- Section 1.2 – The Importance of Marketing
- Section 1.3 – Fundamentals of Marketing

**UNIT TWO:**

**Classroom Topic: The Importance of The Customer and Target Markets**
- Section 2.1 – Marketing Planning
- Section 2.2 – Market Segmentation

**Classroom Topic: Market Research**
- Section 28.1 – Marketing Information
- Section 28.2 – Issues in Market Research
- Section 29.1 – Marketing Research
- Section 29.2 – The Marketing Survey

**UNIT THREE:**

**Classroom Topic: Product Planning / Branding/ Packaging**
- Section 30.1 – Product Development
- Section 31.1 – Branding
- Section 31.2 – Packaging and Labeling

**Classroom Topic: Pricing**
- Section 25.1 – Price Planning Issues
- Section 25.2 – Price Planning factors
- Section 26.1 – Basic Pricing Policies
- Section 27.1 – Calculating Prices

**Classroom Topic: Promotions**
- Section 17.1 – The Promotional Mix
- Section 17.2 – Types of Promotions
- Section 19.1 – Advertising Media
- Section 20.1 – Elements of Advertising
- Section 20.2 – Advertising Layout

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**Reassessment Policy**

1. Students are able to receive formative feedback on projects prior to grading, but may not redo projects after they are graded.
2. Students may retake each of the unit tests once. Students are only allowed retakes on unit tests on which they receive a 79% or below. The maximum grade the student can get on the retake is an 80%.
3. The higher of the two scores will be entered in Infinite Campus.

*Link for further information* [http://schools.naperville203.org/north/academicdepartments/StandardsBasedAssessment.asp](http://schools.naperville203.org/north/academicdepartments/StandardsBasedAssessment.asp)

**Communication & Help**
- Teachers make every effort to respond to emails and phone calls within 24 hours during the work week.
● Email is a terrific form of communication; however, if you haven't received a response in 48 hours, please resend the email, stop by the CTE office in Room 125 or call voicemail. Your email may have gone into the spam folder.