

Marketing Syllabus

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Text: Marketing Essentials. 3rd Edition, Farese, Lois Schneider, Kimbrell, Grady, and Woloszyk, Carl A. Glencoe McGraw-Hill, 2002.

Course outline:

1. Introduction to the marketing concept
2. Product Development
3. Distribution Methods
4. Promotions
5. Pricing Strategies
6. Marketing Research

Materials Needed:

- Textbook
- Folder/notebook
- Pen or pencil
- Access to a computer

Grading Scale:

A:	100-94%	C+:	79-77%
A-:	93-90%	C:	77-74%
B+:	89-87%	C-:	73-70%
B:	86-84%	D+:	69-67%
B-:	83-80%	D:	66-64%
		D-:	63-60%
		F:	59% and Below

****Note**** If a student has a truancy in the term they will lose 2% off of their final grade

Student Expectations (I can statements):

Recognize and discuss future career options in marketing.

List the seven core functions of marketing

Talk about how marketing affects my daily life, business, and society as a whole.

Develop a marketing plan using the different elements of the marketing mix.

Justify the role ethics plays in marketing.

Illustrate the development of a new product utilizing the different parts of the marketing mix.

Identify target markets and their role in a successful marketing plan.