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**Marketing Syllabus** \*2018 - 2019 \*

**Teacher:** Mrs. Frahm

**Phone:** 208-482-6074 ext. 225

**E-mail:** frahmp@cossaschools.org

**Room:** 107

**Office Hours:** 8:00 a.m. – 3:30 p.m.

**Course Description:** Marketing Dynamics introduces the concepts of marketing including the four Ps of product, place, price, and promotion. Students will explore the framework for becoming a Marketing professional. This course is broken up into two 9-week periods.

**Textbook/Materials:** Marketing Dynamics, Third edition

**CLASS INFORMATION AND EXPECTATIONS**

* *Arrive to class on time*
* *Be prepared with supplies, coursework*
* *Show respect for others*
* *Ask questions!*
* *Utilize resources and time efficiently and properly*
* *Listen carefully and follow directions*
* *Engage and work hard in class*
* ***Use of cell phones or iPods are encouraged in the development of marketing concepts.***

**Attendance:** There is no such thing as an “excused” absence. Although there may be times when it is physically impossible to be present in class, this is a “reason”, not an “excuse”. Every day is important! Your success in this course is directly related to how often you are present. If you are absent, it is your responsibility to get the work and notes that you missed. If you are on campus during any portion of the school day, any scheduled quizzes or tests must be taken. It is your responsibility to come see me if you arrive late to school or leave early and miss my class period.

**Tests and Quizzes**: Students will be notified in advance of quizzes and tests. All tests and quizzes are available for review in the assignments completed basket.

**Course Outline:**

|  |  |
| --- | --- |
| **Week 1 & 2** | **Pages** |
| * **Chapter 1 Marketing and You** | **4** |
| Section 1.1 Marketing | 6 |
| Section 1.2 Careers in Marketing | 10 |
| * **Chapter 3 Business Basics** | **40** |
| Section 3.1 Business Defined | 42 |
| Section 3.2 Importance of Business | 50 |
| **Week 3 & 4** |  |
| * **Chapter 4 Marketing Plan** | **60** |
| Section 4.1 Describe the Marketing Plan | 62 |
| Section 4.2 Write the Marketing Plan | 67 |
| * **Chapter 12 Targeting a Market** | **222** |
| Section 12.1 Identify the Market | 224 |
| Section 12.2 Segment the Market | 228 |
| **Week 5 & 6** |  |
| * **Chapter 13 Business-to-Consumer (B2C) Marketing** | **240** |
| Section 13.1 Influences on Consumer Purchasing | 242 |
| Section 13.2 Consumer Decisions | 249 |
| * **Chapter 14 Business-to-Business (B2B) Marketing** | **258** |
| Section 14.1 Business Customers | 260 |
| Section 14.2 B2B Buying Decisions | 266 |
| **Week 7 & 8** |  |
| * **Chapter 15 Products and Services** | **280** |
| Section 15.1 What Is Product? | 282 |
| Section 15.2 Product Planning | 291 |
| Section 15.3 Product Life Cycles | 296 |
| * **Chapter 17 Branding** | **322** |
| Section 17.1 Brand Elements | 324 |
| Section 17.2 Power of the Brand | 330 |
| **Week 9 – End of quarter 3** |  |
| * **Chapter 19 Price Strategies** | **364** |
| Section 19.1 Price Strategies | 366 |
| Section 19.2 Strategic Pricing | 370 |
| Section 19.3 Credit | 377 |
| **Mid-term Final** |  |
| **Week 10 – Beginning of quarter 4** |  |
| * **Chapter 22 Communication Process** | **442** |
| Section 22.1 Communication Basics | 444 |
| Section 22.2 Types of Communication | 450 |
| Section 22.3 Listening and Reading with a Purpose | 458 |
| * **Chapter 25 Visual Merchandising** | **508** |
| Section 25.1 Visual Merchandising and Display | 510 |
| Section 25.2 Displays and Design | 516 |
| **Week 11 & 12** |  |
| * **Chapter 26 Personal Selling** | **528** |
| Section 26.1 Role of Sales | 530 |
| Section 26.2 Selling | 534 |
| Section 26.3 After the Sale | 546 |
| * **Chapter 28 Marketing Management** | **580** |
| Section 28.1 Management Functions | 582 |
| Section 28.2 Marketing Finances | 589 |
| **Week 13 & 14** |  |
| * **Chapter 29 Products and Services** | **602** |
| Section 29.1 Setting Goals | 604 |
| Section 29.2 Jobs and Careers | 615 |
| * **Chapter 30 Preparing for your Career** | **624** |
| Section 30.1 Career Preparation | 626 |
| Section 30.2 Job Seeking | 635 |
| **Week 15 & 16** |  |
| * **Chapter 31 Entrepreneurship** | **656** |
| Section 31.1 Entrepreneurship | 658 |
| Section 31.2 Business Ideas | 667 |
| * **Chapter 32 Risk Management** | **678** |
| Section 32.1 Identify Risk | 680 |
| Section 32.2 Manage Risk | 685 |
| **Week 17 & 18** |  |
| Website Product Development | Project |
| **Final Test** |  |

**Grading:** Students earn their grades by actively participating in class and completing class work, quizzes, projects, participation, tests and end of quarter exams. Assignments that are submitted without a name will receive a grade of zero on the assignment.

40% Participation in class, projects

40% Classroom assignments

20% Test and quizzes

**COSSA District grade scale:**

|  |  |
| --- | --- |
| * A | * 90%- 100% |
| * B | * 80%- 89% |
| * C | * 70%- 79% |
| * D | * 60%- 69% |
| * F | * BELOW 60% |

**\*\* Note: Mrs. Frahm retains the right to make changes, additions, and deletions to the course throughout the course. Students will be made aware of any changes. \*\***

Dear Students and Parents,

Please sign and return this portion of the page by **Monday, January 14th, 2019**. If you have any questions, please feel free to contact me by email and I will promptly respond.

Thank you,

Mrs. Frahm

Mrs. Frahm,

We have read and understand the course syllabus for the Marketing course.

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Student Name (Print) Student Signature Date

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Parent/Guardian Name (Print) Parent/Guardian Signature Date