



New York Mills High School

Curriculum Document

Curriculum Area: **Business Education**

Course Name: **Marketing**

Common Course Catalog Number: **12152**

Length of Course: **One Semester**

Pre-Requisite: **None**

Grade Level: **9-12**

Course Description:

This course will teach students the marketing aspects of a business dealing with products, sales, promotions, and distributions. Students will analyze the viability of product, price, place, and promotions based on research discoveries and correlate them into a marketing business plan.

This class is designed to prepare students for entry level jobs, advancement in marketing and management careers, and/or for future studies in two-year technical/community colleges or four-year colleges or universities. Marketing will give you a background for careers in sales & technical services, travel, tourism, recreation, business management & small business entrepreneurship, promotional and managerial marketing.

Essential Learner Outcomes:

- Describe the scope of marketing and core functions
- Explain the marketing concept and target markets
- Explain the basic elements of a marketing plan
- Analyze the impact of marketing on individual, business and society
- Explain the marketing mix and its role in the marketing process
- Describe the elements, design and purpose of marketing plans

Units of Study:

- Unit 1 – The World of Marketing
 - Marketing is all around us
 - The Marketing Plan
- Unit 2 – Economics
 - Political and Economic Analysis
 - Global Analysis
- Unit 3- Business and Society

- The free enterprise system
 - Legal and ethical issues
- Unit 4 – Skills for Marketing
 - Basic math skills
 - Communication skills
 - Technology for marketing
 - Interpersonal and management skills
- Unit 5 – Selling
 - Sales process
 - Presenting the product
 - Closing the sale
- Unit 6 – Promotion
 - Promotional concepts and strategies
 - Visual merchandising and display
 - Advertising
- Unit 7 – Distribution
 - Channels of distribution
 - Physical distribution
 - Purchasing, stock handling and inventory control
- Unit 8 – Pricing
 - Planning and strategies
 - Pricing math
- Unit 9 – Marketing Information Management
 - Marketing Research
 - Conducting survey and activities
- Unit 10 – Product and Service Management
 - Product Planning
 - Branding, packaging and labeling
- Unit 11 – Entrepreneurship and Finance
 - Entrepreneurial Concepts
 - Risk Management
 - Developing a Business Plan
 - Financing the Business
- Unit 12 – Career Development
 - Identifying career opportunities
 - Finding and applying for jobs