

# Marketing

Teacher: Mrs. Snyders



Marketing is a one-semester class designed to give you an overview of business marketing. This class will involve a lot of discussion and a variety of computer and “hands-on” activities. It is my goal that this class be relevant to the “real-world” as well as to prepare you for college.

**Objectives:** *Upon successful completion of this course, I will be able to:*

- Describe the need for marketing information.
- Explain the concept of competition, price, productivity, & marketing strategies.
- Identify factors affecting a business's profit.
- Analyze product information to identify product features and benefits.

## **Units of Study**

Marketing Today

Marketing Impacts Society

Marketing Begins with Economics

The Basics of Marketing

Marketing Begins with Customers

Competition is Everywhere

Marketing for E-Commerce

The Marketing Strategy

**“Real World” projects:** Pizza Ranch, Snack Shack, & e-bay

## **Text/Resources**

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## **Grading**

Your final grade will reflect the following:

- Tests, Quizzes = 50%
- Projects, Daily Work, Participation = 50%

Assignments are expected to be handed in by the beginning of class on the day they are due. Anything after that will be docked a letter grade for each day late.

This class involves a lot of discussion. I expect everyone to be able to voice their opinion without fear of harassment from others.