

Nouvel Catholic Central

Marketing

COURSE SYLLABUS

COURSE DESCRIPTION:	Marketing is the study of how the value of a product or service is communicated to consumers. Marketing techniques include choosing a target market, market analysis as well as understanding consumer behavior and trends. This class will examine the functions of Marketing as they are applied in both business and society. These functions include: Distribution, Financing, Marketing-Information Management, Pricing, Product/Service Management, Promotion, and Selling.
MAJOR COURSE GOALS:	<p>Students will be able to understand the importance of studying marketing as it applies to business and their own lives.</p> <p>Students will be able to explain what marketing is, why marketing is needed and how marketing has developed over time.</p> <p>Students will be able to demonstrate the marketing concept and its implementation.</p> <p>Students will be able to discuss how marketing benefits society and how it can help solve social problems, as well as discuss common criticisms of marketing.</p> <p>Students will be able to explain the stages of consumer decision-making, and why customer needs is crucial to successful marketing.</p> <p>Students will be able to explain how to use marketing research, describe the purpose of marketing surveys and explain the advantages and limitations of the different types of research.</p> <p>Students will be able to apply the five steps of the consumer decision-making process and experience how businesses can influence consumer decision-making.</p> <p>Students will be able to explain the various formats of advertising, the advantages and disadvantages of advertising and how the U.S. government regulates advertising.</p>
COURSE ASSESSMENT PLAN:	Class lecture and discussion, textbook readings, written responses, article analysis (including written, oral and group), quizzes, tests, hand-on product production project
SUPPLIES AND MATERIALS NEEDED:	Textbook, Notebook, Binder (recommended)
EXTRA HELP:	The teacher is available 5 th -7 th hour as well as after school until 3:15.
INSTRUCTIONAL	A variety of teaching strategies will be used to address differing learning styles.

PHILOSOPHY:	<p>Lecture notes will be presented on the overhead, class discussion will be used to discuss articles and key concepts, current articles will be read and discussed, and hands-on projects (creating a product to sell, marketing, etc.) will be used to demonstrate understanding. There are elements of high-energy, participatory learning as well as time for individual time for reading, research and analytical and reflective writing.</p> <p>A primary goal in every class is for students to make real-world connections. They should never be wondering “Why do I need to know this?”, or “When will I ever use this?”</p>
MAJOR COURSE PROJECTS AND INSTRUCTIONAL ACTIVITIES:	<p>Students will work individually and within groups on various projects throughout the semester. Some of which may include: Assemblies, Press Releases, NCC events, fundraising opportunities, marketing strategies for NCC and an opportunity to create and market a product to the NCC community.</p>
CLASSROOM EXPECTATIONS:	<ul style="list-style-type: none"> *Respect yourself and others at all times. *Listen while others are speaking. *Class participation is expected and required!
HOMEWORK POLICY AND GRADING SCALE:	<ul style="list-style-type: none"> *Assignments will only receive full credit when they are handed in the day they are due. Late work will be accepted the following day but the grade will be reduced by half. *All formal papers, articles and responses must be typed. *Plagiarism will not be tolerated and is an automatic zero for the assignment. When in doubt, always cite any work/sources that are not your own. *Extra credit will be offered throughout the semester at my discretion. *Grades are based on the accumulated points of all assignments. <p>All points are approximate by Unit</p> <p>Participation: 30-40 points Article Responses (Group and Individual): 30-40 points Tests and Quizzes: 30-35 (Quizzes) 45-55 (Tests) Formal Papers: 25 points Homework/In-Class Activities 20-30 points Marketing Projects: 35-50 points</p> <p>*The NCC grading scale is listed in the NCC handbook.</p>
CONTACT INFORMATION:	
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