

General Course Information

Course Name: Marketing I	
Department: Business and Marketing	Grade Level(s): 10-12
Duration/Credits: 1 yr/1.0 credit	Prerequisites: none
BOE Approval Date:	Course Code H5325
Course Description:	
<p>Marketing is key to how businesses get their products to consumers. Marketing I will focus on multiple marketing functions where students will learn strategies including product development and selling. This course prepares students to use marketing concepts in current and future careers. Students enrolled in Marketing I are eligible to join student business organizations (DECA & FBLA).</p>	
Course Rationale:	
<p>Demand for marketing savvy students is growing in both the marketing and business community. Skills learned also allow students to become more informed consumers and productive employees.</p>	
Course Objectives:	
<p>The student will investigate the theory of supply and demand in marketing situations, analyze the global link between economic goods and services and compare and contrast different economic systems. (A+ Research)</p> <p>The student will develop and discuss target markets and the marketing mix strategies for a product. (A+ Speaking & Listening)</p> <p>The student will design a new product and write a positioning and branding strategy. (A+ Writing)</p> <p>The student will read about and compare and contrast various pricing strategies. (A+ Reading)</p> <p>The student will develop a promotional strategy.</p> <p>The student will analyze the steps of the selling function.</p> <p>The student will explain and discuss career sustaining skills.</p>	

Standards Alignment:
List standard set(s) to which course has been aligned MBA Research Standards

Power Standards

List Standards -
