

General Course Information

Course Name: Marketing II	
Department: Business & Marketing	Grade Level(s): 11-12
Duration/Credits: 1 yr/1.0 credit	Prerequisites: Successful completion of one of the following courses: Marketing I, Social Media Advertising, Sports & Entertainment Marketing or Entrepreneurship I
BOE Approval Date:	Course Code H5330W
Course Description:	
Marketing is key to how businesses get their products to consumers. Marketing II will focus on advanced marketing functions where students will learn strategies including marketing information management and integrated marketing communications. This course prepares students to use advanced marketing concepts in current and future careers. Students enrolled in Marketing II are eligible to join student business organizations (DECA & FBLA).	
Course Rationale:	
Demand for marketing savvy students is growing in both the marketing and business community. Marketing II builds upon previously learned skills to develop students' sophistication in marketing strategies. Skills learned also allow students to become more informed consumers and productive employees.	
Course Objectives:	
The student will develop research tools, gather and analyze data and report findings and conclusions. (A+ Research)	
The student will read about and compare and contrast channel management strategies. (A+ Reading)	
The student will create components of an integrated marketing communications plan. (A+ Writing)	
The student will explain and discuss career sustaining skills. (A+ Speaking & Listening)	