

Huron High School
32044 Huron River Drive
New Boston, Michigan 48164
734-782-1436

Course Name: Marketing I & II

Course Number: 431/432 Marketing I-453 Marketing II School Store

Course Credit: ½ Credit per Trimester

School Year: 2008-2009

Instructor: Bob Blosser

Course Description: Marketing I is a two trimester course that prepares individuals to perform marketing and management functions and tasks that can be applied broadly in any marketing environment. Principles, practices, and procedures are taught without particular identification with a specific kind of business, product, or service. Marketing II enables the student to apply and practice competencies introduced in Marketing I. The Marketing II “laboratory” is a student-operated school store, an actual business operation. Students operate and manage the store, which sells merchandise to students, faculty, and the general public. This could lead to Cooperative Employment, which is supervised part-time employment for school credit and pay.

Course Objectives: Students will demonstrate understanding of performance objectives for each chapter/learning activity packet.

Students will demonstrate acceptance of responsibilities involved in cooperative learning.

Students will be able to utilize computer technology into their marketing technology.

Student Competencies: Note taking skills, critical thinking, linking school to work, building academic skills through math, communication, and human resources, creation of a video advertisement, and creation of a selling video.

Required Text: Learning Activity Packets & Marketing Essentials Text Book (for supplementing business segments when necessary).

References & Other Resources: Marketing Essentials-Computer Lab assignments-Field Trip to Southland Mall-Guest speakers.

Course Advisory Committee:

Craig Cesarone	POS Systems Group
Patty Poe	R.W. MacPherson/Parent
Maria Snyder	Design Point
Karen Kleptetsanis	S.A. Abraham and Sons
Debbie Grassa	Design Point
L.J. Archambeau	Team Sports
Ryan Andrzejewski	Coca Cola
Kayleigh Burden	Student

Class Assignments: Include LAPS (Learning Activity Packets)Tests, Handouts, Computer assignments, projects, writing assignments, community service projects, community service, and school competitions.

Final Exam: Final exam is 100 points, 20% of final grade. Questions are True/False, fill in the blank, and multiple choice.

Class Policies: Classroom policies are posted on the wall:

Come to class prepared and on time.

No pop or food in the classroom.

Dress appropriately for school. Outerwear is not permitted in class or the halls.

No cell phones seen or heard in the class or in the halls.

No electronic devices.

No foul language.

Always treat others with respect.

Evaluation & Grading: Follow grading scale in the Huron High School Handbook. Trimester break down is 80% class grade and 20% final exam.

Course Outline: Follows the 12 Business Segments:

1. Functions of Marketing
2. Economics
3. Selling
4. Customer Relations
5. Promotion
6. Distribution
7. Marketing Information Management
8. Product Planning
9. Management
10. Financial
11. Entrepreneurship
12. Career Development

Articulation Agreements: Monroe Community College-Henry Ford Community College (pending) and Wayne Community College.