

Woodhaven High School
24787 Van Horn
Brownstown, MI 48134
734-783-3333

Course Name: Marketing, Entre, Advanced Marketing

Course Number:

Course Credit: ½ credit per hour per semester

School Year: 2009

Instructor: Lisa Meyer and Keith Christnagel

Course Description: Marketing – students will learn marketing functions, strategies and interrelationship to one another. Selling, promotion, economics, promotion customer service, functions, employability skills, and career opportunities.

Entrepreneurship – first semester students will develop a business plan that would be submitted to a potential financial institution for approval for funding. Second semester will get into business policies, management and entrepreneurship opportunities.

Advanced Marketing – Students will do a extensive research project incorporating the marketing functions. Students will also work in the school based enterprise of the school store. Develop stronger understanding of the marketing functions.

All students will have the opportunity to become a DECA member and be able to apply the skills they learn in the classroom through projects and competition.

Course Objectives:

Marketing – Learn the basic concepts of marketing, marketing careers and job outlook.

Advanced Marketing – Students will learn to apply the skills they learn through the school store and application projects.

Entrepreneurship – Students will learn what is needed in a business plan for financial approval and management of the business.

Student Competencies:

Marketing – Functions, Strategies, economics, distribution, promotion, selling, customer service, employability skills, job outlooks.

Advanced Marketing – product development, market research, visual merchandising, purchasing, pricing, inventory, safety, entrepreneurship, business operations,

Entrepreneurship – Self Analysis, business plan, financial analysis, business policies, business management, staffing, business activities.

Required Text: Marked laps

References & Other Resources: Marketing Essentials

Course Advisory Committee:

Anne Goudy, Karen Andrusiak, Carol Bentley, Colleen Bury, Lynne Gibson, Holly Chinavare, Kathryn Palozzolo, Sheree Smith, Matt Sxcepianiak, Amber Wray, Michele, Yuhasz, Kelsie Caplis

Class Assignments:

Cereal Assignment – marketing functions
Demonstration – Selling Unit
Business Plan
Policies Manual
Scheduling
Promotional Plan
Employability packet
Taste testing
Shoe box – visual merchandising

Final Exam:

10-20% of grade. Most final exams have two parts, multiple choice and project application.

Class Policies:

My class policies follow the school policies and handbook.

1. Must bring notebook, pen, pencil and assignments to class.
2. No homework will be accepted late.
3. All work must be original and not plagiarized or copied.
4. Students must follow DCTC guidelines.

Evaluation & Grading:

All assignments are submitted to zangle on a point system.

Daily Assignments, Quizzes, Unit Tests, Projects

Articulation Agreements: Wayne County Community College