

Southgate Anderson High School
15475 Leroy Street
Southgate, MI 48195
(734) 246-4611

Course Name: Marketing
Course Number: 2407-2408
Course Credit: 1
School Year: 2008-2009
Instructor: Mr Dave Fast

Course Description: In this course students will be prepared for employment in the field of business and marketing. They will experience a variety of real life situations that deal with the different phases such as selling, promotion, communication skills and the 4 p's (product, place, price, promotion).

Course Objectives: Although this course is designed for students in the Business, Management, Marketing & Technology career pathways, it would be beneficial to any student with a desire to enter the world of marketing. Given today's economy with many companies downsizing and outsourcing, focus is on students entering a competitive world. Through this course students will be able to excel in a global economy.

Student Competencies:

- ◆ Human Resources
- ◆ Foundations of business
- ◆ Problem Solving
- ◆ Job Trends
- ◆ Marketing Functions
- ◆ Economics
- ◆ Social responsibility
- ◆ Communication and Interpersonal skills
- ◆ Self-Development
- ◆ Career Planning and Job-seeking skills
- ◆ Promotion
- ◆ Critical thinking
- ◆ Selling
- ◆ Self awareness
- ◆ Self Esteem

Required Text: No required text

References & Other Resources:

- ◆ Mark Ed Laps

- ◆ Marketing Essentials Text
- ◆ The Winners Manual
- ◆ The Apprentice
- ◆ Stossel in the Classroom

Course Advisory Committee: Marketing Advisory Committee

James Mathes/American Yazaki
 David Barlage/Ford Motor Co.
 Russ Allgood/Parent
 Fred Karnes/US Post Office
 Jack Miller/BASF
 Chris Jacuik/C&J Appraisal
 Larry Miele/CTE Director –Southgate Anderson
 Michael Reichow/Marketing Student
 Christine LeDee/Business, Technology & Marketing Teacher
 Dave Fast/Marketing Teacher
 Larry Sakalas/Business, Technology, & Accounting Teacher
 Laura Draper/ Technology Teacher
 Patricia Sisler/ Technology Teacher
 Dawn Olson/ Counselor Southgate Anderson

Class Assignments:

- ◆ Series of weekly quizzes
- ◆ Unit Test
- ◆ Sales Presentation
- ◆ Creation of a Promotional Plan
- ◆ Dailey classroom to reinforce topics learned

Final Exam:

The final exam is 20% of the overall grade and is a capstone of the course.

Class Policies: This is a Business Class and is treated like a Business

1. I will not interfere with students learning.
2. Come to class. Showing up for class?
In the real world, if you chose not to go to work, you would not get paid.
3. Come to class on time. In the real world, if you show up late for work, it comes out of your paycheck. If your tardiness were to become a problem, you could be FIRED!

4. Come to class prepared. Bring your books, paper, writing utensil, and your COMPLETED homework. In the real world, if you are not prepared to work, you are losing money for the company. Since no one likes to lose money, you could be FIRED!
5. Keep a safe environment. No horseplay and no harassment of others. In the real world, safety is important. It is a means of risk management. Risk management reduces the amount accidents, injuries and lawsuits. If you were to practice unsafe acts or harass others, you could be FIRED!
6. Must receive a written pass in your planner to leave class

Evaluation & Grading: Total points earned from class work, quizzes, tests, and projects will be divided by total points possible to determine a percentage which will represent a letter grade based on a standard scale. The final trimester grade will consist of 80% trimester grade and 20% trimester final exam.

Course Outline:

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| 1. Introduction | 8. Selling |
| 2. Communication at Work | 9. Promotion |
| 3. Economics | 10. Public Relations |
| 4. Business foundations | 11. Self Awareness |
| 5. Marketing Concept | 12. Self Esteem |
| 6. Pricing / Marketing math | 13. Creativity |
| 7. Interpersonal skills | |

Articulation Agreements: Monroe Community College
Henry Ford Community College