

Marketing Dynamics Syllabus 2011-12

I. Class Information

Instructor: Brandi LeBlanc

Conference Period: 5th period 2:0 – 2:52

E-mail: bleblanc@coppellisd.com

Room#: C-217

Phone Number: 214-496-6355

II. COURSE DESCRIPTION

Marketing is a series of dynamic activities that focus on the customer to generate a profitable exchange. Students gain knowledge and skills that help them to be proficient in one or more of the marketing functional areas associated with distribution, financing, marketing information management, pricing, product planning, promotion, purchasing, risk management, and selling skills. Marketing Dynamics students earn one elective credit per year.

III. MAJOR COURSE OBJECTIVES:

- A. To understand the functions of marketing and explain how these functions fit into business ventures.
- B. To develop the necessary skills needed to enter the field of marketing & explore the many career opportunities available in the field of marketing.
- C. To apply the use of time management, communication, technology, collaboration and critical thinking skills needed to function in a global economy and become lifelong learners.
- D. To integrate skills from all academic subjects.
- E. To practice and develop leadership abilities through DECA activities and competitive events.

IV. COURSE MATERIALS:

TEXTS: Marketing Essentials, Third Edition, Glencoe, Macmillan/McGraw-Hill.

OTHER MATERIALS: handouts, business periodicals, Internet, and other materials as identified by the instructor.

V. Course of Study

First Six Weeks:

Week 1: Syllabus, Management plan, procedures, ,

Week 2: Intro to Marketing -marketing concept
Marketing defined

Week 3: Basic business & economic concepts

Week 4: Business cycle

Week 5: Consumer behavior & Market Identification

Week 6: Presentation Skills

Second Six Weeks:

Week 7: Channels of Distribution

Week 8: Physical Distribution

Week 9: Price Planning

Week10: Setting a price

Week11: Pricing Strategies

Week12: Pricing

Third Six Weeks:

Week 13: Promotion Strategies

Week 14: Advertising

Week 15: Publicity and Public relations

Week 16: Preparing a Promotion Plan

Week 17: Preparing a Promotion Plan

Week 18: Review /Semester Exam Week

Fourth Six Weeks:

Week 1: Emerging Trends in Marketing

Week 2: Careers in Marketing

Week 3: Customer service strategies

Week 4: Overview of selling Process

Week 5: Steps of a sale

Week 6: Steps of a sale

Fifth Six Weeks:

Week 7: Creating a marketing plan/new business venture

Week 8: Creating a marketing plan/new business venture

Week 9: Branding Strategies

Week 10: Branding Strategies

Week 11: International Marketing

Week 12: International Marketing

Third Six Weeks:

Week 12: E-commerce

Week 13: Search Engine Marketing

Week 14: Green Marketing

Week 15: Business & Social Responsibility

Week 16: Management Skills

Week 17: Management/leadership Styles

Week 18: Review /Final Exam Week

VII. Assessment

. VI. Student expectations

Students are expected to attend class, be prepared, attentive and ready to learn. Students are also expected to also practice and model Ethical business standards in the classroom and when representing Coppell High School at any function. Each student is responsible for all work missed and getting all assignments from the teacher when absent. All assignments can be found on Blackboard.

Students are also expected to participate in the international student leadership organization: **DECA, an Association of Marketing Students.**

Dues are \$50.00 and are due **no later than Friday, September 2th, 2011.**

VII. Supplies: Due August 26th, 2011.

- ◆ Pen, pencil, paper, highlighter.
- ◆ *Small* handheld calculator
- ◆ 1 box of Kleenex & hand sanitizer
- ◆ markers