

Syllabus 2011-12
Marketing Practicum Work-Based Learning
(WBL)
Marketing Dynamics WBL
Marketing Dynamics II (non-work based)

I. Class Information

Instructor: Brandi LeBlanc

Room#: C-217

Conference Period: 6th period 2:00 – 2:52

Phone Number: 214-496-6355

E-mail: bleblanc@coppellisd.com

II. COURSE DESCRIPTION

Through course-required employment (WBL only), students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication, and customer-service skills. The practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience.

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 21st century environment 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, and McGraw-Hill.

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

Students will need their own personal copy of the following two books for the fall semester: You may find these at Barnes & Noble, Wal-Mart website (ships free to store) or Amazon.com:

***Tribes: We Need You to Lead Us* by Seth Godin Published Oct. 2008 - ISBN 9781591842330**

***Purple Cow: Transform Your Business by Being Remarkable* by Seth Godin, Published Nov. 2009 - ISBN 9781591843177**

V. 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 on the job for WBL students 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. If a student is in need of extra assistance, tutorials are offered each morning from 7:50 - 8:15.

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 2nd, 2011.**

VI. COURSE OF STUDY

First Six Weeks:

Week 1: Syllabus, Management plan, procedures,
Week 2: Define marketing & Marketing functions
Week 3: Basic business & economic concepts
Week 4: Marketing Mix & Consumer behavior
Week 5: Market Identification /target market
Week 6: Professional Presentation standards

Second Six Weeks:

Week 7: Seth Godin's *Tribes* & Management Styles
Week 8: Management strategy
Week 9: Components of Market Research
Week10: The Market Research Process
Week11: Conducting Market research
Week12: Market Research Project Development

Third Six Weeks:

Week 13: Seth Godin's *Purple Cow* & Creativity
Week 14: Product Planning & Development
Week 15: Branding Strategy
Week 16: Branding Campaign Project
Week 17: Branding Campaign Project
Week 18: Review /Semester Exam Week

Fourth Six Weeks:

Week 1: Selling & customer relationships
Week 2: The Sales Process
Week 3: Developing Sales Quotas & Records
Week 4: Promotion Elements
Week 5: Public Relations & Publicity
Week 6: Promotion Campaign Project

Fifth Six Weeks:

Week 7: Purchasing process
Week 8: Buying plan
Week 9: Human resources & diversity
Week 10: Training development/motivation & performance
Week 11: Ethical responsibilities
Week 12: Mmanagement project

Third Six Weeks:

Week 13: International Trade
Week 14: International Marketing
Week 15: Emerging trends in marketing
Week 16: Resume & portfolio development
Week 17: Careers in marketing
Week 18: Review /Final Exam Week

VII. ASSESSMENT

The breakdowns of assessment for the courses below are as follows:

For **Marketing Practicum WBL & Marketing Dynamics WBL** Course (3 full credits) a year

Professional Ethics/Responsibility/Collaboration	40 %
Critical Thinking/Problem Solving	30 %
Content	20 %
Oral/Written Communication	10 %

For **Marketing Dynamics II**, without the work-based component (1 full year credit)

Critical Thinking/Problem Solving	40 %
Content	30 %
Professional Ethics/Responsibility/Collaboration	20 %
Oral/Written Communication	10 %

If a student is in need of extra assistance, tutorials are offered each morning from 7:50 - 8:15 or after school by appointment.

VIII. SUPPLIES: Due September 2nd, 2011.

- ◆ Pen, pencil, paper, highlighter.
- ◆ 1 Yellow & 1 Blue Pocket Folder with Brads
- ◆ *Small* handheld calculator
- ◆ 2 boxes of tissue
- ◆ 1 package of glue sticks, and markers