



MOUNT HOREB HIGH SCHOOL

Marketing

Instructor: Allison Carroll

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The foundation course introduces students to the marketing process and how it operates in today's dynamic organizations. The entire marketing mix is examined on a broad scale. Topics include: market segmentation and targeting strategies, market research, consumer behavior, selling process, and product development.

For the 2019-2020 school year, this course qualifies for Advanced Standing Credit with Madison College. At the end of the course, all students will take the A*S*K Institute Fundamental Marketing Concepts exam. This exam will serve as a portion of the final assessment for the course as well as an industry recognized certification.

Course Competencies: You have the opportunity to learn the following skills in this course:

1. Discover the marketing concept
2. Analyze the marketing environment and trends
3. Explore marketing's strategic role in the organization
4. Explore consumer buying behavior and decision making
5. Investigate introductory concepts in marketing research
6. Examine market segmentation and targeting strategies
7. Explore product concepts and strategies
8. Explore introductory integrated marketing communication (promotion) strategies
9. Investigate pricing issues and concepts
10. Examine the importance of the marketing channel (distribution)

Topics Covered:

Introduction to Marketing and DECA; The World of Marketing "You Can top It!" DECA Meeting - Coming soon (date TBD)
Marketing Concept, Marketing Mix, Analyzing the Marketing Environment
Consumer Behavior
Target Marketing
Marketing Ethics
Informational Management
Marketing Research
Product: Branding Product Strategies: Product Development, Product Mix, and Product Life Cycle
Selling
B2B Marketing, B2C Marketing, C2C Marketing
Global Marketing and Retailing

Policies

Academic Integrity: All schoolwork submitted for the purpose of meeting course requirements must represent the individual efforts of each student. Any form of academic dishonesty is prohibited and subject to disciplinary measures. See school board policy #347.

Attendance: It is very important that you are in class every day. You can never learn as much from borrowing people's notes as you can from actively participating.

- When you are absent, it is your responsibility to check the homework baskets for missed assignments. You will get the same amount of time to complete the assignment as the class had. Please understand that some group activities/projects cannot be replicated outside of class
- Use Google Classroom to access any missed information.

Class participation Take an active role in classroom discussions and activities. Participating in discussion is crucial to share your understanding of marketing and business. Please feel free to share experiences, opinions and all relevant marketing information.

- Expect group collaboration and the expectation is that you are an active participant!
- Technology devices should only be used when appropriate for business settings—be smart!

Class materials Plan to bring a notebook, binder, writing utensil, folder, and course reading materials to class every day.

SEMESTER EXAM:

All students will complete the A*S*K Fundamental Marketing Concepts exam. For the second half of your exam, you have the option to:

1. Attend DECA District Competition on January 11
2. Complete a report and presentation on a business reading of your choice (book, not periodical). All books must be approved in advance and a suggested reading list is provided.

Cell Phone Policy

Cell phones are generally to be silenced and kept out of sight during class (place them in a pocket, backpack etc.). On some days, you may actively be able to use your cell phone in class for research, projects, etc. On others, individual project work days, for example, you may be permitted to listen to music with earbuds. However, assume that your phone should be silenced and out of sight.

Consequence:

- First issue: warning.
- Second/third/fourth issue: A parent/guardian will be contacted and behavior will be documented in Infinite Campus as a MINOR.
- Subsequent issue: Administration will manage. Behavior will be documented in Infinite Campus as a MAJOR.

Learner Responsibilities: As a student in this class, I expect you to:

- take responsibility for your own learning.
- be prepared for class and be an enthusiastic participant during class
- treat others with tolerance and respect
- act responsibly and reliably in group work
- set high standards for your work
- take advantage of opportunities!

Instructor Responsibilities: As your instructor, I commit to communicating openly and frequently with you about this class. I will maintain a professional and safe learning environment. You can expect a reply to communication, via e-mail, through online discussions, voicemail or in person, within 24-48 business hours.



DECA:

As a student in Mount Horeb's Marketing class, you should plan to participate in DECA during the school year!

What is DECA?

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Mount Horeb DECA members have the opportunity to be academically prepared, community oriented, professionally responsible, experienced leaders. As a Mount Horeb DECA member, you'll join more than 11,000 Wisconsin and 200,000 global members!

What will I do?

You make DECA what you want it to be! Compete, engage in Chapter Campaigns, get involved in Community Service Projects, and enhance your leadership skills! Plus, depending on how much time you commit to DECA, you may have the opportunity to attend the International Career Development Conference in Nashville (2020), Anaheim (2021), Atlanta (2022), and Orlando (2023)

Why should I join?

- **Become College & Career Ready**
DECA members say that being involved prepared them academically for college and career and influenced their college and career plans.
- **Gain Real World Skills**
Members report that they learned how to communicate thoughts and ideas, how to organize a presentation and more about what businesses expect from employees, while gaining problem solving skills.
- **Become A Leader**
DECA members say their experience empowered them to be effective leaders and connected school to the real world. Plus, DECA helped members recognize the benefit of community service.
- **Have Fun**
Make friends. Plan events. Travel to other high schools, Wisconsin Dells, Madison, Lake Geneva, Nashville, Anaheim, Atlanta, and Orlando!