

# **COURSE SYLLABUS**

## **MARKETING**

**Dawn Friedrich, Instructor  
Wausa Public School  
2008-2009 Academic Year**

## **I. COURSE DESCRIPTION**

Course Title: Marketing

\*Textbook: Marketing, Sales, & Support, Level 2, South-Western Thomson Learning, Barksdale/Ritter, 2001.

Preferred Prerequisites: Excel, Word Processing, PowerPoint

Catalog Description:

Look at the eight powerful marketing skills and the marketing circle of success. Learn the importance of branding and how to research, plan, develop, price, distribute, promote, sell, and support products to meet the needs of customers. Learn how all these tasks are completed in traditional ways as well as in the exciting new world of ecommerce.

Learn how sales and marketing work together to improve customer satisfaction and increase profits. Learn how advertising, merchandising, and ecommerce promotions can help boost profits.

Learn how customer support increases sales and improves marketing campaigns through a refined application of the principles behind the marketing circle of success.

## **II. COURSE OBJECTIVES**

Upon completion of this course, students will be able to:

1. Identify the eight powerful marketing skills and the marketing circle of success.
2. Identify brands and brainstorm possible brands for a product line.
3. Identify the phases of a product life cycle.
4. Analyze value positioning.
5. Describe the importance of branding and spiral branding in the Web marketplace.
6. Explore the dynamic relationship between marketing and sales.
7. Identify the eight essential aspects of selling.
8. Know marketing terminology and understand marketing concepts related to advertising, merchandising, and ecommerce promotions.
9. Describe the importance of customer support to the marketing and sales efforts of a corporation.

## **III. COURSE REQUIREMENTS/EXPECTATIONS**

Students are expected to punctually attend all class sessions. Any absence should be discussed with and explained to the instructor in advance, if possible. After an absence, an admit slip will be required before a student may return to class.

## **IV. METHODS OF EVALUATION**

The grading scale for the class is as follows:

### **A. Performance (homework/assignments/work habits) ..50%**

- Homework assignments will be graded on accuracy, neatness, sentence structure, and

promptness. Most assignments will be completed using the computer. Work habits will be graded based on a rubric (see attached). You will also be graded on daily participation in class discussions.

- Late assignments will be assessed a 10% penalty per day late. Assignments may not be accepted if more than one week (5 class days) late.
- Cheating will result in a 0.
- Lab work (excel/computer) is for completion of assignments. Playing games and surfing the net are inappropriate activities during lab time.
- Assignments may require the use of the Corporate View Intranet.

**B. Projects.....20%**

- Various projects will be assigned. Examples include designing brands, creating surveys, preparing and delivering slideshows, producing an advertisement, and making print ads.

**D. Tests.....30%**

- There will be a vocabulary test as well as a chapter test after each chapter. Quizzes will only be used if the students are not properly preparing themselves for class. Students may not make up a missed quiz.

The grading scale utilized is:

| <u>Grade</u> | <u>Percent Range</u> |
|--------------|----------------------|
| A            | 94-100               |
| B            | 86-93                |
| C            | 78-85                |
| D            | 70-77                |
| F            | Below 70             |

**V. STUDENT SUPPLIES**

You will be required to bring the following materials to class:

1. notebook with **no fray edges**
2. pen (blue or black)
3. calculator
4. Storage disk (floppy, memory stick, etc.)

**VI. INSTRUCTOR INFORMATION**

Instructor: Mrs. Dawn Friedrich

School Phone: 402-586-2255

Home Phone: 402-586-2191

Wausa School Fax: 402-586-2406

Email: [dfriedri@esu1.org](mailto:dfriedri@esu1.org)

Planning Period: 2:45 p.m. – 3:30 p.m. (8<sup>th</sup> period)

Best time to contact me at home: 9:00 p.m. – 10:00 p.m.

# MARKETING

(WAUSA PUBLIC SCHOOL—MRS. FRIEDRICH, INSTRUCTOR)

## STANDARDS

\*Textbook: Marketing, Sales, & Support, Level 2, South-Western (Thomson Learning), 2001.

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### Section 1—A Marketing View (Chapters 1-3)

#### Chapter 1—Powerful Marketing Skills

##### Chapter Objectives:

1. Investigate the essential role of marketing in businesses today.
2. Describe the marketing circle of success (MCS).
3. Explain how the sales and support functions work with marketing to create a customer-driven MCS.
4. Analyze eight powerful marketing skills including researching, planning, developing, pricing, distributing, promoting, selling, and supporting.
5. Conduct marketing research using both the corporate Intranet and the World Wide Web.
6. Describe how the Marketing, Sales, and Support function interacts with other mission –critical functions.
7. Explore the vital roles that marketing managers and marketing research assistants play in successful businesses.
  - a. **Applications to Small Business:** Identify a small business that seems to understand and apply the marketing circle of success. From personal observations, interviews with company employees, company advertisements, or information on the company Web site, describe how the small business accomplishes the MCS (page 35).

#### Chapter 2—Traditional Marketing With Brands

##### Chapter Objectives:

1. Explore branding and why companies brand their company names, SBUs, and product lines.
2. Identify brands and brainstorm possible brands for a product line.
3. Identify the phases of a product life cycle.
4. Describe how the eight aspects of marketing relate to branding.
5. Analyze value positioning.
6. Research value positions for a product line by analyzing the key positioning variables: quality, status, demographics, price, availability, and customer support.
  - a. **High-Performance Work Group Project:** Brainstorm names for a consumer product division, product brand names, names for individual products, possible slogans or catch phrases to promote the brand, and logos or emblems to promote the brands (page 69).

#### Chapter 3—Ecommerce Marketing

##### Chapter Objectives:

1. Discuss the importance of branding and spiral branding in the Web marketplace.
  2. Describe how companies make the ecommerce experience convenient for customers.
  3. Describe how and why online traffic is measured.
  4. Select several major research firms and describe what they have to offer marketing research teams.
    - a. Evaluate and analyze web sites using a rubric on what makes a site good.
    - b. **Applications to Small Business:** Create a list of ten suggestions a small business would find helpful as it attempts to compete in the world of ecommerce.
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## Section 2—A Marketing and Sales View (Chapters 4-6)

### Chapter 4—Powerful Sales Skills

#### Chapter Objectives:

1. Explore the dynamic relationship between marketing and sales.
2. Prepare a presentation introducing the team members and outlining the goals of the Marketing Research Group.
3. Calculate market share using sampling techniques.
  - a. Students will interview ten bicycle riders of various ages.
4. Collect and analyze market-share data.
  - a. Students will use the information from the interview to determine market share.
  - b. Students will put the market share information into charts.
5. Create sales and marketing presentations.
  - a. Students will include the market share charts in the presentation outlining the goals of the Marketing Research Group.
6. Identify the eight essential aspects of selling.
  - a. **High-Performance Workgroup Project:** Students will use the same three product lines researched in Chapter 2. Each team member should create a slide show for the product line he or she researched earlier. Each product line must have five or more slides outlining the products in the line, the product line's value positioning, the age demographics of its potential customers, and other information you think would be important for the sales staff. Your team will then put the show together.

### Chapter 5—Advertising, Merchandising, and Sales

#### Chapter Objectives:

1. Participate in a sales and marketing case study.
2. Discuss the importance of channel partners.
3. Describe various sales-related careers and how sales professionals interact.
4. Describe sales strategies and distribution channels.
5. Make decisions related to the advertising mix.
  - a. Students will choose appropriate advertisements and promotions by doing Activity 5-1.
6. Write advertising copy for brochures and catalogs.
  - a. Students will design and write an appropriate ad for the AltaView mountain bike.
7. Prepare a storyboard outlining an advertising message.
  - a. Students will write a commercial storyboard using video images, transitions, sounds, and text to communicate its message.
  - b. Students will then make a commercial. Some students will be the actors/readers/directors/etc.
8. Explain how merchandising can increase retail sales.
  - a. Students will practice selling products to each other to learn about “making the sale” and the “follow-up, extending, and expanding the sale.”
  - b. Students will design the floor diagram of a 4,000 square foot store. They will do this by using CAD or other computer software. This design will be for RetailView's store.
  - c. **Applications to Small Business:** Students will choose a small business in our area and design an advertising mix they think could meet its needs. They will then prepare a report for this company suggesting an appropriate advertising mix. Students will need to research costs for these advertisements. They will create a spreadsheet containing all important costs and include it in their report.

## **Chapter 6—Ecommerce Sales and Marketing**

### **Chapter Objectives:**

- 1.. Discuss the growth of ecommerce.
  2. Identify the marketing and advertising layers of ecommerce sites.
  3. Discuss usability of ecommerce sites.
  4. Describe the elements of the sales chain on ecommerce sites.
  5. List various uses of a customer information database as it relates to sales, marketing, promotion, and personalization.
  6. Discuss the issue of customer privacy in ecommerce.
  7. Develop a slide show presenting research findings about ecommerce sites.
  8. Create a slide show outlining possible channel conflicts and solutions.
  9. Rehearse and deliver with your team a multipart slide-show presentation.
    - a. Using HTML, design an ecommerce web site for Corporate View.
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## **Section 3—A Marketing, Sales, and Support View**

### **Chapter 7—Understanding and Marketing Customer Support**

#### **Chapter Objectives:**

1. Describe the importance of customer support to the marketing and sales efforts of a corporation.
2. Examine how corporations use ecommerce support to increase customer satisfaction while lowering customer support costs.
3. Describe the customer support layer of an ecommerce Web site.
4. Explain the importance of using databases in customer support.
5. Create a customer support database.
6. Sort and query a customer support database.

### **Chapter 8—Building Powerful Support Systems**

#### **Chapter Objectives:**

1. Describe the roles back-office support teams play in the success of ecommerce and small businesses.
2. Examine legal notices developed by Legal Services Departments for Web sites.
3. Review and update privacy policies.
4. Evaluate employee performance on the basis of data from the IRD database.
5. Describe problems that can make an ecommerce site inconvenient for customers.
6. Describe how Extranets and databases can be used to improve the flow of materials among companies.
7. Research and describe Web pages aimed at investors.

### **Chapter 9—The Marketing Circle of Success**

#### **Chapter Objectives:**

1. Explain the importance of the marketing circle of success to an effective ecommerce strategy.
2. Research online marketing, sales, and customer support on the Internet.

3. Apply the technical communications principles of audience, purpose, personality and style, simplicity, general to specific, parameters and length, accessibility, and professional delivery to the preparation of a report.
  - a. Students will prepare a comprehensive ecommerce report including sections on marketing and online sales.
4. Write a marketing research report.
5. Create a slide-show presentation illustrating the key points of a marketing report.
6. Identify database fields and links to Web pages.

# Standards

## **Business Education Standards**

### **BE 12.13.1 Marketing**

Students will understand and apply marketing, management and entrepreneurial principles to make rational economic decisions and to exhibit social responsibility in a global economy. They will demonstrate the ability to use marketing for personal use, career exploration and the development of advanced management and entrepreneurial skills.

- Business Management and Entrepreneurship—discuss fundamental business management and entrepreneurial concepts that affect business decision making
- Communication and Interpersonal Skills—review concepts, strategies and systems needed to interact effectively with others
- Customer Service—identify successful marketing strategies that are built on positive customer relationships
- Economics—explain economic principles and concepts fundamental to marketing
- Information Technology—apply computer and related technologies to marketing concepts (spreadsheet, presentation software, database, other software designed to enhance marketing strategies)
- Marketing Mix—identify elements of the marketing mix (product, price, plan, promotion)
- Professionalism—identify concepts and strategies needed for career advancement
- Distribution—describe concepts and processes needed to move, store, locate and/or transfer ownership of goods and services
- Financing—discuss financial concepts used in making business decisions
- Marketing/Information Management—describe concepts, systems and tools needed to gather, access, synthesize, evaluate and disseminate information for use in making decisions for traditional and e-commerce business
- Pricing—explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
- Product/Service Management—describe concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities
- Promotion—describe concepts and strategies needed to communicate information about products, services, images and/or ideas to achieve a desired outcome

### **Links to: Reading/Speaking/Listening**

**12.1.2** Students will locate, evaluate, and use primary and secondary resources for research.

**12.2.1** Students will write using standard English (conventions) for sentence structure, usage, punctuation, capitalization, and spelling.

**12.2.2** Students will write compositions with focus, related ideas, and supporting details.

**12.2.4** Students will use multiple forms to write for different audiences and purposes.

**12.2.5** Students will demonstrate the ability to use self-generated questions, note taking, summarizing, and outlining while learning.

**12.3.2** Students will make oral presentations that demonstrate consideration of audience, purpose, and



information.

**Links to: Mathematics**

**12.2.3** Students will perform estimations and computations of real numbers mentally, with paper and pencil, and with technology.

**12.5.1** Students will select a sampling technique to gather data, analyze the resulting data and make inferences.

**Links to: Social Studies/History**

**12.4.4** Analyze the patterns of urban development, such as site and situation; the function of towns and cities; and problems related to human mobility, social structure, and the environment.