



Career Education
Course: Marketing
High School: Grade 10-12

Essential Course Information

- Course Revision
- Semester course/2.5 credits
- Grades 10-12

Course Overview

This course will delve into the fundamental concepts and strategies that drive successful marketing campaigns. Students will be equipped with the knowledge and skills needed to effectively segment markets, develop product branding, determine pricing strategies, select optimal distribution channels, and create compelling promotional campaigns. The key concepts of consumer behavior, decision-making processes and the marketing-mix of goods and services will be highlighted. Students will also become knowledgeable about careers and opportunities for further study in marketing.

Unit	Estimated Class Time	Overview
Unit 1 Marketing Segmentation	5 weeks	In this unit, students will learn what motivates us to buy and why “Everyone is not your customer”. Students will learn the demographic, psychographic, and geographic factors that are used in identifying an audience for a product or marketing program. They will be able to create a marketing mix based on a defined audience.
Unit 2 Product	5 weeks	In this unit, students will learn the role of Product in the Marketing Mix. A well-designed product meets the needs and wants of the target market and provides benefits such as quality, features, design, and performance. Students will learn how to add value to a product and how to differentiate from competitors through branding.
Unit 3 Place and Price	5 weeks	In this unit, students will learn the role of Place and Price in the Marketing Mix. Place is an essential component of the marketing mix because it helps ensure that a product reaches its intended target market. Students will learn about a variety of distribution channels and how to determine the most appropriate place for a product. Additionally, students will learn how to enhance the shopping experience, once place is determined, in a way that can increase sales. Students will learn the factors that marketers must carefully consider when determining price: production costs, competition, and overall marketing strategy. Nine pricing strategies that can help achieve a balance between profitability and customer value will be examined.
Unit 4 Promotion	5 Weeks	In this unit, students will learn the role of Promotion in the Marketing Mix. Students will learn how consumers make decisions and how we as marketers can influence buying decisions. There are six types of promotion that students will learn how to develop to create a strong brand image, build customer loyalty, and ultimately drive sales.

Content Continuum

9

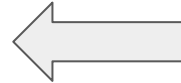
Business Organization and Management

10

Concepts of Entrepreneurship

11

Marketing Semester 1
Advertising Semester 2



12

Honors Virtual Enterprise

INSTRUCTIONAL / SUPPLEMENTAL MATERIALS

Marketing Essentials
Textbook, McGraw Hill

KEY FEATURES OF REVISION

- New Standards
- VALS Psychographic Framework
- Kotler's 5 Product Levels Model
- The 5 Brand Personality Dimensions
- The 5 Stages of the Consumer Decision Making Process

***This course is part of the CTE Entrepreneurship Program
of Studies at West Orange High School***

Career Education
West Orange Public Schools
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