**Marketing SYLLABUS**

**Instructor**: Mr. Sommerfeldt

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**CLASS Information:**

**Course Description**: This course provides the opportunity for the learner to develop the knowledge, skills, process, and understanding of…marketing and its role in the business landscape and a business plan.

**Supplies**: Notebook, pencils and erasers.

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

1. A.12.1 Discuss and give examples of entrepreneurs who make contributions to the local,

state, national, and global economy

1. A.12.2 Identify common traits, beliefs, and attitudes associated with entrepreneurs
2. A.12.3 Compare and contrast various forms of business ownership
3. A.12.4 Analyze the key roles of entrepreneurs in creating jobs in our economic system
4. A.12.5 Outline factors associated with business failures and success
5. A.12.6 Identify skills futurists believe will be necessary for future business occupations
6. A.ME.1 Create a business plan
7. A.ME.2 Present and defend a business plan to a potential investor
8. A.ME.3 Operate an entrepreneurial venture; e.g., school-based enterprises; such as, a

store, senior project, school store

1. A.ME.4 Critique field trips, interviews, and guest speaker presentations from local

entrepreneurs

1. A.ME.5 Identify and locate local, state, and federal sources of assistance for

entrepreneurs

1. A.ME.6 Develop marketing strategies related to entrepreneurial ventures
2. B.ME.1 Contrast ways of organizing and operating a business in a free enterprise system
3. B.ME.2 Analyze the interaction of supply and demand to determine price in a free enterprise

system

1. B.ME.3 Describe and give examples of the ways in which economic conditions and trends,

both domestic and global, affect marketing

1. C.ME.1 Analyze political opportunities and challenges that affect global marketing

efforts drawing from geography, international current events, or cultural

controversies in a specific part of the world

1. C.ME.2 Identify and analyze cultural factors; such as, human needs, values, ideals, and

public policies that affect global marketing

1. C.ME.3 Compare distribution systems and how they function
2. D.ME.1 Explain and defend the significance of marketing in the United States economy

and in business operations

1. D.ME.2 Determine and select appropriate channels of distribution for a product or

service line

1. D.ME.3 Determine the role of finance and credit in the operation of a business
2. D.ME.4 Determine the need for and develop different types of marketing research
3. D.ME.5 Analyze and establish pricing strategies for a product and/or service line
4. D.ME.6 Research and analyze the life cycle for a product, service, or business
5. D.ME.7 Develop and present a promotional plan for a project, service, or business
6. D.ME.8 Develop buying strategies for a product or service
7. D.ME.11 Demonstrate and evaluate professional selling techniques
8. D.ME.12 Describe criteria for ethical marketing practices
9. D.ME.13 Develop and defend a marketing plan

**Core Abilities**: This class addresses the following core abilities:

* + Communicate effectively
  + Work cooperatively
  + Set and achieve goals
  + Model responsible behavior
  + Learn effectively
  + Apply relevant technologies
  + Think critically and creatively
  + Access and use appropriate information resources

**RESPONSIBILITIES and Policies:**

**Attendance:** You are expected to attend all classes to maximize your ability to learn. Your attendance infers that you have completed all preparation prior to the start of class.

**Class participation:** Much learning takes placewhen students verbalize their questions and experiences relating to classroom topics. You are expected to participate in this manner.

**Use of Electronic Devices:** Please turn offall electronic devicessuch as cell phones, ipods, and pagers. No text messaging during class. Keep electronics in pocket or purse.

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

**Syllabus Changes:** As your instructor, I retain the right to make changes based on the timeline of the class, feedback from learners, logistical issues and will inform you as soon as a change is made.

**Grading Scale:**

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| **Percentage Attained** | **Grade** |
| 90-100 | A |
| 80-89 | B |
| 70-79 | C |
| 60-69 | D |

Below 60 F