

COURSE TITLE: Marketing
CODE: BCM503
PREPARATION: Business Management

GRADE LEVEL: 11-12
COURSE LENGTH: 18-36 weeks

Major Concepts/Content: The marketing course enables students to gain a basic understanding of marketing principles, techniques, and career opportunities. Instruction **will** include the relationship of products, prices, promotions to the marketing of goods and services to consumers. Ethics and social responsibilities of free enterprise will be included.

Major Instructional Activities: Instruction will be provided in a lab setting utilizing individualized instruction or electronic learning services. A combination of text materials, reference materials, simulations, electronic research, team projects, and computer activities will be used. Students should develop a complete marketing plan for a product or service. A plan may be developed jointly with an Entrepreneurship or Management student. The advanced marketing student could be involved in an internship coordinated with AAFES or other local merchants.

Major Evaluative Techniques: Students will be required to demonstrate an understanding of marketing by passing objective/problem-solving tests, successful complete class activities and research projects.

Essential Objectives: Upon completion of the course, students should be able to

- Define the purpose of marketing.
- Analyze how external factors and competition influence marketing decisions.
- Demonstrate the role of marketing and the impact of marketing on the individual, business, and society.
- Research and develop a marketing plan for a product or service. Components should include product development, pricing, distribution processes and methods, and forms of promotion.
- Apply strategies to deal with a diverse marketplace.
- Explain the importance of requiring high ethical standards in marketing.

Marketing as an area of concentration could include the following courses **delivered by electronic learning service:**

- Hotel Marketing –designed for students to investigate and prepare for careers in the hospitality industry.
- Media Marketing –designed for students to investigate and prepare for careers in the broadcasting industry.
- Fashion Marketing –designed for students to investigate and prepare for careers in fashion marketing and design.
- Electronic Marketing –designed for students who aspire to work within, or create, a business on the Internet.
- Travel and Tourism Marketing –designed to prepare students for careers in the travel and tourism industry.
- Sports and Entertainment Marketing –designed for students with an interest in promoting the sports and entertainment industry.
- International Trade and Marketing practices within the international framework. (Prerequisite International Business).