

Marketing Management I

Mr. Charles Schneider

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Course Description: Students will use marketing concepts, functions, theories, and computerized tools to analyze the ways in which economic, consumer and environmental variables affect the marketing process. Students will concentrate specifically on mid-level skills in the areas of business law, customer relations, human resources management, and financial analysis. Moreover, areas of selling, pricing, promotion and product will be studied in detail.

Course Goal(s): Students will use marketing concepts, functions, theories, and computerized tools to analyze the ways in which economic, consumer, and environmental variables affect the marketing process.

Course Objective(s):

- Understand the importance of ethical and legal behavior in marketing.
- Understand the important of fostering positive relationships with customers to enhance company image
- Understand fundamental economic concepts to obtain a foundation for employment in business.
- Acquire foundational knowledge regarding the nature and scope of financing and credit.
- Illustrate how staff growth and development can increase productivity and employee satisfaction.
- Acquire the foundational knowledge regarding the nature and scope of marketing information management.
- Acquire foundational knowledge of the four P's (price, promotion, product, place) and understand its role in marketing.
- Understand how career advanced activities enhance employee professional development in business.
- Utilize information technology tools to manage and perform marketing work responsibilities.
- Use information literacy skills to increase workplace efficiency and effectiveness.

Primary Textbook

Farese, Lois S., et al. Marketing Essentials. Woodland Hills: Glencoe/McGraw-Hill, 2009.

Supplemental Textbooks

Dlabay, Burrow & Eggland. Intro to Business 6th Edition. South-Western & Cengage Learning

Kaczmariski & Schultheis. Business Math 16th Edition. Century 21 South & Cengage Learning

Sargent & Ward. Security First Bank, A Banking Customer Simulation Century 21 South & Cengage Learning

Content

- Chapter 1 Marketing Today and Tomorrow
 - What is Marketing?
 - Business Needs Marketing
 - Understanding the Marketing Concept
 - The Changing Role of Marketing

- Chapter 2 Socially Responsive Marketing
 - The Impact of Marketing
 - Criticisms of Marketing
 - Increasing Social Responsibility

- Chapter 3 Marketing Begins with Economics
 - Scarcity and Private Enterprise
 - Observing the Law of Supply and Demand
 - Types of Economic Competition
 - Enhancing Economic Utility

- Chapter 4 The Basics of Marketing
 - Changes in Today's Marketing
 - Planning a Marketing Strategy
 - Understanding Consumers and Competitors
 - The Varied Role of Marketing

- Chapter 5 Marketing Information and Research
 - Understanding the Need for Market Information
 - Finding and Managing Marketing Information
 - Using Marketing Research
 - Collecting Primary Data

- Chapter 6 Marketing Starts with Customers
 - Understanding Consumer Behavior
 - What Motivates Buyers?
 - Influencing Consumer Decisions

- Chapter 7 Competition is Everywhere
 - Focusing on Market Segments
 - Positioning for Competitive Advantage
 - Competing for Market Segments
 - Learning about the Competition

- Chapter 8 E-Commerce and Virtual Marketing
 - What is E-Commerce?
 - The Growing Importance of E-Commerce
 - Virtual Marketing and Distribution
 - The Role of Promotion for E-Commerce

Chapter 9 Developing a Marketing Strategy and Marketing Plan

- Elements of a Marketing Strategy
- Marketing Mix Alternatives
- Analyzing Consumer Purchase Classifications
- Marketing Planning
- Developing a Marketing Plan

Chapter 10 Developing Successful Products

- Starting with a Product
- Components of the Product Mix Element
- Products for Consumers and Businesses
- New Product Development

Chapter 11 Services Need Marketing

- What are Services?
- Classifying Types and Evaluating Quality
- Developing a Service Marketing Mix

Chapter 12 Business-to-Business Marketing

- Business-to-Business Exchange
- Making Business Purchase Decision
- Business Purchasing Procedures
- Retail Purchasing

Chapter 13 Getting Products to Customers

- Marketing through Distribution
- Assembling Distribution Channels
- Wholesaling Manages the Middle
- Retailing Reaches Consumers
- Physical Distribution

Chapter 14 Determining the Best Price

- The Economics of Price Decisions
- Developing Pricing Procedures
- Pricing Based on Market Conditions

Chapter 15 Effective Promotion Means Effective Communication

- Promotion as a Form of Communication
- Types of Promotion
- Mixing the Promotional Plan

Grading Policy

Marking period grades are based on total points. The values reflect maximum point per assignment. All excused absences will be allowed to make up the work with no penalty. Students have the same amount time they were absent to complete missed assignments for full credit. For excused absences if a student exceeds the amount of time to make up work, it will be accepted at a lower percentage for a maximum credit of 80% of the original value. **Students will not be permitted to make-up assignments**

for any unexcused absence.

Type	Points per assignment
Tests	100
Quizzes	20
Classwork/Homework	10
Portfolio	20

Grading Scale:

A range	100-93
B	92-85
C	84-77
D	76-70
F	69 and lower

Work Presentation

Student will be expected to present neatly and include their name, period, date and title of assignment. Student will be provided format guides for most assignments.

Career and Technical Student Organization Involvement and Activities: The CTSOs for this pathway DECA and Business Professionals of America (BPA). The activities at the state and national level will expose the students to retail and commercial business, operations, credit cards, business soft skills, as well as, business law. Competitive events will be through the state and national BPA and DECA conferences.