Marketing

Mr. Bufalino/Room 202

2019/2020 School Year

**Course Description:**

The Marketing course will be an introduction to marketing. Marketing is an integral part of nearly every business. Knowing why and how companies market will provide an important foundation for those who intend to study business in college. This course will give you an excellent opportunity to explore all functions which fall under the definition of marketing (not just advertising and promotion). The course will use a combination of lecture, case study, project based work and business simulation. The projects will include both team and individual work.

The concepts we will cover will be largely new, and in addition, will require certain other skills, such as communication, basic economic principles, reading business oriented literature, data interpretation and analysis and some math. None of these skills will be at a difficult level and we will monitor together whether there are challenges and. In addition, we will discuss many current marketing and business topics and how businesses use marketing to improve their business “bottom line”.

**Course Goals:**

The overall goal of this class is complete a broad survey of marketing topics and to use those concepts to complete a project which includes creation of a product and related marketing plan, including the branding and promotion related to that product.

Marketing is the business function used to communicate the delivery of value to customers. To be successful it must to be able to describe and deliver value both to the organization and its stakeholders, including customers and investors. By the end of the course you will know how companies develop and brand products, identify and segment potential customers, analyze and price their products and manage product delivery and packaging. As noted above, part of the course will be dedicated to learning and developing skills and methodologies which will further improve your overall marketing and business knowledge and capability. In addition, we will explore how marketing can be an asset in various careers.

A primary part of the class will be to experience building a marketing plan for a product. This will be hands-on way to reinforce the concepts learned in the class. More detail will be shared in class but it is expected to be a small group project relying on good communication skills - visual, written and verbal.

The marketing topics we will cover will help answer the following essential questions:

* What work is done in each of the core marketing functions?
* What are the benefits of marketing to consumers and companies?
* What are the basic economic conditions which impact marketing decisions?
* What are the 4P’s of marketing?
* How are products developed, branded and positioned?
* What is the typical product lifecycle?
* What is primary and secondary market research and how are they performed?
* What are demographics and how do demographics influence marketing decisions?
* What are advertising and promotion and how does the creative process work?
* How is a product and promotional mix developed for a product?
* What are marketing technology trends and how is social media used as a marketing tool?
* What are the various pricing strategies and how are they developed?
* What are the ethical pitfalls of promotion and pricing?
* What is the difference between pricing, margin and profit?
* How does product physically move from the producer to the consumer?
* What is the selling process and how does it impact success of the product?
* What are the logistical (distribution) needs of the company and how can logistics and packaging be used as an asset in the sale of a product?
* What careers are available in the field of marketing?

**Course Materials:**

Textbook: Marketing Essentials (Glencoe)

Lois Farese, Grady Kimbrell and Carl A. Woloszyk

Template for Class Assignments:

Name: Joe Charger Date Assignment is Due:

Title of Class: Economics

Class Period:

Title of Assignment:

Supplies: You are required to keep a class notebook. Many of the concepts will be discussed and included on Powerpoint slides, but success on quizzes and tests will be improved by keeping adequate class notes. Some in-class assignments may be completed in your notebooks. There will be a class set of textbooks. You should have your technology, notebook, calculator and pen/pencil for class each day.

Slides and Assignments: Class notes may be shared electronically. Many class assignments and readings will be posted electronically, as well. It is important that you frequently check for assignments and updates to stay current with the class.

Office Hours and email:

At minimum I will be in my homeroom (room 202) by 7:30 am on regular days. You will also find me in my classroom for at least 30 minutes at the end of the day. If you intend to stop by it is best, although not required, to let me know. I encourage you to stop by with any questions or issues.

My school email is [Sebastian.Bufalino@stjoeshs.org](mailto:Sebastian.Bufalino@stjoeshs.org)

Technology Usage:

You are expected to have your textbook and technology with you each day. It’s use will be dictated by the work to be done in class that day. Specifically with regard to technology, you will be instructed on when it will be used in the classroom. We will rely on internet use, and specific assignments will be assigned as we proceed. Approved sites will be assigned in some cases. When not assigned, as when we are doing other kinds of general business or company research, we will follow a “check with me” policy, meaning that students are expected to search for internet sites appropriate to the task, and check with the instructor prior to their use. Finally, only earbud type headphones are to be used in class.

Cell Phones: Cell phones are not to be used in class without instructor permission. I will be providing a space to “park” your cell phone each day as you enter class. You are not required to check your phone – but violations of the no phone policy will be dealt with as follows:

* First violation – warning and phone is to be “parked”
* Second violation – warning and phone is to be “parked”; you will be notified that the next violation will result in a teacher consultation (see below)
* Third violation – Teacher consultation. You will be required to join me after school for a minimum of 30 minutes to read, write about and discuss the proper use of cell phones and social media or perform other tasks. Failure to report to a scheduled teacher consultation will result in a regular detention
* All subsequent violations will result in regular school detentions

Note that the goal of this policy is to limit the distractions cell phones cause when we are completing other work. It is not intended to eliminate the use of cell phones at all times.

**Assessment Information:**

Assignments for this course are varied. The weighting for assignments is expected to be as follows, but is subject to change. Excluding the final, there will be approximately 800-900 points which make up 80% of your grade and are available to be earned as follows:

Quizzes (approximately 8-10) - 20%

Exams (3) - 25%

Long Term Project/Shark Tank Pres. (~4- 5 phases) - 25%

Case Studies/Homework/in-Class Assignments - 20%

Climate Rubric - 10%

Cumulative Final - 20%

Quizzes

There is much vocabulary and many concepts to learn. As these tend to build upon one another, there will be frequent quizzes to ensure that the vocabulary/concepts are being learned and we can move on to the next topic(s).

Exams/Cumulative Final

There will likely be a total of four exams. The first three will cover concepts from multiple units. The last is a cumulative final on all material covered during the semester.

Long Term Project

As noted above this will be a semester long project. It will produced over time with 4-5 phased deliverables due over the course of the semester (product concept, branding, demographics and positioning, pricing, marketing plan, etc.). The final part of the project will be a completion of a 30-60 commercial promotion and a “Shark Tank style presentation and competition. This will allow for a couple of helpful conditions; 1) you will get feedback as you go and can adjust the end product, 2) you will receive grades on interim pieces of the project so that you can assess how you are doing on this large part of your overall grade. This project is an important part of the overall grade, therefore we will dedicate substantial time in class to working on the project as well as practicing on presentation and communication skills.

Case Studies/Homework/In-Class Assignments

We will use many case studies to help learn skills, understand concepts and analyze situations. Some of these will be ungraded, but most will be assigned either for in-class work or homework. You will be expected to keep a notebook for class notes. This may be collected for review as part of your homework grade. Grades on case studies, homework and in-class assignments will largely be determined by the quality of the content. That said, as communication is an important skill we are trying to improve, you will get lots of feedback in this area and providing substandard writing or sloppy presentation work will be addressed and may result in a reduction of grades.

Retake Policy:

Retakes of exams will be available, upon teacher approval. The grade will be established by averaging the grade for both exams.

Class Participation

Hopefully we will be able to introduce marketing and business related topics that are relevant to you. As such, there is an expectation that you will participate a great deal in those discussions. Your participation grade will be embedded in your assignments, your work with partners and teams on in-class assignments and projects and responses to opening bell discussions. You are encouraged to bring in material you think is relevant for class discussion of current topics.

Climate Rubric

The following expectations, which indicate readiness for learning, are to be met at all times:

* Students will arrive on time for class each day in accordance with the dress code.
* Each student will be responsible for contributing to a positive climate in the classroom. They will participate in daily prayer, be considerate of others and their opinions, raise their hands and be recognized to speak in class, participate in all classroom activities, use appropriate language and help to maintain a clean and orderly classroom, in accordance with the student handbook.
* Students will come to class prepared to learn and with the necessary materials.
* Finally, respect is a critical element in the classroom, including respect for the teacher, peers and oneself. This includes Integrity, appropriate language, responsibility and accountability to be demonstrated at all times in assignment completion, dealing with peers and with teachers.

These elements helped to create the environment for success and are critical to the work we will do in class each day. As such you will be assessed each day with a Climate Rubric grade assigned on a point scale totaling 5 points per week.

**Cheating will not be tolerated and will result in a zero for the impacted work.**

Absences – You are expected to schedule with me, as soon as possible, make-ups for quizzes and exams missed due to excused absences. Any other missed assignments during excused absences can be made up. The number of days allowed for make-up is equal to the number of days missed.

Late Work – Assigned work turned in late will receive an automatic deduction of 25%. Assignments will be accepted up to one week after they are posted as graded on-line, thereafter they receive a score of zero unless otherwise agreed with the instructor.

**Units Covered:**

Unit # - Topic

1. Course Objectives and Marketing Overview
2. Economic Essentials for Marketing
3. Product Considerations
4. Marketing Information Management
5. Promotion and Advertising
6. Pricing Strategies
7. Channel Marketing and Selling
8. Product/Service Management
9. Careers in Marketing and Final Project Review

Student Affirmation:

**Personal Accountability** is one of the topics in this class due to the high volume of partner and group work. Personal Accountability can be an important contributor to success throughout an academic and employment career.

As a student at St. Joseph High School, I recognize my personal accountability related to this class, and I affirm the following:

1. I \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ affirm that I have read the syllabus for Marketing (201/2020).
2. I understand the expectations of me during the course of the semester, related to my preparedness for class, my behavior in class and the respect with which I am expected to treat my classmates and the instructor.
3. I understand that cheating (copying work, stealing answers, allowing others to copy) is wrong, and will be severely dealt with.
4. I agree to comply with those expectations and requirements, and will accept the punishment for any violations of those expectations.

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(Printed name)

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(Signed) (Date)