



monarch

Curriculum Catalog

Career and Technical Education Series

Introduction to Careers in Marketing

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Introduction to Careers in Marketing Course Overview

The Introduction to Marketing course will provide students with an overview of marketing, which is an essential element for any company that produces products that are bought and used by individuals.

Students will learn about what marketing is and how the process of marketing works, the role of market research and how companies incorporate ethics into their marketing strategies.

They will also learn about the importance of strategic planning for marketers, the five step marketing strategic process, and strategies for growth.

Students will learn about the environment in which marketers operate. This includes the microenvironment, which refers to entities and influences close to the company or marketer, and the macroenvironment, which refers to influences that impact all of society, such as culture, social trends, and technology.

They will also learn about the Four P's of the marketing mix: product, price, promotion, and place. Students will evaluate the importance of each of these four elements and learn specifically about how technology has changed the approach to the marketing mix. They will also learn about international markets and how to approach marketing at a global level.

After completing this course, students will have a fundamental understanding of the principles of marketing. They will be able to explain the marketing process, marketing strategic planning, the marketing environment, and the trends, opportunities, and challenges in the marketing world today.

Objectives

- Understand what marketing is and its role both within the company and society.
- Understand how marketing achieves its primary objective of adding value.
- Learn the marketing process and how it impacts marketing strategic planning.
- Understand the various components of the marketing environment.
- Analyze the elements of the marketing mix (the Four P's) and determine how each element contributes to the marketing effort.
- Become aware of the impact technology has had on marketing.
- Recognize the need for ethical practices and know the types and consequences of unethical behavior.

Unit 1: Overview of Marketing	
Assignments	
1. Course Overview	10. Project: Protecting Consumers from Harmful Products
2. Marketing	11. Sustainability
3. Project: Is There Truth in Advertising?	12. Project: Sustainability Initiative
4. The Marketing Process	13. Quiz 2: Ethics and Sustainability
5. Marketing Research	14. Special Project*
6. Project: Identifying a Market	15. Test
7. Quiz 1: Marketing	16. Course Project Part 1: Creating a Marketing Plan*
8. Ethics	17. Glossary and Credits
9. Ethical Issues	

Intro. to Careers in Marketing	Unit 2: Marketing Strategic Planning	
	Assignments	
	1. Defining the Business Mission	9. Implementation and Marketing Mix
	2. Project: Creating a Mission Statement	10. Evaluating Performance
	3. Conducting a Situational Analysis	11. Project: Measuring Web Performance
	4. Project: Analyzing a Company Using SWOT	12. Quiz 2: Strategic Planning (Part 2)
	5. Segmentation	13. Special Project*
	6. Quiz 1: Strategic Planning (Part 1)	14. Test
	7. Targeting and Positioning	15. Course Project Part 2: Segmenting the Market*
	8. Project: Paying Attention to Marketing Messages	16. Glossary and Credits

Intro. to Careers in Marketing	Unit 3: The Marketing Environment and Consumer Behavior	
	Assignments	
	1. The Microenvironment	9. Psychological Factors
	2. Project: Conducting a Competitive Analysis	10. Social and Situational Factors
	3. The Macroenvironment (Part 1)	11. Project: Learning about Influences on Consumers
	4. The Macroenvironment (Part 2)	12. Quiz 2: Consumer Behavior
	5. Project: Economic Analysis	13. Special Project*
	6. Quiz 1: The Marketing Environment	14. Test
	7. The Consumer Decision-making Process	15. Course Project Part 3: Consumer Behavior*
	8. Project: Making a Purchase Decision	16. Glossary and Credits

Intro. to Careers in Marketing	Unit 4: The Marketing Mix	
	Assignments	
	1. The Marketing Mix: Products	9. The Marketing Mix: Promotion (Part 1)
	2. Project: Developing a New Product	10. The Marketing Mix: Promotion (Part 2)
	3. The Marketing Mix: Services	11. Project: Using Promotional Tools
	4. The Marketing Mix: Price	12. Quiz 2: The Marketing Mix (Part 2)
	5. Project: Analyzing Price-fixing Cases	13. Special Project*
	6. Quiz 1: The Marketing Mix (Part 1)	14. Test
	7. The Marketing Mix: Distribution	15. Course Project Part 4: Promotional Strategy*
	8. Project: Learning About Logistics	16. Glossary and Credits

Intro. to Careers in Marketing	Unit 5: Marketing Today	
	Assignments	
	1. Technology: Products	9. Project: Expanding Globally
	2. Project: The Evolution of a Technology-based Product	10. Career Opportunities in Marketing
	3. Technology: Price and Distribution	11. Project: Finding a Job
	4. Technology: Promotion	12. Quiz 2: Global Marketing
	5. Project: Impact of Technology on Marketers	13. Special Project*
	6. Quiz 1: Technology	14. Test
	7. Global Marketing Evaluations	15. Course Project Part 5: Global Market Entry*
	8. Global Marketing Entry Strategies	16. Glossary and Credits

ICM	Unit 6: Course Project, Review, and Exam	
	Assignments	
	1. Course Project Part 6: The Completed Marketing Plan*	2. Review
		3. Exam

(*) Indicates alternative assignment