

Course: Marketing 1

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Materials: www.ReadMarketingNow.com
Jeff McCauley
web-based text book
<https://iteachmarketing.wixsite.com/tmthome>

Supplemental Material: MRKT 10th Edition
Charles W. Lamb Texas Christian University
Joe F. Hair Louisiana State University
Carl McDaniel University of Texas, Arlington

Knowledge, Skills and Goals:

This semester course introduces the student to the world of marketing. Every aspect of our lives is influenced by marketing and by understanding what the marketer is trying to accomplish, we can become more confident consumers. The key marketing principles of *product, place, price* and *promotion* will be the focus of the class as well as assessing the role of ethics in Marketing.

Course Objectives: *As per the National Standards of Business Education:*

- Understand the concept of what marketing is.
- Examine the relationship between our economic system, business and consumers.
- Explore the impact of the consumer on the development or modification of products.
- Understand the variable of price and how it affects the success/failure of a good or service.
- Explain why products are distributed in various ways.
- Analyze the effectiveness of various promotion activities.

Resulting in the student successfully being able to answer these questions:

1. Does the student recognize that general marketing concepts are important to everyone, because they impact individuals, business, and society?
2. Can the student identify the stimuli that marketers use and become smarter consumers?
3. Does the student understand how marketing principles apply to “selling themselves” to potential employers, colleges or organizations?

Instructional Methods:

The material is presented in class discussions guided by chapter outline notes (provided to the student during the discussion and on the Google Classroom as well). The class discussions aim to apply the concepts to the student's lives so they can relate to the material and understand the concepts. The use of videos, computer simulations, and current events articles will also help to reinforce the material. Student learning will be assessed through tests, the computer simulation, and projects. Projects and presentations will be done individually and in groups.

Sequence of Topics:

- I. Marketing What Is It and Why Is It Important?
- II. Customers, Target Markets and Market Segmentation
 - a. Target Market Age Group Project
- III. The Product
 - a. New Product Development Project
- IV. Prices
- V. Place
- VI. Promotion
 - a. Social Media Marketing Project

Grading Standards and Weighting:

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| ● Chapter Tests | 35% |
| ● Projects | 35% |
| ● Homework/In Class Assignments | 20% |
| ● Class Participation | 10% |

All assignments are to be submitted to the Google Classroom. Assignments are expected on the due date; late work will be accepted but not for full credit.

Each topic will have a chapter test at the conclusion

All Chelmsford High School rules related to attendance, academic honesty and grading are detailed in the student handbook.