

Marketing and Business Arrowhead High School



<p>What is Marketing Marketing Is All Around Us www.themarketingteacher.com/NOW/index.php/its-everywhere</p>	<p><i>Marketing and The Marketing Concept</i></p> <table border="0" style="width: 100%;"> <tr> <td style="width: 50%;">Foundations</td> <td style="width: 50%;">Functions of Marketing</td> </tr> <tr> <td>Marketing Concept</td> <td>Benefits of Marketing</td> </tr> <tr> <td>Market Identification</td> <td>Marketing Mix</td> </tr> <tr> <td>Market Segmentation</td> <td></td> </tr> </table> <p>“It’s Everywhere” “Hitting The Target and Adding Value” “The 4 Ps ... 5 and 6”</p>	Foundations	Functions of Marketing	Marketing Concept	Benefits of Marketing	Market Identification	Marketing Mix	Market Segmentation	
Foundations	Functions of Marketing								
Marketing Concept	Benefits of Marketing								
Market Identification	Marketing Mix								
Market Segmentation									
<p>Marketing Planning The Marketing Plan</p>	<p><i>Marketing Planning</i></p> <p>SWOT Analysis Marketing Plan Market Segmentation</p>								
<p>Marketing Mix - PRODUCT</p>	<p>Product Mix – Items and Lines – Width/Depth Strategies – Product Life Cycle Branding – Branding Strategies – Functions of Packaging – Packaging Issues Product Planning – Product Planning Proposals</p>								
<p>Marketing Mix – PRICING</p>	<p>Goals of Pricing-Factors Affecting Price-Legal and Ethical Considerations Pricing Concepts-Pricing Policies and Product Life Cycle-Pricing Strategies-Technology Used</p> <p>“Everything Has A Price”</p>								
<p>Marketing Mix - PROMOTION</p> <p>Promotional Mix - Selling</p>	<p>Promotional Mix – Concepts – Types of Promotion – Trade vs Consumer Promotions – Purpose – Methods - Strategies</p> <p>Selling Hawkfest Sponsorship</p>								

<p>Marketing Mix - PLACE</p> <p>SOCIAL MEDIA MARKETING http://themarketingteacher.com/NOW/index.php/its-everywhere</p>	<p>How It Works-Consumer vs Industrial Distribution – Distribution Planning-Types of Transportation Systems-Advantages/Disadvantages-Storage of Goods</p> <p>“From Your Place To Anyplace”</p> <p>“The Role of Social Media In Marketing”</p> <p>“Social Media as a Marketing Tool”</p> <p>“Mobile as a Marketing Tool”</p> <p>“Social Blogging as a Marketing Tool”</p>
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<p>Arrowhead Marketing Goes Disney (Every Friday)</p> <p>Virtual Trips To Disney Parks Throughout The World</p>	<p>Product/Service Promotion Pricing Place/Distribution People (Target Market)</p>
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Required Materials

Online ReadMarketingNow Textbook, Canvas, Notebook, Headphones, Pen and Pencils

Miscellaneous Assignments

Develop a marketing plan for a product including a prototype

Various cases studies in advertising, promotion, pricing, selling, product/service development, target marketing, market segmentation

Read and discuss marketing articles on the newest trends and happenings in the business world

Discuss and analyze business and product/service websites used in marketing

Selling sponsorships for annual HAWKFEST (semester 1) ---Product Sampling Project (Sem 2)

Grading Standards

90 -100	A	60% - Formative Assessment (cases, questions, daily work)
80 - 89	B	40% - Summative Assessment (quizzes, tests, major projects)
70 - 79	C	
60 - 69	D	

Grades are cumulative and based on a total accumulation of points. Keep all handouts in a folder or binder for proof of work and to use for final exams.

- 85% 18 Week Grade
- 15% Semester Exam Grade

Attendance

Students are responsible to obtain and complete any homework or test missed within the timeline given as stated in the student handbook. If it is an unexcused absence, up to 50% can be earned. It would be beneficial to obtain any work missed before the next class meeting time so you do not get behind in your studies.

Classroom Expectations

Students are responsible to maintain a successful learning environment in the classroom. Students are expected to be punctual, participate, and a role model of Arrowhead's citizenship initiatives: honesty, respect, communication, work ethic, and open mindedness.

“ THE ARROWHEAD WAY” BE APPROPRIATE - BE RESPECTFUL - BE RESPONSIBLE

Students are also responsible to ask for help if the subject area is confusing or low scores are being achieved.

School Policy

Please read over the Arrowhead Student Handbook for information on many school policies that you should be aware of.

Cheating and Plagiarism:

1st Offense - Zero for that grade

2nd Offense - Cumulative grade for the six-week grade will be lowered one full grade

3rd Offense - Drop from the course and fail semester

Tardiest:

1st Offense = warning

2nd Offense = Brief after class discussion

3rd Offense = After/Before school detention & phone call home

4th Offense – Referral for a Saturday detention

Teacher Contact

Email using the teacher's lastname@arrowheadschoools.org

Office/Free Hours: _____

Marketing & Business Course Power Standards

- Assess and analyze the concept of marketing consisting of the tools, techniques, and systems that businesses use to meet organizational objectives.
- Analyze the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services. (Distribution)
- Incorporate the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions. (Marketing-Information Management)
- Identify concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. (Pricing)
- Interpret the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. (Product/Service Management)
- Examine and support concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. (Promotion)
- Examine the concepts and actions needed to analyze client needs and wants and respond through planned, personalized communication that influences purchase decisions. (Selling)

BUSINESS DEPARTMENT POWER STANDARDS

A student exiting the Business & Marketing Department of Arrowhead High School will:

- Demonstrate professionalism in all aspects of life, including appearance, respect for self and others, attitude, responsibility, and quality of work.
- Select and apply problem-solving skills necessary for a changing global environment.
- Develop effective oral and written communication skills.
- Develop competency in technical reading and comprehension.