



Course Name: Marketing HS Elective

Departmental “Why” Statement: Our social studies department strives to develop engaged citizens that are empathetic, thoughtful, critical consumers of information that use their voice to better themselves and make a positive difference in the lives of others. We promote democratic ideals and principles to build a better present and future for ourselves and our posterity.

Shared Valued Outcome of Focus

Problem Solvers find solutions in conventional and/or innovative way.

National and/or State Learning Standards

[HS Social Studies Literacy Standards](#)

Course Understandings/ Objectives

- ★ 1. Students will acquire a working knowledge of key marketing concepts and how they relate to consumers lives and impact the economy.
- ★ 2. Students will create a marketing plan for a new or existing business or product line and apply presentation skills necessary to pitch their business idea to the class.
- ★ 4. Students will understand the psychological behavior of consumers and how marketers can benefit from this knowledge when employing various advertising techniques.
- ★ 5. Students will apply problem-solving and decision-making skills as it relates to market research and how it impacts a company’s new and existing product line(s).

Key Units	Unit 1: What is Marketing? -Marketing Concept, Marketing Mix, Target Market, Utility, SWOT Analysis	Unit 2: Market Segmentation and Consumer Behavior
	Unit 3: Product Development <ul style="list-style-type: none"> • -Branding, Packaging, Product Life Cycle, Boston Consulting Matrix, International Marketing 	Unit 4: Market Research & Pricing
	Unit 5: Advertising -Social Media Marketing, Guerilla Marketing, Print/TV/Radio, Mobile Marketing, Public Relations	

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