

Alexander Hamilton High School
6215 W. Warnimont Ave.
Milwaukee, WI 53220
414-327-9300
Course Syllabus

Course Title: Marketing Techniques
Semester: 1
Credits: .5
Text: BusinessU

Instructor: Mr. Gebert
Instructor Phone: 414-327-9462
Instructor Email:
gebertcw@milwaukee.k12.wi.us
Course # BC2111

Overall minimum of 22 credits to graduate

Students are required to take and pass the following classes:

- 4.0 units: English/Language Arts
- 3.0 units: Mathematics (courses at or above the Algebra level)
- 3.0 units: Science
- 3.0 units: Social Studies as follows: US History, World History, World Geography or World Studies citizenship or 0.5 American government AND 0.5 Economics
- 1.5 units: Physical Education over a 3 year period
- 0.5 unit: Health
- 1.0 unit: Fine Arts (Art, Music, Dance or Theater)
- 2.0 units World Languages
- 3.0 units: Electives

Course Description

The course will allow students to explore the many and complex opportunities in the field of Marketing and Finance, as well as develop the skills, knowledge, and attitudes necessary for entry-level employment.

Course Objectives

The students will learn marketing and economic concepts, business math, banking and credit, career and goal setting, sales, job interview techniques, human relations and communication, and entrepreneurship.

Course Outline

Week	Content	Skills	Assessments
1/2	Introduction to marketing Marketing & the marketing Concept	Students will learn Marketing concepts fundamentals of Marketing	Quiz / Test / Voc / critical thinking activity
3/4	DECA Introduction Wall Street Journal Articles The Importance of marketing Marketing Foundations	Students will learn about DECA, Read about real world business in the WSJ and gain knowledge of the 4 foundations of Marketing	Foundation quiz DECA scavenger hunt Chapter worksheets
5/6	Fundamentals of marketing Team building	Students will learn the fundamentals of Marketing and importance of "team" building in various activities	Survival exercise Tower building

7/8	Functions of Marketing	Students will gain knowledge of the 9 functions of marketing	Poster assignment Test / quiz
9/10	The Marketing plan	Students will learn the basic elements of a marketing plan	Conduct a SWOT analysis Create a commercial
11/12	Marketing Segmentation	Students will learn the concept of market segmentation, analyze a target market and learn about mass marketing	Students will have a fashion show based on market segmentation
13/14	Economics	Students will learn what an economy is, goals of a healthy economy, how the economy is measured, and analyze the key phases of a business cycle	Chapter worksheets Country Econ poster project Test / quiz
15/16	Global analysis	Students will learn about international trade and the global marketplace	Group project Chapter worksheets Test/quiz

17/18	Legal & ethical Issues	Students will learn about the Government and its laws and about social responsibilities and ethics	Roll plays Case studies Test / quiz
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Learning Targets/Standards

The objectives of this course are as follows. You will notice a notation in parentheses follows each objective. This is reference to an appropriate State Standard for Marketing Education that is met through work in this course. Academic standards are a way to measure student learning throughout the state to insure that students complete comparable education no matter where they attend school. It is my goal to do my best to prepare you to meet these and other standards through work in this class.

Business Students will, by the end of Grade 12, demonstrate the following skills:

Financial Procedures

C.12.4 Explain the use of credit cards, bank cards, debit cards, credit ratings, and loan applications

C.12.6 Use calculators appropriately to aid computations and understanding (see M B.4.5)

Marketing

F.12.1 Explain how marketing benefits all businesses

F.12.2 Define marketing mix

F.12.3 Describe current trends that affect the marketing mix

F.12.4 Describe how government regulates marketing (see SS D.12.5)

F.12.5 Describe how marketing problems are identified

F.12.6 Describe the market research process

F.12.7 Describe the factors that influence a consumer's decision to buy

F.12.8 Identify the elements of the promotional mix

F.12.9 Identify the role of marketing in the United States economy

F.12.10 Describe various methods of product distribution (logistics)

Reading Targets:

- Word Analysis
- Word Comprehension
- Text Comprehension
- Main Idea and Details
- Research

Mathematics Targets:

- Mathematical Processes
 - Basic mathematical problem solving

Class Rules

Student Responsibilities:

- **Good Citizenship**
 - Cooperate fully with your teacher and fellow students.
 - Contribute positively to the learning environment in the class.
 - Respect the rights of all others in our class.

- **Good Work Habits**
 - Come prepared. Keep track of your own assignments.
 - Get on task, stay on task, and meet deadlines
 - Request assistance when needed. Quality matters. Make sure your work measures up.

Grading Scale

100%-90%= Advanced AD
89%-80% = Proficient PR
79%-70% = Basic BA
69%-60% = Minimal MI
59%-0% = No Evidence O



Classroom Expectations

Be Respectful	<ul style="list-style-type: none">● Follow all directions.● Use appropriate language and voice level.● Respect the opinions of others.
Be Responsible	<ul style="list-style-type: none">● Arrive to class on time, take your seat, and begin work.● Do your best work.● Bring all needed supplies to class.● Actively participate in class.● Ask for assistance when needed.
Be Safe	<ul style="list-style-type: none">● Be aware of your surroundings.● Observe emergency procedures.● Keep hands, feet, and objects to yourself.

☞ Return form by _____

Marketing Techniques
Mr. Gebert

Student Name:(print) _____

We have read and understand the classroom standards and student responsibilities for Marketing Techniques Class. We feel these standards are reasonable and will be followed throughout the course.

We have read and understand the course objectives and understand how they relate to State Standards in Marketing Techniques class..

I have read the syllabus and course guidelines and agree to adhere to them:

* _____

Parent signature

Date

* _____

Student signature

Date

Parent, please fill out the following:

The best way to contact me is by (phone /email): _____

Phone #'s Days: _____

Evenings: _____

Cell Phone: _____

E-mail: _____