Principles of Marketing Syllabus
Fall 2026 Syllabus

Instructor: Mrs. Jacqueline Nyers

Office Hours By appointment

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Course Management: Genesis, Google Classroom and Google Sites

Course Description: This course helps students understand marketing, the process through which organizations analyze, plan, implement, and control programs to develop and maintain beneficial exchanges with target markets. Effective marketing is critical for the long-term success of any business organization because this function ensures that the firm attracts, retains, and grows customers by creating, delivering, and communicating superior customer value.

Course Objectives:
1. Explain Managing and Management Responsibilities
2. Develop Business Organization and Management
3. Demonstrate Production & Marketing Management
4. Explain Managing and Management Responsibilities.
5. Develop Business Organization and Management.
6. Demonstrate Production, Operations, and Distribution.
7. Implement Marketing Management.

Prerequisites: Financial Literacy

Assignments: All assignments will be submitted electronically through Google/Google Classroom

Grading: Grading scale is based on Woodbridge Township School District established grading policy.

Marking period assignments are distributed as follows:

- Major Assessments – (Tests & Longer Projects) – 50%
- Minor Assessments – (Quizzes & Shorter Projects) – 50%
- Final Exam: 20% of final grade for the course

Exams: Final Exam will be administered on: June 2026

*** In the event a student is absent on the last day of the marking period, the final exam policy established by WTSD applies.

Caveat: This syllabus may be amended during the semester based on the needs of the class. I will announce changes in class. It is your responsibility to obtain changes to the syllabus should you miss a class in which changes were announced.