

MARKETING EDUCATION COURSE OUTLINE

Room A112, Planning Period – 4th (410) 674 - 7710, ext. 211

Course Goals/Objectives

- The student will define marketing and identify the four P's of the marketing mix.
- The student will develop a marketing career profile.
- The student will be able to discuss the functions of the Distributive Education Clubs of America.
- The student will become familiar with the work experience program.
- The student will define selling and state its goal.
- The student will practice effective human relations skills.
- The student will demonstrate the correct use of the Internet to shop for a product.

Course Content

• Unit I	Orientation - Introduction to Marketing Education	10 hours
• Unit II	Marketing Careers and Job Seeking Skills	20 hours
• Unit III	Human Relations	20 hours
• Unit IV	Corporate View	30 hours
• Unit V	Computer Technology and Marketing on the Internet	10 hours

Evaluation Procedures

Grades are computed on a point/percentage system. The end of each marking period, the average of total points will be converted to a letter grade based on the County's grading scale.

- Class Work = 30%
- Special Projects = 20%
- Quizzes/Tests = 25%
- Individual Projects = 25%
- 90 - 100 percent = A
- 80 - 89 percent = B
- 70 - 79 percent = C
- 60 - 69 percent = D
- 0 - 59 percent = E

Materials

- Textbook: **Corporate View**
- Textbook: **Marketing Essentials, 3rd Edition**
- A variety of supplemental materials will be used.
- Pen (blue or black in only)
- Composition book
- A Three-ring binder

Classroom Procedures

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| * Work in on time | * Positive Language | * Positive Behavior |
| * Courtesy | * Be present and on time | * No excuses |
| * Raise your hand | * No food or drinks | * Enter/exit quietly |

ACADEMIC HONESTY POLICY

Every student will sign the Meade High School Academic Honesty Policy. The regulations in the policy will be strictly enforced.