

**ALL MARKETING CLASSES WILL PARTICIPATE IN THE FOLLOWING CO-CURRICULAR ACTIVITIES AS PART OF THEIR MARKETING CLASS.**

**(Fall Term only) JOINING DECA ORGANIZATION-** Each of you will be expected to join our marketing co-curricular organization- DECA (An Association of Marketing Students) during the month of September. This is the fun and exciting part of the class! Opportunities for Leadership positions, scholarships, trophies and exciting travel destinations.

**DECA'S LIST OF COMPETITIVE EVENTS** (Begins in October- go to [www.deca.org](http://www.deca.org))

**WEEKLY BUSINESS ARTICLE-** Once per week you will silently read and summarize a business article (handwritten only) on loose-leaf paper a ½ page paragraph from either the Sun-Sentinel or USA.com

**WEEKLY APHORISMS & VOCABULARY WORD-** Mr. Kennedy will read a weekly aphorism (words of wisdom) from his website and useful Vocabulary term to write down into your marketing note book .

**MONTHLY GUEST SPEAKERS-** To help you think about different business careers I will schedule monthly guest speakers into our DECA classes.

**DECA OFFICER POSITIONS-** The Monarch HS DECA will be holding elections in the Fall & Spring for the following Deca Class Officer positions:

Secretary, Treasurer, Historian, and Photographer.

## **MARKETING ESSENTIALS SYLLABUS**

Mr. Greg Kennedy Marketing Instructor

### **INSTRUCTIONAL MATERIALS**

1. Marketing Essentials textbooks- stays in classroom

### **Units include:**

- 1.0 Demonstrate Employability Skills
- 1.05 Prepare a **Resume**, letters of application, follow-up , resignation and recommendation.
- 1.06 Identify and demonstrate **appropriate dress and grooming** for employment.
- 1.07 Identify and demonstrate **effective job interviewing skills**.
- 1.14 Demonstrate orderly and systematic behavior by creating and maintaining a **monthly planner**.

- 1.17 Create and maintain a **portfolio** for job separation and re-employment.
- 1.19 Discuss importance of practicing positive customer service skills.
- 2.0 Demonstrate **interpersonal** skills (courtesy, loyalty, being a team player).
- 2.12 Set personal and **career goals** and develop a plan of action.
- 3.0 Identify and apply effective workplace **communication** skills (e.g. verbal, nonverbal, written, and electronic).
- 4.0 Demonstrate proficiency in **applying math skills** unique to marketing
- 4.04 Demonstrate ability to make change correctly.
- 4.05 Calculate tax, gratuity, commission, and miscellaneous charges.
- 4.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
- 6.0 Identify **marketing and business** fundamentals
- 7.0 Identify effective **selling techniques** and procedures.

**MARKETING ESSENTIALS PROJECTS:**

- Marketing Mix- Team \* Research a Countries Economic System.
- Functions of Marketing \* Multi-media presentations- group & individual
- Money Management/ Budgeting \*Selling Unit Skills
- Psychographic Trends- ch. 6 \* Communication Skills
- Employability Skills Unit \* Human Relation Skills
- Business Etiquette in Brief- Book

**MARKETING UNIT TESTS INCLUDE**

Unit 1- The World of Marketing

Unit 5- Selling

Unit 2- Economics

Unit 12- Employability Skills Unit

Unit 3- Business and Society

Unit 4- Communication & Interpersonal Skills

# MARKETING APPLICATIONS SYLLABUS

Mr. Greg Kennedy

Marketing Instructor

## INSTRUCTIONAL MATERIALS

1. Marketing Essentials textbook- stays in classroom

Units include:

### Unit 6- Promotion

- 8.0 Select a marketing industry for **career planning**.
- 9.0 Demonstrate applications of **distribution** to the selected marketing industry.
- 10.0 Demonstrate applications of **financing** to the selected marketing industry.
- 10.06 Explain purposes and importance of **credit**.
- 11.0 Demonstrate applications of product/service planning.
- 12.0 Demonstrate applications of **marketing-information management**.
- 13.0 Demonstrate **pricing** applications.
- 13.02 Explain **pricing objectives**, policies, and strategies.
- 14.0 Demonstrate **promotion applications** for the selected marketing industry.
- 14.06 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others.
- 14.10 Develop a **sales promotion plan** for a marketing organization.
- 14.11 Demonstrate **public relations** techniques as used in the marketing industry.
- 15.0 Demonstrate **purchasing** applications to the selected marketing industry.
- 17.08 Create a sales presentation using presentation software.
- 18.0 Demonstrate an understanding of **entrepreneurship**.
- 19.0 Identify the use of technology in marketing.

### MARKETING APPLICATION PROJECTS:

- Advertising Portfolio
- Advertising Media Project
- Create a Radio Spot
- Preparing a Print Advertisement
- Visual Merchandising and Display
- Select a Deca Competition project worth 400 points!
- \* Publicity and Public Relations
- \* Physical Distribution
- \* Conducting a marketing Research
- \* Taste Testing Demonstration
- \* Pricing Strategies Activity

### MARKETING UNIT TESTS INCLUDE

Unit 6- Promotion

Unit 7- Distribution

Unit 8- Pricing

Unit 9- Marketing Research

# MARKETING MANAGEMENT SYLLABUS

Mr. Greg Kennedy

Marketing Instructor

## INSTRUCTIONAL MATERIALS

2. Marketing Essentials textbooks- stays in classroom

### UNITS INCLUDE:

- 20.0 Apply economic principles to marketing
- 20.04 Describe **channels of distribution** for marketing.
- 21.0 Apply **product and service technology**.
- 21.03 Discuss **inventors and entrepreneurs** who have had a major influence on the marketing industry.
- 21.04 Identify past, present, and future marketing products, styles, and services.
- 22.0 Demonstrate **merchandising skills** appropriate to marketing.
- 22.01 Supervise basic **stock keeping techniques**.
- 22.03 Demonstrate **sales promotion** technique of locating advertised merchandise on the selling floor.
- 23.01 Implement **accident prevention** techniques in work situations.
- 23.03 Demonstrate techniques and procedures for recognizing and monitoring potential shoplifters.
- 23.06 conduct an orientation for “new” employees.
- 25.0 Apply **promotional planning** techniques and procedures to marketing.
- 26.0 Apply **entrepreneurial concepts** to marketing.
- 27.05 Demonstrate strategies the marketing manager can use to motivate employees.
- 27.07 Develop a marketing plan
- 28.0 Analyze **global trends** in marketing
- 30.0 Apply a **career plan** to marketing.

### MARKETING MANAGEMENT PROJECTS:

- Research an Entrepreneur
- Marketing Trends Product
- Plan a Promotional Campaign
- Locating advertised merchandise on the sales floor.
- Accident Prevention techniques
- Develop a plan to open a business
- Research a Foreign Company
- Develop a Marketing Career Portfolio
- \* Develop a Promotional Mix
- \* Prepare a Written Ad layout
- \* Prepare a PR Campaign
- \* Plan a Promotional Campaign
- \* Recognizing Potential Shoplifters
- \* Orientation for New Employees
- \* Choices Marketing Career Search

### MARKETING MGT. UNIT TESTS INCLUDE

#### Unit 7- Distribution

Ch. 21- Channels of Distribution

Ch. 22- Physical Distribution

Ch. 23- Purchasing

Ch. 24- Stock Handling and Inventory Control

#### Unit 10- Product and Service Management

- Ch. 30- Product Planning
- Ch. 31- Branding, Packaging, and Labeling
- Ch. 32- Extended Product Features
- Ch. 34- Risk Management

**Optional Honors credit** is available to Marketing Management students who complete a long Deca manual consisting of 20-typed pages. This is an individual “take-home” project. See Mr. Kennedy for details. Deadline to complete- end of April

## **E-COMMERCE MARKETING SYLLABUS**

Mr. Greg Kennedy                      Marketing Instructor

### **INSTRUCTIONAL MATERIALS**

E-Commerce workbook (individually assigned)

Mr. Greg Kennedy                      Marketing Instructor

COURSE OUTLINE includes:

#### **Business Fundamentals**

- Explain the role of business in society.
- Describe the nature of retailing
- Explain the nature of e-commerce.
- Explain the concept of merchandising
- Explain the impact of the Internet on purchasing.
- Place orders/reorders.

#### **Technological Tools**

- Identify ways that technology impacts business.
- Use e-mail functions.
- Demonstrate basic search skills on the Web.
- Demonstrate basic word-processing skills.
- Demonstrate basic presentation software skills.
- Demonstrate basic database skills.
- Demonstrate basic spreadsheet skills.
- Demonstrate basic desktop publishing functions.
- Integrate software applications.
- Create and post basic web page.
- Describe tools used in web site creation.

**Business Risks**

- Identify strategies for protecting business's web site.
- Identify strategies for protecting online customer transactions.

**Economics**

- Explain the economic impact of e-commerce.
- Describe the impact of e-commerce on international trade.

**Career Planning**

- Explain employment opportunities in e-commerce.

**Warehousing/Stock Handling**

- Process incoming merchandise.
- Resolve problems with incoming shipments.
- Process returned/damaged product.
- Store merchandise.
- Fulfill orders
- Explain the nature of inventory control systems.

**Marketing Information Management**

- Identify data available through online tracking.
- Maintain customer database.
- Explain the use of data mining.

**Pricing**

- Describe Internet pricing models.
- Describe the impact of the Internet on pricing decisions.

**Product/Service Management**

- Maintain/Update web site.
- Explain the use of personalization strategies in e-commerce activities.
- Optimize business's web site placement with major search engines and directories.

**Retail Product considerations**

- Explain the nature of merchandise plans.

**Advertising**

- Explain the nature of online advertisements.
- Explain the nature of e-mail marketing.
- Write content for use on the Internet.
- Design a web site.

**Sales Promotion**

- Describe sales-promotion techniques for e-commerce
- Describe unique aspects of Internet sales.
- Describe the nature of customer support for on-line sales.
- Explain the use of brand names in selling.