

# MARKETING ESSENTIALS SYLLABUS

Mr. Greg Kennedy  
Marketing Instructor/ Deca Advisor

## INSTRUCTIONAL MATERIALS

1. Marketing Essentials textbooks- stays in classroom

## MARKETING CLASSROOM PROJECTS INCLUDE

- Marketing Mix project/ 4 P's of Marketing- Design your own beverage
- Functions of Marketing
- Writing a Business Plan to start your own business.
- Construct an Advertising Campaign
- Master proper Telephone Etiquette Techniques- ch. 9
- Constructing a Formal Business Letter- ch. 9
- Business Etiquette in Brief- book & activity
- The art of Professional Selling
- Identify a DECA Competitive Event (Team)

## MARKETING UNIT TESTS INCLUDE

Unit 1- Covers Ch. 1 Marketing Is All Around Us & Ch. 2- The Marketing Plan.

Unit 2- Economics: ch. 3- Political & Economic Analysis AND Ch. 4- Global Analysis

Unit 3- Business and Society- Ch. 5- The Free Enterprise System & ch. 6- Legal & Ethical Issues

Unit 4- Skills for Marketing- covers ch. 7- Basic Math Skills; Ch. 8- Communication Skills; Ch.

10- Interpersonal Skills; Ch. 11- Management Skills

Unit 5- Selling: Covers chapters 12-15 (All the steps of Selling)

## EMPLOYABILITY SKILLS UNIT INCLUDES:

- Typed resume                      Cover letter                      Post-interview letter
- Job termination letter              Typed References
- mock job interview s and Professional Dress.

**DECA'S LIST OF COMPETITIVE EVENTS** (You will select one as your project)

**WORD-OF-THE DAY:** Beginning of each class students will handwrite the word of the day, and definition. Must be in their marketing notebook with 4-5 pages reserved.

**BI- Monthly BUSINESS ARTICLE-** (every 2-weeks) Due on alternating Wednesdays from Newspaper- Sun-Sentinel or Wall Street Journal (wsjclassroom.com) students will read and summarize an interesting article of their choice. Summary must be ½ page hand-written. Must include a word bank with a specific word with-in summary and underlined.

**FORMAT FOR SUBMITTING CLASSWORK-** When submitting any work to me in class, I would like you to always use the following format:

- First and last name in the upper-right hand corner. Teams submit both names.
- Class hour & Date
- Title of Project

How to Save work Electronically : *class hour(space)Last name(space)Title of Project*

(Example)              1 smith Marketing Mix

# MARKETING MANAGEMENT SYLLABUS

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## INSTRUCTIONAL MATERIALS

1. Marketing Essentials textbook- stays in classroom

## MARKETING MANAGEMENT COVERS CHAPTERS:

### *Unit 7- Distribution*

- Ch. 21- Channels of Distribution
- Ch. 22- Physical Distribution
- Ch. 23- Purchasing
- Ch. 24- Stock Handling and Inventory Control
- Ch. 25- Price Planning
- Ch. 26- Pricing Strategies
- Ch. 27- Pricing Math

### *Unit 10- Product and Service Management*

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

*Unit 12- Career Planning-* Choices Online Program Research

**DECA'S LIST OF WRITTEN COMPETITIVE EVENTS** ( Go to [www.deca.org](http://www.deca.org) to select your Deca manual project.)

**BI- WEEKLY BUSINESS ARTICLE-** (every 2-weeks) Due on alternating Wednesdays from Newspaper- Sun-Sentinel or Wall Street Journal ([wsjclassroom.com](http://wsjclassroom.com)) students will read and summarize an interesting article of their choice. Summary must be ½ page hand-written. Must include a word bank with a specific word with-in summary and underlined.

**FORMAT FOR SUBMITTING WORK-** When submitting any work to me in class, I would like you to always use the following format:

- Student Name and class hour in the upper-right hand corner
- Title of Project on the 2<sup>nd</sup> line under the name.

Save work Electronically as: *class hour(space)Last name(space)Title of Project*

(Example)      1 smith Marketing Mix

# MARKETING APPLICATIONS SYLLABUS

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## INSTRUCTIONAL MATERIALS

1. Marketing Essentials textbook- stays in classroom

## MARKETING APPLICATIONS CHAPTERS COVER:

### ***Unit 6 – Promotion***

Ch. 17- Promotional Concepts and Strategies

Ch. 18- Visual Merchandising and Display

Ch. 19- Advertising

Ch. 20- Print Advertisements

### ***Unit 9- Marketing Information Management***

Ch. 28- Marketing Research

Ch. 29- Conducting Marketing Research

Unit 11- Entrepreneurship and Finance

Ch. 33- Entrepreneurial Concepts

Ch. 34- Risk Management

Ch. 35- Developing a Business Plan

Ch. 36- Financing the Business

## MARKETING UNIT TESTS INCLUDE

Unit 6- Promotion: Covers Ch. 17, 18, 19 and 20

Unit 9- Marketing Information Management: covers ch. 28 & 29

**DECA'S LIST OF WRITTEN COMPETITIVE EVENTS** ( Go to [www.deca.org](http://www.deca.org) to select your Deca manual project.

**BI- WEEKLY BUSINESS ARTICLE-** (every 2-weeks) Due on alternating Wednesdays from Newspaper- Sun-Sentinel or Wall Street Journal ([wsjclassroom.com](http://wsjclassroom.com)) students will read and summarize an interesting article of their choice. Summary must be ½ page hand-written. Must include a word bank with a specific word with-in summary and underlined.

**FORMAT FOR SUBMITTING WORK-** When submitting any work to me in class, I would like you to always use the following format:

- Student Name and class hour in the upper-right hand corner
- Title of Project on the 2<sup>nd</sup> line under the name.

Save work Electronically as: ***class hour/ Last name/ first letter of your first name\_ Title of Project***

(Example) 1 smith Marketing Mix