

Tesla STEM High School

Fundamentals of Marketing

Course Syllabus

Course Name: Fundamentals of Marketing

Course Description: Throughout this course you will learn the fundamentals of business and marketing. This class focuses on current topics in business and marketing and opportunities available in today's innovative digital age. The course will compliment the STEM curriculum to help you learn how to market your ideas and prototypes. Some of the topics studied include sales, business, management, entrepreneurship, advertising, legal, finance and digital marketing. Students will brainstorm and present their own business marketing plans and products.

Learning Objectives: Upon satisfactory completion of this course, students will be able to demonstrate comprehension and application of the following skills:

1. Define the term marketing and explain its role and importance in a business from a small startup to an enterprise-size company.
2. Understand the importance of strategic marketing and know the basic outline for a marketing plan:
 - Analyze the external environment and target marketplace to identify opportunities or challenges to a business.
 - Identify and classify marketing segments and targets, demonstrating the use of marketing research techniques.
 - Understand the importance of branding, including a mission statement and the impact of images and messaging on business success.
 - Understand SWOT analysis and SMART goals when thinking about business success.
3. Describe the elements of the marketing mix:
 - 4Ps of marketing: Product, Place, Promotion, Pricing
 - 4Cs of marketing: Customer, Cost, Convenience, Communication
4. Create and present the components of a working marketing plan.
5. Understand how business and marketing channels are evolving yet the fundamentals remain the same.
6. Learn about entrepreneurship and what's involved the make a business or ideas succeed.

Extra-Curricular Learning Experience:

Students will have the opportunity to participate in FBLA (Future Business Leaders of America). FBLA gives students the opportunity to learn business leadership skills as well as compete in Area, State, and National competition. FBLA is an

extra-curricular activity; however, is a great way to apply what they have learned in the course. For more information, see fbla-pbl.org.

Major Assessments: Major Assessments include presentations, assignments, tests, group and individual projects. Other assessments are quizzes, leadership, participation and work ethic.

Classroom Expectations

Students will need to follow oral and written directions, work well in groups and demonstrate good work habits to be successful in the course.

You are expected to be the following:

- Respectful - of others at all times
- Punctual- Be in class and in assigned seat when the bell rings
- Responsible- Use the Internet for instructional purposes only, no game playing or inappropriate computer use
- Prepared- Have all supplies and assignments ready on due date
- Courteous- Keep area clean and keep the volume at a reasonable level
- Proactive- Find out what you are missing before class starts or after school

Attributes of Proficiency

Basic: Denotes partial mastery of knowledge and skills associated with the standard.

Proficient: Represents solid performance for each standard assessed. Students reaching this level have demonstrated competency of problems and apply problem solving strategies to real-world situations.

Advanced: Denotes excellence in performance of each standard being assessed. At this level, a student can demonstrate a strong understanding and application of real-world situations. In addition; students can evaluate and create new learning.

Attendance/Work Habits: This course is a Career and Technical Education (CTE) course that emulates what to expect in the working world. As in a real world job, excessive absences, being tardy, and poor work habits will result in a poor evaluation or dismissal from the course.

Students should be on time, respectful to other students, and prepared to work hard. Students will receive points for their work ethic for being in class and staying on task and points will be deducted for being off task or for inappropriate behavior.

School Grading Scale

Letter Grade Percent Proficiency Level

A 93% and above Advanced

A- 90% - 92%

B+ 88% - 89%

B 83% - 87% Proficient
B- 80% - 82%
C+ 78% - 79%
C 73% - 77% Basic
C- 70% - 72%
D+ 68% - 69% Not Yet
D 60% - 67%
F 59% and below

Late Work Policy: Partial credit 50% may be given for late work turned in within two weeks of the due date.

Re-Do Policy: Some work may be done over to demonstrate proficiency. If turned in past the deadline, this work will be treated as late work.

Extra Help

Contact Mrs. Larsen to arrange for extra help during lunch or after school

Contact Information

Mrs. Larsen dlarsen@lwsd.org

I would love to get your parents' help if they would be interested in doing the following to help support you in this business and marketing class:

- Join us as a guest speaker
- Serve on Advisory Committee
- Serve as a judge for a class competition