

# **e2020 Curriculum Briefing**

## **Introduction to Marketing I (EL5732)**

### **Course Description**

In this two-semester introductory course sequence, students will learn the fundamentals of marketing using real-world business examples to illustrate what it takes to market a product or service in today's fast-paced business environment. Students will learn about buyer behavior, marketing research principles, demand analysis, distribution, financing, pricing, and product management. In this course, students will begin developing a comprehensive marketing plan for a new business that will be completed in the second semester of the course. This course covers an introduction to economic basics, costs and profit, and different business types; techniques for managing money, personally and as a business, and taxes and credit; the basics of financing a business; how a business relates to society, locally and globally; how to identify a business opportunity; and techniques for planning, executing, and marketing a business to respond to that opportunity.

This course is aligned with the Washington State CTE Introduction to Marketing (Marketing I) framework, and the Texas State TEKS Principles of Business, Marketing, and Finance framework.

### **Topics of Study**

- Economics
- Costs and profit
- Business types
- Money management
- Taxes and credit
- Business finance
- Business and society
- Business planning
- Marketing
- Promotion

# e2020 Curriculum Briefing (continued)

## Introduction to Marketing I (EL5732)

### Course Features

- The course uses research-and-reflect assignments to encourage students to use the Internet to research and then reflect in writing on the concepts and ideas introduced throughout the course.
- Practice pages throughout the course help to reinforce conceptual content as students progress through the course. Feedback ensures that students know if they've answered the questions correctly.
- Part 1 of the course has minimal computer hardware and software requirements that will let student with access to a computer and an Internet connection take the course, regardless of computer hardware or operating system.

### Grading

Just as with our other e2020 courses, you always have the flexibility to tailor the grade weights for the course according to your own district, school, and student needs.

The default grades for this course are as follows:

- |               |     |
|---------------|-----|
| • Assignments | 20% |
| • Essays      | 0%  |
| • Quizzes     | 20% |
| • Tests       | 10% |
| • Exams       | 0%  |
| • Projects    | 50% |
| • Additional  | 0%  |