

e2020 Curriculum Briefing Introduction to Marketing II (EL5733)

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 second semester of the course, students will complete a comprehensive marketing plan for a new business idea. This course covers principles behind the pricing and selling of goods; an explanation of Maslow's hierarchy of needs and how it influences what people buy; health and safety regulations related to business, as well as the basics of ergonomics; how to find employees and what to do to apply for a job; and using the Internet and word-processing, presentation, database, e-mailing, and calendaring software on the job.

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

- Selling and pricing
- Customers, inventory, and safety
- Workplace skills
- Career development
- Using the Internet
- Word processing
- Presentations
- Working with data and events

e2020 Curriculum Briefing (continued)

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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 through the course.
- A second set of assignments have students use word-processing, presentation, database, e-mail, and calendaring software to perform business-related tasks.
- 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.
- The course uses the free and open-source office software suite OpenOffice.org, which runs on many operating systems and has minimal hardware requirements.

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:

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