# Career and Technical Education (CTE)

# Marketing I & II

Duncan High School

2020-2021 Class Syllabus

***CTE VISION***

OUR VISION AS CAREER AND TECHNICAL EDUCATION EDUCATORS IS TO DEVELOP STUDENTS OF HIGH MORAL CHARACTER WITH STRONG WORK ETHIC. WE WILL HELP PREPARE STUDENTS FOR COLLEGE OR CAREER SUCCESS BY PROVIDING PRACTICAL KNOWLEDGE AND LIFE SKILLS.

***CTE MISSION***

AS CAREER AND TECHNICAL EDUCATION EDUCATORS, WE WILL PROVIDE A HANDS-ON LEARNING ENVIRONMENT THAT WILL PREPARE STUDENTS FOR POST-SECONDARY EDUCATION AND/OR CAREER SUCCESS.

As your instructor, there are six major objectives I will strive to accomplish for students taking CTE business related programs:

* Develop students of high moral character
* Develop a strong work ethic
* Prepare students with PROFESSIONAL SKILLS needed to be career ready
* Prepare students for a career or post-secondary education
* Provide practical knowledge and skill for all areas of life
* Work constructively together as a team

WE WILL WORK HARD AND PLAY HARD!!

**Course Description**

The Marketing instructional program prepares students to conduct the critical business functions associated with directing the flow of products and services from the producer to the consumer. Students who successfully complete the Marketing program’s coherent sequence of instruction will develop an in depth, practical understanding of economic principles, human resource skills, and marketing concepts as they relate to the nine functions of marketing: distribution, financing, information management, product planning, promotion, purchasing, risk management, and sales. The Marketing program includes instruction in the principles of entrepreneurial economics, basic sales skills, over-the-counter and other direct sales operations, customer service, distribution channels, product evaluation, merchandising, consumer psychology and research, branding, basic bookkeeping principles, leadership and supervision, floor and team management, and professional standards and ethics. Throughout the Marketing instructional program, students learn and practice valuable real-world skills using industry-standard office productivity software to perform and support vital business functions.

The Marketing instructional program is designed to prepare students for postsecondary education and/or entry-level employment. The Marketing instructional program is designed and delivered as a coherent sequence of school-based and work-based supervised learning. Marketing students develop leadership, social, civic, and career skills through participation in the state-recognized Career and Technical Student Organization FBLA (Future Business Leaders of America). Marketing II students will be given the opportunity to Industry Certify in a Microsoft Office program.

**OVER PLEASE**

**Primary Objectives (ADE State Standards)**

* 1.0 ANALYZE ECONOMIC PRICIPLES & CONCEPTS
* 2.0 EXAMINE FOUNDATIONS OF MARKETING
* 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS
* 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX
* 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS
* 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES
* 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES
* 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS
* 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING
* 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES

***ARIZONA CTE PROFESSIONAL SKILLS***

* **1.0 COMPLEX COMMUNICATION**
* **2.0 COLLABORATION**
* **3.0 THINKING AND INNOVATION**
* **4.0 PROFESSIONALISM**
* **5.0 INITIATIVE AND SELF-DIRECTION**
* **6.0 INTERGENERATIONAL AND CROSS-CULTURAL COMPETENCE**
* **7.0 ORGANIZATIONAL CULTURE**
* **8.0 LEGAL AND ETHICAL PRACTICES**.
* **9.0 FINANCIAL PRACTICES**

**Students are also required to complete one community service project per year. If you are unable to participate when we do our designated community service project, you must complete one on your own and have signed documentation from a person in charge.**

**\*\*ALL SECOND YEAR SALES & MARKETING STUDENTS ARE REQUIRED TO TAKE AN END OF PROGRAM CTE STATE TEST. THIS TEST WILL BE YOUR FINAL IF YOU PASS. YOU MUST PAST WITH A 70% OR BETTER. \*\***

**\*\*\*Industry certifications—Marketing II students will have the opportunity to Industry Certify in an Microsoft Office program.**

**55% of class instruction will be lab based.**