Marketing, Advertising, and Sales

Course Overview

This one-semester course is intended to help you learn about the scope and importance of marketing, advertising, and sales in a business. This course has eighteen lessons organized into four units. Each unit has a Unit Activity, and each lesson contains one or more Lesson Activities. Additionally, the course ends with a comprehensive Course Activity.

This course will cover various marketing functions, product planning, advertising operations, and the process of selling.

You will submit the Unit Activity and Course Activity documents to your teacher, and you will grade your work in the Lesson Activities by comparing them with given sample responses. The Unit Activities, Course Activities (submitted to the teacher), and the Lesson Activities (self-checked) are the major components of this course. There are other assessment components, namely the mastery test questions that feature along with the lesson; the pre- and post-test questions that come at the beginning and end of the unit, respectively; and an end-of-semester test. All of these tests are a combination of simple multiple-choice questions and technology enhanced (TE) questions.

Course Goals

This course will help you meet the following goals:

- Examine the role and structure of financial statements and types of business firms.
- Evaluate the intersection of marketing and advertising, and key tools for marketing success.
- Analyze the evolution of product design and the impact of marketing research.
- Interpret the advertising process and its intersection with selling and pricing mechanisms.
- Measure the impact of economic theory on marketing and sales.
- Assess various careers across the industry, including related professional skills and workplace ethics.

Prerequisite Skills

Marketing, Advertising, and Sales has the following prerequisites:

- basic math knowledge
- ability to visualize and apply creativity and innovation
- familiarity with the writing process and following guidelines

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- basic computer skills
- ability to structure and process information

General Skills

To participate in this course, you should be able to do the following:

- Perform basic operations on a computer.
- Perform online research using various search engines and library databases.
- Communicate through email and participate in discussion boards.

For a complete list of general skills that are required for participation in online courses, refer to the Prerequisites section of the Student Orientation document, found at the beginning of this course.

Credit Value

Marketing, Advertising, and Sales is a 0.5-credit course.

Course Materials

- Notebook
- Computer with Internet connection and speakers or headphones
- Microsoft Word or equivalent
- Microsoft Excel or equivalent
- Microsoft PowerPoint or equivalent

Course Pacing Guide

This course description and pacing guide is intended to help you stay on schedule with your work. Note that your course teacher may modify the schedule to meet the specific needs of your class.

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Course Components and Grading Rubric

The table gives a breakdown of the weight for each component in the course. Weight represents the percentage of the total score coming from each activity.

Course Components	Count	Weight
Pretest. *Pretests are optional assessments, typically designed for credit recovery use. If a student shows mastery of a lesson's objective, the student may be automatically exempted from that lesson in the upcoming unit. Typically, teachers do not choose to employ exemptive pretests for first-time credit courses. Pretests are not included as a component of the student's final grade.*	4	0%
Module. *Each module in this course contains an interactive tutorial and an associated mastery test. Tutorials may include one or more Lesson Activities that constitute tasks associated with the tutorial. The module score comes from a student's score on the mastery test.*	18	20%
Discussion. *Online discussions allow for higher-order thinking about terminal objectives. An online threaded discussion mirrors the educational experience of a classroom discussion. Teachers can initiate a discussion by asking a complex, open-ended question. Students can engage in the discussion by responding both to the question and to the thoughts of others. Each unit in a course has one predefined discussion topic; teachers may add more discussion topics.*	4	20%
Unit Activity. *Unit Activities are at the end a unit and constitute one or more small tasks. Their purpose is to deepen understanding of key unit concepts and tie them together. Each Unit Activity includes a simple rubric. The teacher versions include both a rubric and modeled sample answers. Unit Activities are teacher graded.*	4	20%
Posttest. *The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.*	4	20%
Course Activity. *Course Activities are similar to Unit Activities in scope but may be found at any point in the course, either to prepare the student for new learning or to act as a performance-based activity required for a learning objective. Like Unit Activities, Course Activities include simple rubrics, and sample answers are available for teachers. Course Activities are teacher graded.*	1	0%
End of Semester Test. *The end of semester test (EOS) appears at the end of the course. Students are delivered a few items from every tutorial in the course in order to assess the major course objectives.*	1	20%
Total	**36**	**100%**

**Teachers may manually adjust these weights if desired, per district grading requirements.*

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Unit 1: Marketing and Other Functions

Summary

In this unit, you will learn about businesses and their stakeholders. You will explore various conventional and non-conventional sources of financial funding, and describe the need for budgeting. You will study the scope and importance of marketing. You will learn about the importance of teamwork and interpersonal skills at workplace.

Day	**Activity**/*Objective*	Type
1 day: 1	**Syllabus and Student Orientation** *Review the Student Orientation and Course Syllabus at the beginning of this course.*	Course Orientation
3 days: 2–4	**Business Functions** *Identify and describe characteristics and risks of various types of business firms.*	Lesson
4 days: 5–8	**Finance and Budgeting** *Explain the role and characteristics of types of budgets and financial statements.*	Lesson
4 days: 9–12	**Marketing Fundamentals** *Describe the scope and impact of marketing on business, advertising, and customers.*	Lesson
3 days: 13–15	**Teamwork** *Describe the benefits of teamwork and time management; identify positive work ethics and leadership styles needed to successfully lead a team.*	Lesson
4 days: 16–19	**Unit Activity/Threaded Discussion—Unit 1** *Describe roles, job responsibilities, and skills required for various careers in the marketing and advertising industries; identify your own skills and interests to determine which career path might best be suited for you.*	Activity
1 day: 20	**Post-test—Unit 1**	Assessment

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Unit 2: Mapping Markets

Summary

In this unit, you will examine the need for segmenting a customer base and learn how to position brands. You will learn about product planning and explore the concept of a product life cycle. You will describe the key factors that motivate customers to make buying decisions. You will learn about the importance of research in the advertising industry.

Day	**Activity**/*Objective*	Type
4 days: 21–24	**Segmentation and Positioning** *Explain how market segmentation and positioning are key tools for marketing success.*	Lesson
4 days: 25–28	**Product Planning** *Recall the product design process and identify the stages of a product life cycle (PLC) and its impact on advertising.*	Lesson
3 days: 29–31	**The How and Why of Buying** *Identify and explain the key drivers and motivations of consumer behavior.*	Lesson
4 days: 32–35	**Marketing Intelligence** *Relate the role of market research and quantitative methods in marketing and advertising.*	Lesson
4 days: 36–39	**Unit Activity/Threaded Discussion—Unit 2** *Practice researching skills to learn about a well-known company and its marketing history and potential.*	Activity
1 day: 40	**Post-test—Unit 2**	Assessment

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Unit 3: Marketing Communication

Summary

In this unit, you will explore various types of advertising and discuss the key factors that determine the demand for advertising. You will learn about the advertising objectives and explore various types of media vehicles used in advertising. You will familiarize yourself with time, task, and resource management skills. You will learn about the use of a promotional mix in marketing and advertising. You will identify different channels of communication in an organization and discuss the techniques you can use to communicate effectively in a group.

Day	Activity/*Objective*	Type
3 days: 41–43	**The Advertising Industry** *Recall the evolution and classifications of advertising and the effects of globalization on the advertising industry.*	Lesson
4 days: 44–47	**Advertising Operations** *List the steps of the advertising planning process and describe how advertising campaigns are created and tracked across various media; identify technologies used in creating advertising content.*	Lesson
3 days: 48–50	**Time, Task, and Resource Management** *List time, task, and resource management skills and explain how to organize and implement a productive plan of work.*	Lesson
4 days: 51–54	**Integrated Marketing Campaigns** *Describe the process by which integrated campaigns are formulated and tracked across media; recall the role of technology to measure ad effectiveness.*	Lesson
3 days: 55–57	**Professional Communications** *Identify communication strategies to promote an inclusive and diverse workplace.*	Lesson
4 days: 58–61	**Unit Activity/Threaded Discussion—Unit 3** *List differences between wholesale and retail customers, and identify aspects of pyramid schemes, social networking tools, and common Internet safety issues faced by consumers in ecommerce.*	Activity
1 day: 62	**Post-test—Unit 3**	Assessment

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Unit 4: Making the Sale

Summary

In this unit, you will study the process of selling. You will learn about various concepts of economics. You will describe methods and strategies used to price a product. You will learn about the steps involved in organizational buying. You will examine the characteristics of a good leader.

Day	Activity/*Objective*	Type
4 days: 63–66	**Selling Skills** *List the steps and describe the process of selling in advertising and retail.*	Lesson
3 days: 67–69	**Foundation Economics** *Describe how economic theory affects marketing.*	Lesson
4 days: 70–73	**Pricing** *Identify pricing methods and describe pricing mechanisms and their relevance to advertising; discuss advertising credit rules and regulations.*	Lesson
4 days: 74–77	**Organizational Buying** *Recall the organizational buying process.*	Lesson
3 days: 78–80	**Leadership Skills** *Describe the elements of strong leadership, result orientation, and deliverables expected of employee; recall the role of professional organizations.*	Lesson
4 days: 81–84	**Unit Activity/Threaded Discussion—Unit 4** *Describe the activities that a sales manager would perform.*	Activity
1 day: 85	**Post-test—Unit 4**	Assessment
3 days: 86–88	**Course Activity** *Describe concepts of basic economics and the state of the world's economy, including comparing the US economy to other countries.*	Activity
1 day: 89	**Semester Review**	
1 day: 90	**End-of-Semester Test**	Assessment

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Course Map

You will achieve course level objectives by completing each lesson's instruction, assignments, and assessments. For a detailed look at how the materials meet these objectives, review the course map.

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