

Marketing (BMRKT-041-300-001)

Syllabus

Course Description

Students who complete this course will understand the key principles and practical application of marketing found in the workplace setting. Students will analyze the seven core functions of marketing and practice the creative problem-solving process in project-based skill assignments. The course will provide opportunities to understand and apply the following marketing concepts:

- the seven core functions of marketing
- the 4 P's of the marketing mix
- the marketing environment
- marketing Terminology
- target marketing
- marketing information management
- pricing decisions
- pricing strategy
- product service management
- product life cycle
- promotion
- advertising media
- the channel of distribution
- the selling process.

Prerequisites

There are no prerequisites for this course.

Course Materials

There are no required materials for this course

Course Outcomes

As students complete the course assignments, they will increase their knowledge, improve 21st-century skills, and develop an attribute.



Knowledge

Knowledge: Business Marketing

In this course, *knowledge* refers to the subject matter and content students will learn while completing the readings, practices, quizzes, and assignments.

On successful completion of this course, students will be able to do the following:

- Define marketing and the marketing terminology.
- Identify and describe the purpose of the seven core functions of marketing.
- Apply knowledge in hands-on marketing projects.



Skills

21st-Century Skill: Creativity—Creative Production

and Innovation

As students complete this course's assignments, they will gain skills in *Creativity and Innovation*. This skill is part of Creativity.



Attributes

Attribute: Resilience

This course focuses on developing the attribute of *Resilience* in Marketing.

Grading and Assignments

The letter grade in this course will be based on these assignments and exams.

Assignment or Exam	Grading	Percent of Total Grade
Checking Your Knowledge	Not Graded	NG
Assignments and Projects	Teacher Graded	40%
Content Guides	Teacher Graded	30%
Module Quizzes and Mid-Course Quiz	Computer Graded	20%
Final Exam	Computer Graded	10%

*Students must pass the final exam with a 60% or higher to earn credit for the course.

They may retake the final exam once for a fee.

Due Dates

The due dates in the course are only suggestions to help the students pace themselves. You do *not* need to complete assignments, quizzes, and exams by the due date set in the course.

Checking Your Knowledge (Not Graded)

Although these are not graded, self-checks are important.

- First, they help students know if they are ready to move on.
- Second, they prepare students for the unit quizzes and the final exam.

Students can review the lesson material and assess their knowledge multiple times.

Assignments (40%)

Six modules contain skill assignments that will help you apply the concepts learned in previous content. Five of those modules are dedicated entirely to the skill assignment/project. Plan enough time to complete the projects.

- Module 2: Researching Careers (contains a Skill Assignment)
- Module 5: Primary and Secondary Research (a Project-based Skill Assignment)
- Module 7: Digital Advertisement (a Project-based Skill Assignment)
- Module 11: Promotional Plan (a Project-based Skill Assignment)
- Module 13: Case Study (a Project-based Skill Assignment)
- Module 15: Sales Pitch (a Project-based Skill Assignment)

Content Guides (30%)

Content guides are provided for each module. They will help students focus on the important concepts needed to be successful in this course and in life. Content guides will be due in the module before the project-based assignment modules.

- Module 2 (Module 1 and 2)
- Module 4 (Module 3 and 4)
- Module 6 (Module 6)
- Module 10 (Module 8-10)
- Module 12 (Module 12)
- Module 14 (Module 14)

Activities are assignments that are within the content guides. To receive full credit on the content guide, students must meet the objectives for each activity.

Module Quizzes (20%)

Quizzes are administered at the end of each module. Each quiz is open-book/note and untimed. They consist entirely of multiple-choice questions and come directly from the lesson material and the videos.

The mid-course quiz is a computer-graded quiz covering the material in modules 1–8. It is also open-book/note and untimed. The questions on the midcourse quiz will be similar in format to the questions on the final exam.

Final Exam (10%)

Students must pass the final exam to earn credit for the course; they may retake it once, for a fee, upon request.

Course Grade

The letter grade will be calculated according to these percentages.

Percent to Letter Grade Calculation	
A	100%–93%
A–	<93%–90%
B+	<90%–87%
B	<87%–83%
B–	<83%–80%
C+	<80%–77%
C	<77%–73%

C-	<73%–70%
D+	<70%–67%
D	<67%–63%
D–	<63%–60%
F (fail)	<60%–0%