

Marketing & Ethics Course Syllabus

Course Name: Marketing & Ethics

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Course Description: This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace, marketing functions including purchasing, pricing, and distribution functions through project based activities in the classroom. Decision-making and problem-solving skills are involved in units of personal finance, human relations and communications, distribution systems, product/service planning and the use of technology in marketing. Both general marketing and employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided along with course work in ethics.

Materials Needed/Supplies:

- ~ Textbook: Marketing Essentials
- ~ Flash Drive
- ~ Notebook
- ~ Pencil or Pen
- ~ Highlighter

Objectives:

• Use computers/electronics equipment whenever possible, utilize business software, appropriate web software and other kinds of technology to collect, organize, and communicate information and ideas.
• Identify and determine personal opportunities available within the Marketing program, (through both the course work and DECA) which will allow success during the high school career.
• Interpret the importance of economic principle and apply the knowledge to real-life scenarios using classroom activities and materials.
• Analyze the various disciplines in marketing (i.e., purchasing, inventory control, sales, warehousing, distribution, staffing, and customer relations).
• Apply math and communication skills within the marketing content.
• Analyze and apply skills associated with communication, human relations, writing and speaking skills through communications in the promotion and salesmanship units.
• Demonstrate problem-solving and decision-making skills as they apply in economics, personal finance, human relations, distribution, or product service planning.
• Develop real-life portfolio entries through brochures or advertisement learned in promotion unit.
• Demonstrate employability and social skills relative to the career cluster.
• Investigate the various types of risks that impact business activities; categorize the risks as natural, human or economic; and explain methods a business uses to control risks.
• Interpret the role and characteristics of marketing in three different types of economic systems: capitalism, socialism, and communism.
• Incorporate activities of DECA as an integral component of course content and leadership development.
• Develop a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
• Analyze and apply the role of technology in improving the marketing process.
• Describe and evaluate a marketing plan for a new or existing business or product line.
• Explain ways to make responsible buying decisions in relations to wants and needs
• Compare products & services based on these factors (e.g., price, quality, availability, comparison shopping) to consider when making consumer decisions
• Identify individual work habits/ethics (individual/team skills, confidentiality, problem solving, punctuality, self-discipline, communication skills) and explain their importance in the work place.