



Marketing



Grades: 10th - 12th

Prerequisite: None

Credits: 1

Teacher: Mrs Sterrenberg

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Office Hours: Room 141 & 151; Before/After School

Supplies: 3-Ring Binder, Pencil, Paper

Course Description:

Topics include marketing research, identifying target customers, branding, sales, customer service, advertising, promotion, placement, and pricing strategies for products. Upon completion, students should be able to apply marketing principles in organizational decision-making. Sports and entertainment marketing is a specialized course designed to offer students an opportunity to gain knowledge and develop skills related to the growing sports and entertainment industries. Students will develop skills in the area of facility design, merchandising, advertising, public relations/publicity, event marketing, and sponsorship as they relate to the sports and entertainment industries. This course is designed to help students understand the basic role of promotion, media, publicity, advertising copy and branding in the sports and entertainment industry.

Instructional Methods:

Techniques used include teacher and student demonstrations, guided and independent practice, lectures, technology, review games, and guest speakers. Team-based and cooperative group work will be applied. A simulation is used to apply the accounting concepts.

Learning Outcomes:

Each student will:

- Understand the marketing's role and function in business to facilitate economic exchanges with customers
- Employ products/services to acquire desired business imagine
- Employ product-mix strategies to meet customer expectations

- Discuss how ethical issues affect marketing
- Describe the 4 P's of Marketing
- Discuss how businesses develop the right marketing mix
- Demonstrate an understanding of customers' needs and wants
- Describe the 5 steps of the consumer decision-making process
- Employ pricing strategies to set prices for a product
- Define product advertising and brand advertising
- Explain how sports and entertainment marketers use promotions (endorsements, product tie-ins, and cross-promotion) to sell their products
- Demonstrate the differences in consumer loyalty and sponsorships
- Report the use of brand marks and brand extensions
- Describe the role of merchandising and sponsorship in entertainment marketing
- Recognize the importance of product licensing and royalties

GRADING PROCEDURES

Daily Work Assignments: 70%
Tests and Quizzes: 30%

GRADING SCALE

90% - 100% A
 80% - 89% B
 70% - 79% C
 60% - 69% D
 Below 60% F

Assignments

Majority of assignments are done in class. It is crucial that you attend class every day. Certain assignments will be accepted as late work after the due date, but points will be deducted based on the amount of days late. Any assignment turns to a ZERO after the 5th school day from due date of the assignment. Tests and quizzes must be made up within TWO days of an absence due to excused illness or absence. If illness exceeds two days, then the student will get additional days for each excused absence.

Attendance

Each student is expected to be to class on time and in their assigned seat when the bell rings. If you are absent, it is YOUR responsibility to make arrangements to make up your work. You will receive two days for every excused absence for make-up work. If you are truant, you will receive no credit! Tardiness is an inappropriate disruption to the classroom environment and will be enforced according to school policy.