

# Syllabus

## Marketing, Advertising, and Sales

**Note:** As part of this course, every student has to join a student organization, such as FBLA and BPA, and be an active participant in all events and projects of the organization. As a member of a student organization, you should do the following:

- Participate in all the activities of the student organization you choose to join.
- Keep a record of your participation in meetings, programs, and projects.
- Take notes about the history, purposes and goals of the student organization.
- Identify the benefits and responsibilities of membership in the student organization as a student and in professional or civic organizations as an adult.
- Use a computer to record the information above and process it to create a slide presentation.

At the end of this course, you will create and submit the slide presentation describing the points above.

### 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 has 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.
- Describe the scope of various marketing functions and its impact on advertising.
- Analyze how segmentation and positioning are key tools for marketing success.
- Describe the design and evolution of products, and the importance of marketing research.
- Explain the scope and working of the advertising industry.
- Analyze the process of selling in advertising and retail.
- Explain how economic theory affects marketing.
- Describe the working of pricing mechanisms and their relevance to advertising.
- Analyze the importance of teamwork, professional communications in various industries, and leadership skills.

## 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
- 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 Plato 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.

## 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
<b>Pretest.</b> <i>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.</i>	4	0%
<b>Module.</b> <i>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.</i>	18	20%
<b>Discussion.</b> <i>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.</i>	4	20%
<b>Unit Activity.</b> <i>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.</i>	4	20%

<b>Posttest.</b> <i>The posttest appears at the end of the unit and mirrors the pretest in structure, content, and complexity.</i>	4	20%
<b>Course Activity.</b> <i>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.</i>	1	20%
<b>End of Semester Test.</b> <i>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.</i>	1	20%
<b>Total</b>	<b>36</b>	<b>100%</b>

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

## 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	<b>Syllabus and Plato Student Orientation</b> <i>Review the Plato Student Orientation and Course Syllabus at the beginning of this course.</i>	Course Orientation
3 days: 2–4	<b>Business Functions</b> <i>Explain the structure of a business firm.</i>	Lesson
4 days: 5–8	<b>Finance and Budgeting</b> <i>Explain the role and structure of financial statements.</i>	Lesson
4 days: 9–12	<b>Marketing Fundamentals</b> <i>Describe the scope of various marketing functions and its impact on advertising.</i>	Lesson
3 days: 13–15	<b>Teamwork</b> <i>Discuss the benefits of teamwork, work ethic, and time management skills.</i>	Lesson
1 day: 16	<b>Space Jumble</b>	Game
3 days: 17–19	<b>Unit Activity/Threaded Discussion—Unit 1</b>	Activity

Day	Activity/Objective	Type
1 day: 20	<b>Post-test—Unit 1</b>	Assessment

## 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	<b>Segmentation and Positioning</b> <i>Explain how market segmentation and positioning are key tools for marketing success.</i>	Lesson
4 days: 25–28	<b>Product Planning</b> <i>Explain the design and evolution of products and how this impacts advertising.</i>	Lesson
3 days: 29–31	<b>The How and Why of Buying</b> <i>Explain the key drivers and motivations that cause consumers to buy.</i>	Lesson
4 days: 32–35	<b>Marketing Intelligence</b> <i>Explain the importance of market research and quantitative methods in marketing and advertising.</i>	Lesson
1 day: 36	<b>Para Jumble</b>	Game
3 days: 37–39	<b>Unit Activity/Threaded Discussion—Unit 2</b>	Activity
1 day: 40	<b>Post-test—Unit 2</b>	Assessment

## 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	<b>The Advertising Industry</b> <i>Describe the scope and inner workings of the advertising industry.</i>	Lesson
4 days: 44–47	<b>Advertising Operations</b> <i>Describe how advertising campaigns are created and tracked across various media.</i>	Lesson
3 days: 48–50	<b>Time, Task, and Resource Management</b> <i>Describe time, task, and resource management skills.</i>	Lesson
4 days: 51–54	<b>Integrated Marketing Campaigns</b> <i>Describe the process by which integrated campaigns are formulated and tracked across media.</i>	Lesson
3 days: 55–57	<b>Professional Communications</b> <i>Describe the significance of professional communications in various industries.</i>	Lesson
1 day: 58	<b>Thwack-A-Mole</b>	Game
3 days: 59–61	<b>Unit Activity/Threaded Discussion—Unit 3</b>	Activity
1 day: 62	<b>Post-test—Unit 3</b>	Assessment

## 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	<b>Selling Skills</b> <i>Describe the process of selling in advertising and retail.</i>	Lesson
3 days: 67–69	<b>Foundation Economics</b> <i>Describe how economic theory affects marketing.</i>	Lesson
4 days: 70–73	<b>Pricing</b> <i>Describe the working of pricing mechanisms and their relevance to advertising.</i>	Lesson
4 days: 74–77	<b>Organizational Buying</b> <i>Describe how organizations buy.</i>	Lesson
3 days: 78–80	<b>Leadership Skills</b> <i>Describe the importance of leadership and result orientation.</i>	Lesson
1 day: 81	<b>Para Jumble</b>	Game
3 days: 82–84	<b>Unit Activity/Threaded Discussion—Unit 4</b>	Activity
1 day: 85	<b>Post-test—Unit 4</b>	Assessment
3 days: 86–88	<b>Course Activity</b>	Activity
1 day: 89	<b>Semester Review</b>	
1 day: 90	<b>End-of-Semester Test</b>	Assessment

## 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](#).