

# Course Objectives

## Local Objectives for Contemporary Marketing

### (Weeks 1-2)

- Define marketing
- Explain the role of business in society
- Describe types of business activities
- Describe the functions of marketing
- Describe the common criticisms of marketing
- Describe how ethical issues affect marketing
- Identify historical legislation and its effect on marketing
- Understand career opportunities in marketing

### (Weeks 3-4)

- Identify basic economic concepts
- Understand the influence of scarcity and private enterprise
- Understand the law of supply and demand
- Define competition, monopoly and oligopoly
- Describe economic utility
- Understand the importance of entrepreneurship
- Understand the changing business environment and how it affects marketers
- Plan a marketing strategy
- Understand consumer behavior and how businesses should therefore respond
- Identify the consumer decision making process
- Satisfy a consumer through the marketing mix
- Continue understanding career opportunities

## Course Description

During this one-semester course, students will learn about the various functions of marketing as an integrated set of tasks, built on a solid set of foundations (economics, finance, career preparation). Students will learn how each function fits with the others. This is marketing in the real world—integrated, strategic, and always changing. Coverage includes business plans, entrepreneurship, real-world applications, projects, technology, Internet, ethics, and cross-curricular links. This course will cover marketing's hot topics: E-marketing, marketing ethics, international and cross-cultural marketing.

## Course Goals

1. Provide a foundation to support advanced study of Marketing
2. Encourage the use of technology
3. Stress the importance of interpersonal skills in diverse and global environments
4. Foster an understanding and appreciation of business ethics
5. Utilize a variety of types of interactions with the local business community

Lake Zurich Business Education

Curriculum Brochure

# Contemporary Marketing



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# Contemporary Marketing

## **(Weeks 5-6)**

Understand the need for marketing information  
Find and manage marketing information  
Use market research  
Utilize research surveys and observation  
Understand what motivates consumer behavior  
Identify how consumers and businesses use routine, limited, and extensive decision making  
Understand Maslow's hierarchy of needs  
Understand markets can be segmented, how to evaluate market potential, and how to calculate market share  
Understand common positioning strategies  
Distinguish between direct and indirect competition and price from non-price competition  
Understand business competition

## **(Weeks 7-8)**

Demonstrate marketing concepts via projects  
Explain the definition of e-commerce  
Understand the importance of e-commerce  
Study the role of promotion for e-commerce  
Explain the criteria of an effective target market  
Understand ways to alter a basic product to improve its marketing appeal

## **(Weeks 9-10)**

Understand the components of a new product  
Identify how to develop a new product  
Describe the importance of services to the U.S. economy  
Identify three types of service standards  
Develop a service marketing mix  
Study the five major classifications of a business consumer

Describe the role of purchasing procedures within businesses

Understand retail purchasing

Understand product distribution

## **(Weeks 11-12)**

Understand why pricing is an important tool

Identify three components covered by the final selling price

Understand the importance of credit

Promotion as a form of communication

Describe the positives and negatives of using advertising as a form of communication with consumers

Study the promotional planning process

Understand the process of setting objectives, determining a budget and developing an advertising theme

Evaluate the effectiveness of advertising

## **(Weeks 13-14)**

Understand the value of selling

Prepare for effective selling

Understand the selling process and sales support

Understand the expanding world economy

Describe how multinational companies compete by thinking globally

Assess business risks

Identify and manage marketing risks

Study effects of marketing on business finances

Understand tools for financial planning

## **(Weeks 15-16)**

Define entrepreneurship

Identify characteristics entrepreneurs share

Identify business ownership opportunities

Understand the steps in the promotional planning process

Understand the process of setting objectives, determining a budget and developing an advertising theme

Evaluate the effectiveness of advertising and its methods

## **(Weeks 15-16)**

Define entrepreneurship

Identify characteristics entrepreneurs share

Identify business ownership opportunities

Understand the legal needs for business owners

Understand the importance of a business plan

## **(Weeks 17-18)**

Understand the legal needs for business owners

Understand the importance of a business plan

Understand how to manage effectively

Understand the benefits of a marketing career