



**Business Administration Marketing Syllabus  
CHS/PRCTC Department**

**Contact Information:** Parents may contact me by phone, email, or visiting the school.

**Teacher:** Ms. Bridget Black

**Email Address:** [bridget.black@ccsd.us](mailto:bridget.black@ccsd.us)

**Phone Number:** (740) 702-2287 ext. 16254

**Online:** <http://www.ccsd.us/1/Home>

**Teacher Contact Websites:**

**CCSD Vision Statement:** The Chillicothe City School District will provide tomorrow's leaders with a high quality education by developing high expectations and positive personal relationships among students, staff, and community members.

**CCSD Mission Statement:** The Chillicothe City School District empowers students to learn, to lead, and to serve.

**Course Description and Prerequisite(s) from Course Handbook:**

**Business Administration Marketing - 400 (Odd Fiscal Years)**

**Subject Code: 141010**

Pre-Requisite: None

Grade: 9-12

Graded Conventionally

Credit: 1

**Course Description:**

This is the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing management, marketing research, merchandising and professional selling. They will acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, economic principles and international business. Technology, leadership and communications will be incorporated in classroom activities.

**Required:** 120-150 hours per course

**Course Fee:** Students will have the opportunity to be a part of a Career Tech Student Organization (BPA) as part of this course. Students who choose to be a part of the program's respective Career

Tech Student Organization will have opportunities to be student officers, attend leadership activities, and participate in various leadership and skill competitions. Students who wish to be a part of the program's respective Career Tech Student Organization will be required to pay the dues associated with the organization prior to participation in activities outside the normal classroom. **\$40 for BPA Membership**

**Learning Targets:** Defined below for clarity are the Unit Titles, Big Ideas of every Unit taught during this course, and the Essential Questions to be answered to better understand the Big Ideas. A student's ability to grasp and answer the Essential Questions will define whether or not he or she adequately learns and can apply the skills found in Big Ideas. This will ultimately define whether or not a student scores well on assessments administered for this course.

- **1st Quarter**

- **Unit I Title: Employability Skills**

- **Big Idea #1:** I can develop career awareness and employability skills (e.g., face-to-face, online) needed for gaining and maintaining employment in diverse business settings.
      - *Essential Question #1: How can I identify the scope of career opportunities and the requirements for education, training, certification, licensure and experience?*
      - *Essential Question #2: Why is it important to have communication skills in today's business world?*
      - *Essential Question #3: What is the importance of self-management and self-assessing your performances?*
    - **Big Idea #2:** I can Process, maintain, evaluate and disseminate information in a business, while developing leadership and team building to promote collaboration.
      - *Essential Question #1: How can I deliver formal and informal presentations?*
      - *Essential Question #2: How can I use problem-solving and consensus-building techniques to draw conclusions and determine the next steps?*
      - *Essential Question #3: How can I use technical writing skills to complete forms and create reports?*

- **Big Idea #3:** I can apply strategies and procedures to plan, create, implement and evaluate internal and external company communications.
  - *Essential Question #1: How can I "sell" ideas to internal and external audiences?*
  - *Essential Question #2: How can I interpret research data into information for decision-making (e.g., interpret descriptive statistics, correlations) and translate findings into actionable business recommendations?*
  - *Essential Question #3: How can I communicate research information to others (e.g., display data in charts or graphs, prepare presentations, and prepare written reports)?*
- **Unit II Title: The Principles of Marketing**
  - **Big Idea #1:** I can describe principles of marketing, marketing functions and the factors influencing their effectiveness.
    - *Essential Question #1: How can I identify marketing functions, their interrelatedness, their overall contributions to business strategy and the metrics used to measure success?*
    - *Essential Question #2: How can I identify legal and ethical issues associated with marketing activities or functions, describe the organizational values impacted and identify the marketing-mix components (e.g., product, price, promotion, and place) affected?*
    - *Essential Question #3: How can I explain the nature, scope, benefits and considerations in channel management (e.g., how channels perform or interact)?*
  - **Big Idea #2:** I can describe the marketing-information management function, its nature and considerations such as types of relevant information, uses, legal and ethical concerns.
    - *Essential Question #1: How can I describe the function of pricing to understand its role in marketing?*
    - *Essential Question #2: How can I explain factors affecting pricing decisions (e.g., customer value perception, brand, negotiating power, corporate*

*policies, competitive strategy, and stage of the customer life cycle?*

- *Essential Question #3: How can I describe foundational concepts associated with product and service management to understand its nature and scope (e.g., product life cycles)?*
- **Big Idea #3:** I can explain the drivers of brand and the impact, benefits and drawbacks of branding.
  - *Essential Question #1: How can I describe the promotions' nature, scope and role in meeting business objectives (e.g., types of promotion, promotional mix, and promotional channels)?*
  - *Essential Question #2: How can I describe the impact of industry, environment and culture on the nature and scope of selling and sales activities (e.g., customer service, relationship building)?*
  - *Essential Question #3: How can I describe sales processes and techniques that can be used to facilitate selling and explain the impact of technology on marketing costs and strategy?*
- **2nd Quarter**
  - **Unit III Title: Marketing Research**
    - **Big Idea #1:** I can apply qualitative and quantitative research methods, techniques and tools to gather and evaluate information about a specified problem, issues or opportunity for use in making business decisions that achieve organizational goals and objectives.
      - *Essential Question #1: How can I explain reasons for conducting marketing research and the importance and scope of marketing-research activities and distinguish among research types (e.g., primary, secondary, quantitative, qualitative)?*
      - *Essential Question #2: How can I determine the need for and value of marketing research, describe its impact on business strategies and set research objectives?*
      - *Essential Question #3: How can I explain marketing-research design considerations and identify the type of research appropriate for different business objectives, problems or opportunities?*

- **Big Idea #2:** I can evaluate the appropriateness of the marketing-research design for the research problem, issue or opportunity.
      - *Essential Question #1: How can I determine who and how many respondents are needed for marketing research findings to adequately represent the population?*
      - *Essential Question #2: How can I describe quantitative and qualitative marketing research data-collection methods?*
      - *Essential Question #3: How can I determine how to obtain needed marketing-research data?*
    - **Big Idea #3:** I can develop quantitative and qualitative data-collection instruments and collect the data to answer research questions or resolve issues.
      - *Essential Question #1: How can I apply analytical tracking tools to manage and perform marketing research activities?*
      - *Essential Question #2: How can I identify techniques for processing marketing data?*
      - *Essential Question #3: How can I process marketing data to translate them into useful insights or knowledge (e.g., code research data, transcribe conversations, tabulate data, and analyze narrative text)?*
- **Unit IV Title: Market Planning**
  - **Big Idea #1:** I can utilize principles and tools to select an audience and to identify and select marketing strategies to reach targeted audiences.
    - *Essential Question #1: How can I distinguish between marketing strategies and tactics?*
    - *Essential Question #2: How can I explain the considerations used to develop and implement domestic and global marketing strategies?*
    - *Essential Question #3: How can I describe the concept of market and market identification?*
  - **Big Idea #2:** I can identify a marketing plan that addresses strategic and operational plans.
    - *Essential Question #1: How can I identify market segments, and select target markets?*
    - *Essential Question #2: How can I explain the role of situation analysis in the marketing planning process?*

- *Essential Question #3: How can I conduct a market analysis (market size, area, potential and etc.)?*
  - **Big Idea #3:** I can set marketing goals, objectives and budget to achieve corporate goals and objectives.
    - *Essential Question #1: How can I conduct a competitive analysis?*
    - *Essential Question #2: How can I forecast sales and establish sales goals?*
    - *Essential Question #3: How can I select and apply marketing metrics applicable to the problem, issue or opportunity?*
- **MID-TERM EXAM**
- **3rd Quarter**
  - **Unit V Title: Channel Management**
    - **Big Idea #1:** I can apply the concepts and processes needed to identify, select, monitor and evaluate distribution channels that support achievement of organizational goals and objectives.
      - *Essential Question #1: What is channel management?*
      - *Essential Question #2: What are distribution channels?*
      - *Essential Question #3: How can I distinguish among distribution channels for consumer goods, industrial goods and services?*
    - **Big Idea #2:** I can apply the concepts, systems and tools needed to gather and evaluate marketing information for use in making business decisions that achieve organizational goals and objectives.
      - *Essential Question #1: How can I distinguish between market-driven and customer-driven information and explain the need for marketing information?*
      - *Essential Question #2: How can I describe the factors that determine the relevancy of information for marketing purposes?*
      - *Essential Question #3: How can I describe data and reports that are monitored for marketing decision-making?*
    - **Big Idea #3:** I can track business information to stay abreast of trends and changes that could impact marketing (e.g., customer databases, partners' and

competitors' activities, sales and operational data, and environmental changes).

- *Essential Question #1: What is CRM and MIS?*
- *Essential Question #2: What does digital society mean?*
- *Essential Question #3: How can I identify challenges associated with data relevance and usability in a globally connected, digital society (e.g., unstructured data)?*

○ **Unit VI Title: Knowledge Management and Information Technology**

- **Big Idea #1:** I can demonstrate current and emerging strategies and technologies used to collect, analyze, record and share information in business operations.
  - *Essential Question #1: How can I select and use software applications to locate, record, analyze and present information (e.g., word processing, electronic mail, spreadsheet, databases, presentation and internet search engines)?*
  - *Essential Question #2: Why is it important to track and store customer information?*
  - *Essential Question #3: Why is it important to stay up-to-date with current trends and current news?*
- **Big Idea #2:** I can apply the concepts and strategies needed to determine and adjust prices to maximize return and meet customers or client's perception of value.
  - *Essential Question #1: What does b2b and b2c mean?*
  - *Essential Question #2: How can I compare and contrast the pricing of goods and services in business-to-business (b2b) and business-to-consumer (b2c) environments?*
  - *Essential Question #3: How can I compare and contrast the pricing of tangible vs. the pricing of intangible goods?*
- **Big Idea #3:** I can apply the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities.
  - *Essential Question #1: How can I describe quality assurances (e.g., guarantees, warranties, standards (used to inform customers and encourage sales?*

- *Essential Question #2: How can I employ product-mix strategies to meet customer and client expectations?*
    - *Essential Question #3: How do you sell a guarantee/warranty to customers?*
- **4th Quarter**
  - **Unit VII Title: Business Activities**
    - **Big Idea #1:** I can relate business functions to business models, business strategies and organizational goal achievement.
      - *Essential Question #1: How can I describe marketing's role and function in business and its contributions to overall business strategy?*
      - *Essential Question #2: What is emotional and rational purchases?*
      - *Essential Question #3: What does organizational goal achievement mean in marketing?*
    - **Big Idea #2:** I can apply the concepts and determine the strategies needed to communicate information about products, services, images or ideas to achieve desired outcomes that support organizational goals and objectives.
      - *Essential Question #1: How can I describe types of promotional channels used to communicate with targeted audiences (e.g., word-of-mouth, direct, advertising, and social) and the use of public-relations activities and trade shows or expositions?*
      - *Essential Question #2: how can I explain types of media used in advertising (e.g., print, broadcast, digital, and out-of-home, specialty, direct mail, and product placement) and the types of advertisements used by those media?*
      - *Essential Question #3: Why is it important to diversify your marketing and promotions?*
    - **Big Idea #3:** I can determine client needs, wants, and fears; and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.
      - *Essential Question #1: How can I describe the impact that digital communication is having on selling?*
      - *Essential Question #2: How can I identify sources of product information that can be used to*



*communicate product benefits and ensure appropriateness of a product for the customer or client?*

- *Essential Question #3: Why is it important to have clear and concise instructions for product information?*

○ **Unit VIII Title: International Business and Business Applications**

- **Big Idea #1:** I can relate factors impacting international business to internal business operations, practices and strategies.
  - *Essential Question #1: How can I describe the global environment in which businesses operate, identify leading economies and explain how the global environment impacts a business's overall global strategy?*
  - *Essential Question #2: Why is it important to know and understand the culture and diversities of the countries you do business?*
  - *Essential Question #3: What are the challenges of international business?*
- **Big Idea #2:** I can apply tools, processes and procedures to manage the efficient and effective use of technology to achieve organizational goals.
  - *Essential Question #1: How can I mine standard databases (e.g., accounting, customer, product, vendor, sales, operations, human resources, patient, supplier and procurement), apply analytical tools and interpret the findings?*
  - *Essential Question #2: Why is it important to have clear policies, processes and procedures in place for business operations?*
  - *Essential Question #3: Who creates policies, processes and procedures in a business?*
- **Big Idea #3:** I can apply structured approaches and tools to capture, analyze and interpret data to assist in the achievement of organizational goals.
  - *Essential Question #1: How can I describe the nature of mining unstructured data (e.g., online discussion forums, social networks and call scripts)?*
  - *Essential Question #2: What is the importance of creating a call script for your employees?*

- *Essential Question #3: Why is telephone training and etiquette a necessity when hiring new employees?*

- **END OF COURSE EXAM**

**Course Materials:**

- Google Chromebook

**Electronic Resources:**

- End of Course Exam - WebXam

**Course Expectations:**

- Students are expected to complete all class assignments by their due date to get a complete grade.
- Students shall put forth their best effort every day and on all assignments and assessments.
- Students are expected to behave in a mature and respectful manner.
- Students are responsible for asking for or obtaining any make up work.

**Grading:**

Unit Exams	50%
Assessments (Including: Quizzes, Essays, Labs, and Projects)	30%
Class work/Homework	20%
<ul style="list-style-type: none"> <li>• Each nine week's grade comprises 20% of a student's final grade.</li> <li>• The Mid-Term Exam and End of Course Exam each comprise 10% of a student's final grade.</li> </ul>	

**Grading Scale:**

The grading scale for Chillicothe High School can be found in the student handbook or online at

<http://www.chillicothe.k12.oh.us/1/Content2/studenthandbook>.

**Late Work:** Late work will be subject to the Board-adopted policy on assignments that are submitted late (to be reviewed in class).

- Regardless of the absence type (excused or unexcused), students will be expected to make up work and be held accountable for learning all material they missed.
- Any student who is absent from school (excused or unexcused) will have one (1) additional day for every day they missed, to make up his/her work for full credit (100%).

- Any student who exceeds the allotted time to turn in an assignment for full credit may still turn in late work for partial credit.
  - Any student who turns in work up to 1 week late must at least be given the opportunity to earn 75% on that assignment.
  - Any student who turns in work between 1 and 2 weeks late must at least be given the opportunity to earn 60% on that assignment.
- The end of the 9 weeks is the cut off point for teachers to accept late work from students for full or partial credit, unless the teacher decides to give the student an incomplete for the 9 weeks due to extenuating circumstances.

**Performance Based Section: Writing Assignments/Exams/Presentations/Technology**

One or more of the End of Unit Exams may be Performance Based. According to the Ohio Department of Education, "Performance Based Assessments (PBA) provides authentic ways for students to demonstrate and apply their understanding of the content and skills within the standards. The performance based assessments will provide formative and summative information to inform instructional decision-making and help students move forward on their trajectory of learning." Some examples of Performance Based Assessments include but are not limited to portfolios, experiments, group projects, demonstrations, essays, and presentations.

## **CHS Business Administration Marketing Course Syllabus**

After you have reviewed the preceding packet of information with your parent(s) or guardian(s), please sign this sheet and return it to me so that I can verify you understand what I expect out of each and every one of my students.

Student Name (please print):

---

Student Signature:

---

Parent/Guardian Name (please print):

---

Parent/Guardian Signature:

---

Date:

---