

# 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 their 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 instructor may modify the schedule to meet the specific needs of your class.

### 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 their impact on advertising.</i>	Lesson
3 days: 13–15	<b>Teamwork</b> <i>Identify 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