

Cover Sheet - Planned Course Overview

- A. Planned Course Title: Marketing Course Number: B604
- B. Grade level: 10-12 Level/Track: Elective
- C. Board Approval Date: 08/22/2016
- D. Instructional Time:
1. Length of course in weeks: 18 weeks
  2. Number of class periods per week: 5
  3. Length of class periods: 42 minutes
  4. Total clock hours/credit for the course: .5 credit

- E. List of the units of study within the course and estimated number of class periods or weeks allotted to each:

<u>Unit</u>	<u>Estimated Time</u>
The World of Marketing	4 weeks
Marketing Information Management	4 weeks
Promotion	8 weeks
Product and Service Management	2 weeks

- F. The texts or major resources for the course:  
Title: Marketing Essentials  
Author: Farese, Kimbrell, Woloszyk  
Publisher: Glencoe  
Copyright: 2006
- G. Special Notes:
- DECA, an association of marketing students is a co-curricular club with chapters in more than 6000 high schools. Students in *Marketing* are strongly encouraged to participate in this organization.
  - The authentic learning project for the Promotion unit is typically done in conjunction with local businesses.
- H. Names of the committee members who developed the planned course:  
Tara Mrazik, Business/Technology Department Member and DECA Advisor