



Southern Lehigh School District

High School Syllabus

Marketing 2013-2014

Course Description:

Students learn the basic components and functions of a marketing plan and how they apply to the cyber world and traditional business settings. Emphasis is placed on the marketing of sports and entertainment industries, which rank among the top of the list of largest exports from the United States to the rest of the world. Topics including marketing strategies, development of a marketing plan, impacts on society, promotion and advertising, pricing, product/service management, distribution, selling, and careers in marketing will be explored through traditional text, simulations, videos and Internet exploration.

Course Content:

- I. MARKETING BASICS
- II. UNDERSTANDING CUSTOMER NEEDS
- III. PLANNING PRODUCTS AND SERVICES
- IV. DISTRIBUTION AND GLOBAL MARKETING
- V. SETTING PRICES
- VI. PROMOTION
- VII. WHAT IS SPORTS MARKETING?
- VIII. WHAT IS ENTERTAINMENT MARKETING?

Required Textbooks and/or Other Reading/Research Materials

“Marketing Business 2000”. James L. Burrow. South-Western, 2003.

“Sports and Entertainment Marketing”. Kaser and Oelkers. South-Western, 2001.

Miscellaneous Websites

Course Requirements:

Students will participate in many cooperative activities simulating the marketing concept and its application. Written reports and presentations will be the culmination of research and experimentation activities. They will be required to take notes and keep them in a notebook.

Grade Components/Assessments:

Tests and Quizzes:	30% - 40%
In-Class Activities and Notebook:	20%
Homework:	10% - 20%
Projects:	20% - 40%

Each marking period is worth 20% of a student's overall grade. The midterm and final exam are each worth 10% of a student's overall average:

Quarter 1	20%
Quarter 2	20%
Midterm	10%
Quarter 3	20%
Quarter 4	20%
Final	10%

Required Summer Reading/Assignments:

There are no summer reading assignments.