



## Business Department Curriculum Guide

## Marketing and Management

Course Description
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<p>This real-world elective allows students to work independently and in teams on a variety of project-based activities. The course begins with a comprehensive overview of marketing, including functions of marketing, market segmentation and target marketing, basic economics, the global economy, market research, promotion, advertising, selling, social responsibility, and the impacts and criticisms of marketing in society. Students will develop an understanding of the role marketing plays in their everyday lives. The course then examines the responsibilities of owning, operating and managing a business. Topics include the evolution of management, entrepreneurship, business law, and ethics. Students will work to develop the professional skills needed for effective leadership, including planning, organizing, decision-making and communication.</p>
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## Subject: Marketing and Management

Units	Content / Topics
<b>Introduction to Marketing</b>  Term 1 September	<ul style="list-style-type: none"> <li>▪ Essential Terms</li> <li>▪ Functions of Marketing</li> <li>▪ Benefits and Criticisms</li> <li>▪ Evolution of Marketing</li> <li>▪ Case Study</li> </ul>
<b>Market Segmentation and The Marketing Mix</b>  Term 1 September/October	<ul style="list-style-type: none"> <li>▪ Reasons People Buy</li> <li>▪ Target Marketing</li> <li>▪ Segmentation (Demographic, Geographic, Psychographic, Behavioral)</li> <li>▪ Data Collection</li> <li>▪ Marketing Mix</li> <li>▪ SWOT Analysis</li> <li>▪ Case Study</li> </ul>
<b>Market Research</b>  Term 2 November	<ul style="list-style-type: none"> <li>▪ Uses and Importance</li> <li>▪ Types and Methods</li> <li>▪ Challenges</li> <li>▪ Writing Survey Questions</li> <li>▪ Plan and Conduct a Market Research Study</li> <li>▪ Write a Market Research Report</li> <li>▪ Case Study</li> </ul>



Units	Content / Topics
<b>Promotion</b>  Term 2 December/January	<ul style="list-style-type: none"> <li>▪ Types and Advantages and Disadvantages</li> <li>▪ Elements of Effective Ads</li> <li>▪ Ad Evaluation</li> <li>▪ Create an Ad Campaign Incorporating Various Media</li> <li>▪ Issues in Advertising</li> <li>▪ Public Relations</li> <li>▪ Sales Promotions</li> <li>▪ Case Study</li> </ul>
<b>Economics</b>  Term 3 January/February	<ul style="list-style-type: none"> <li>▪ Economic Principles and Effects</li> <li>▪ Supply and Demand</li> <li>▪ Government's Role in the Economy</li> <li>▪ Global Economy and Doing Business Internationally</li> <li>▪ Global Marketing</li> <li>▪ Case Study</li> </ul>
<b>Introduction to Management</b>  Term 3 February	<ul style="list-style-type: none"> <li>▪ Essential Skills, Roles, Tasks at Management Levels</li> <li>▪ Types of Business and Forms of Ownership</li> <li>▪ Entrepreneurship</li> <li>▪ Business Plan</li> <li>▪ Successful Leaders</li> </ul>
<b>Business Law, Ethics, and Social Responsibility</b>  Term 3 March	<ul style="list-style-type: none"> <li>▪ Regulatory, Consumer, Employment, Intellectual Property, and Contract Law and Impact</li> <li>▪ Ethics: Causes, Potential Impact, Case Analysis</li> <li>▪ Social Responsibility</li> </ul>
<b>Decision Making</b>  Term 3/4  March/April	<ul style="list-style-type: none"> <li>▪ Types and Steps</li> <li>▪ Impact</li> <li>▪ Influences and Barriers</li> <li>▪ Elements of Effective Decisions</li> <li>▪ Demonstrate Skill</li> </ul>
<b>Communication</b>  Term 4 April	<ul style="list-style-type: none"> <li>▪ Importance</li> <li>▪ Types</li> <li>▪ Tips for Success</li> <li>▪ Hiring and Firing</li> <li>▪ Apply Skill</li> </ul>



Units	Content / Topics
<b>Leadership and Motivation</b>  Term 4 April/May	<ul style="list-style-type: none"> <li>▪ Styles</li> <li>▪ Theories</li> <li>▪ Demonstrate Skill</li> </ul>
<b>Conflict and Stress</b>  Term 4 May/June	<ul style="list-style-type: none"> <li>▪ Types</li> <li>▪ Effects</li> <li>▪ Tips for Managing</li> <li>▪ Employer Role</li> <li>▪ Managing Harassment in the Workplace</li> <li>▪ Apply Skill</li> </ul>
<b>Organizing</b>  Term 4 June	<ul style="list-style-type: none"> <li>▪ Providing Direction</li> <li>▪ Delegating</li> <li>▪ Assignment Tasks</li> <li>▪ Accountability</li> <li>▪ Demonstrate Skill</li> </ul>