

Marketing

Great Falls High School

Great Falls, MT

Instructor(s): Scott Donisthorpe: scott_donisthorpe@gfps.k12.mt.us or 406-268-6319
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Course Length: One Semester

CTE Credit: ½

Prerequisite: NA

Materials: “Marketing Essentials”, Glencoe
Moodle Learning Management System
Modules in Moodle with instructions

Enrollment Key: Mrkt

Grading: The final semester grade for this class will consist of the following:
75% from daily assignments
8% from class projects
10% from tests and quizzes
7% from professional points

Course Outline: Mod 1: Marketing Concepts
Mod 2: Fundamentals of Marketing
Mod 3: Marketing Plan
Mod 4: A-Segmentation & Marketing Mix
B-4P’s & Commercial
Mod 5: Target Market
Mod 6: Economics and Globalization
Mod 7: The Free Enterprise System
Mod 8: Legal and Ethical Issues
Mod 9: Mini Market or IEFA Cultural Park
Mod 10: Preparing for the Sale

Course Outline: Mod 11: Branding & Packaging & Labeling
 Mod 12: Channels of Distribution
 Mod 13: Product
 Mod 14-16: Condensed Marketing Mix modules
 Mod 15: Risk Management
 Mod 16: Consumer Protection
 Stock Market Game Module

Test/Quiz: Tests and quizzes will be taken periodically to assess content knowledge
 and mastery.

Rules and Procedures

Prepared, Prompt, Polite, Precise, Positive

Outlined and offered in class in a separate and signed document.