

Marketing II

Course Syllabus

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Course Description and Purpose: This course will help students develop a deeper understanding of marketing concepts introduced in Marketing I, as well as explore international business, sports and entertainment marketing, and fashion marketing, just to name a few. It will give students the opportunity to explore an exciting career in which creativity, marketing, and business management skills are required. This course will also delve into promotion plans, sponsorship proposals, event evaluation, and effective management techniques. Students will also have the opportunity to participate in DECA (An association preparing leaders and entrepreneurs in marketing, finance, hospitality and management).

Course Objectives: Upon successful completion of this course, the student will be able to:

1. Have a deeper understanding of a variety of marketing terms including sales, distribution, ethics, and event planning.
2. Compare the sports, entertainment, and fashion industries.
3. Describe what drives the need for global marketing.
4. Explain the concept of global marketing strategies.
5. Identify considerations in implementing global marketing strategies.
6. Explain types of advertising media.
7. Explain the importance of coordinating elements in advertisements.
8. Describe the importance of social media marketing and create a social media plan.
9. Recognize what a marketing channel is and why intermediaries are needed.
10. Describe factors that marketing executives consider when selecting and managing a marketing channel.
11. Explain the importance of entrepreneurs/small business in the US and global economies.

Materials for Class

Notebook/Folder
Sign-in to Google Classroom
Access to Google email and calendar

Grade Distribution

Projects/Participation/Homework/Exams	90%
Final Project	10%