








Mountain Range High School
 12500 Huron Street • Westminster, CO 80234
 Office: (720) 972-6300 • Fax: (720) 972-6529
<http://www.mountainrange.adams12.org>

Adams12
 Five Star Schools

School Year	2021 – 2022	Teacher	Lori Schaeffer
Office	B214	Website	https://sites.google.com/adams12.org/mrhs-marketing/home Front Range: www.frontrange.edu
Phone	720-972-6332	Room	B214
Email Address	Lori.a.schaeffer@adams12.org		
Course Name		Strategic Marketing/Consumer Behavior	
Course Description		Front Range Community College – MAR 216 Presents the analysis of theoretical marketing processes and the strategies of product development, pricing, promotion and distribution, and their applications to business and the individual consumer. Students will be concurrently enrolled at Front Range Community College. Additional concurrent enrollment information will be handed out in class.	
			

	National Business Education Association/Colorado Standard 	Front Range Community Course Standards 	Approximate Time Spent or Percent of time Spent 	Summative Assessments and Target Date 
Business/Marketing Fundamentals	<ul style="list-style-type: none"> Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society. 	The Nature of Marketing	5%	Zombie Pre-Assessment Summative Plan Assessment
Business and Marketing Essential Computer Skills – Marketing Plan	<ul style="list-style-type: none"> Describe the elements, design, and purposes of a business plan. 	Marketing Research and Global Information Systems	10%	Self-Assessment/Tracking Basic Marketing Plan Formatting Assessment
Consumers and Their Behavior	<ul style="list-style-type: none"> Analyze the characteristics, motivations, and behaviors of consumers. 	Consumer and Business Behavior	15%	Business Reports Use of Data
Sales Nature and Scope	<ul style="list-style-type: none"> Make client presentations (includes strategies and research findings). 	Consumer and Business Behavior	10%	Sales Lab
Client Presentations	<ul style="list-style-type: none"> Make client presentations (includes strategies and research findings). 	Marketing Research and Global Information Systems	10%	Data Report Presentation – Pre-Assessment



Business/Marketing Research	<ul style="list-style-type: none"> Analyze the role of marketing research in decision making. 	Marketing Research and Global Information Systems	10%	Manual Marketing Research Section
Segment/Target/Position – Business Strategies	<ul style="list-style-type: none"> Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. 	Market Segmentation and Positioning Marketing Mix	10%	
Internal and External Business Factors (economic, environmental, social, political factors)	<ul style="list-style-type: none"> Analyze the influence of external factors on marketing. 	The Environmental Factors of Marketing	10%	Pricing Determination DECA Stock Market Challenge
Social Media Planning	<ul style="list-style-type: none"> Analyze the impact of social media and the implication for marketing 	The Nature of Marketing Marketing Research and Global Information Systems Consumer and Business Behavior	5%	Social Media Experiment
Marketing Planning and Financial Management	<ul style="list-style-type: none"> Explain the nature and scope of the product/service management function. 	The Nature of Marketing	5%	Budgets and Financials for Marketing Plan
Personal Financial Literacy	Colorado Department of Education http://www.cde.state.co.us/cofinancialliteracy	Colorado Department of Education http://www.cde.state.co.us/cofinancialliteracy	10%	DECA SMG JA Finance Park Comprehensive Personal Financial Plan

CCCS STANDARD COMPETENCIES:

- I. Develop a working knowledge of marketing terminology
- II. Identify the basic relationship of marketing to other functional areas of the organization
- III. Define the basic elements of a marketing strategy
- IV. Identify and apply demographic and psychographic information in marketing planning
- V. Define market segmentation, steps in its application, and how it affects the success of a product or service
- VI. Compare the different buying behavior and decision making techniques among business, organizational, and individual consumers
- VII. Explain the concepts of the marketing mix

*This is the second level of Marketing. This course will build on the foundational knowledge students gained in Marketing. Students must complete both Introduction to Business/Principles of Marketing A and Consumer Behavior/Strategic Marketing to be eligible for the concurrent credits from Front Range Community College.

Assessment/Practice Proficiency Levels	
4	Advanced Understanding of the Standard
3	Meets the Standard
2	Approaches the Standard
1	Does not Meet the Standard

Course Grade Scale	
A	89.5 - 100
B	79.5 – 89.4
C	69.5 – 79.4
D	59.5 – 69.4
F	0 – 59.4



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Grade Reporting Criteria/Weights	
Concept and Concept Application	40%
Communication	25%
21st Century Workplace Skills	25%
Practice	10%
Grades are based on achievement of Content Standards and Grade Level Expectations. *Weekly progress grades are posted at https://ic.adasm12.org/campus/portal/adams12.isp	

General Expectations
<ul style="list-style-type: none"> Grades are based upon the demonstration of proficiency on units associated within specific grade reporting criteria. Assessment: 90% Assessments are a means to determine a student’s mastery and understanding of information, skills, concepts, or processes. Practice: 10% Practice includes opportunities for students to receive clear, specific, and timely feedback as they are developing knowledge and skills, prior to Assessments. Assessments will be graded based on teacher/district/state rubrics.
Class Expectations
<p>Missing or incomplete assignments/assessments for this course: Superintendent Policies 6280 Homework and 6281 Make-Up Work will be followed for this course. They state that it is the student’s responsibility to request and obtain missing work. When a student has an excused absence, the student has the same number of days they were absent plus one day to make up assignments. Students who are unexcused may not be able to receive feedback from Practice prior to required assessments. Students are held to the Academic Integrity Policy for Mountain Range High School.</p>

Front Range Community College Course Information:

Students must comply with all of the Front Range Community College deadlines and instructions to receive college.

Course prerequisites and co-requisites: Marketing

Textbooks (required or optional) and other required materials – Provided by the school

Marketing: The Core 4th Edition by Kerin, Roger, Hartley, Steven, Rudelius, William Paperback – 2010