





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



<b>School Year</b>	2021 - 2022	<b>Teacher</b>	Lori Schaeffer
<b>Office</b>	B214	<b>Website</b>	<a href="https://sites.google.com/adams12.org/mrhs-marketing/home">https://sites.google.com/adams12.org/mrhs-marketing/home</a>
<b>Phone</b>	720-972-6332	<b>Access Room</b>	B214
<b>Email Address</b>	Lori.a.schaeffer@adams12.org		
<b>Course Name</b>		Principles of Marketing	

<b>Principles of Marketing 2021</b>	
<p><b>Course Description</b></p> 	<p>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. This is an accelerated course.</p> 

**Principles of Marketing Course Goals**

The broad goals of the *Principles of Marketing* course are to accomplish the following:

- Reinforce academic skills in such areas as communication, reading, and writing
- Encourage creative thought, problem solving, and decision making
- Enable students to understand and appreciate marketing and its application in business
- Stimulate student interest in marketing careers
- Increase student awareness of the increasingly complex business world
- Assist students in developing appropriate attitudes about marketing
- Encourage the use of technology in classroom projects
- Assist students with enhancing their teamwork skills
- Stimulate reflection on processes, performance, and outcomes
- Apply project-based learning strategies
- Pave the way for student success in a business administration major

	<b>National Business Education Association/Colorado Standard</b>	<b>Front Range Community Course Standards</b>	<b>Approximate Time Spent or Percent of time Spent</b>
			
<b>Business/Marketing Fundamentals</b>	<ul style="list-style-type: none"> <li>● Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.</li> </ul>	The Nature of Marketing	10%
<b>Business and Marketing Essential Computer Skills – Marketing Plan</b>	<ul style="list-style-type: none"> <li>● Describe the elements, design, and purposes of a business plan.</li> </ul>	Marketing Research and Global Information Systems	10%



<b>Consumers and Their Behavior</b>	<ul style="list-style-type: none"> <li>Analyze the characteristics, motivations, and behaviors of consumers.</li> </ul>	Consumer and Business Behavior	10%
<b>Sales Nature and Scope</b>	<ul style="list-style-type: none"> <li>Make client presentations (includes strategies and research findings).</li> </ul>	Consumer and Business Behavior	10%
<b>Client Presentations</b>	<ul style="list-style-type: none"> <li>Make client presentations (includes strategies and research findings).</li> </ul>	Marketing Research and Global Information Systems	10%
<b>Business/Marketing Research</b>	<ul style="list-style-type: none"> <li>Analyze the role of marketing research in decision making.</li> </ul>	Marketing Research and Global Information Systems	10%
<b>Segment/Target/Position – Business Strategies</b>	<ul style="list-style-type: none"> <li>Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.</li> </ul>	Market Segmentation and Positioning  Marketing Mix	10%
<b>Internal and External Business Factors (economic, environmental, social, political factors)</b>	<ul style="list-style-type: none"> <li>Analyze the influence of external factors on marketing.</li> </ul>	The Environmental Factors of Marketing	10%
<b>Social Media Planning</b>	<ul style="list-style-type: none"> <li>Analyze the impact of social media and the implication for marketing</li> </ul>	The Nature of Marketing  Marketing Research and Global Information Systems  Consumer and Business Behavior	5%
<b>Business Planning and Financial Management</b>	<ul style="list-style-type: none"> <li>Explain the nature and scope of the product/service management function.</li> </ul>	The Nature of Marketing	15%

Marketing 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

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

**Assessment/Practice Proficiency Levels**



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4	Advanced Understanding of the Standard
3	Meets the Standard
2	Approaches the Standard
1	Does not Meet the Standard

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

General Expectations
<ul style="list-style-type: none"> <li>Grades are based upon the demonstration of proficiency on units associated within specific grade reporting criteria.</li> <li><b>Assessment: 90%</b> Assessments are a means to determine a student’s mastery and understanding of information, skills, concepts, or processes.</li> <li><b>Practice: 10%</b> Practice includes opportunities for students to receive clear, specific, and timely feedback as they are developing knowledge and skills, prior to Assessments.</li> <li>Assessments will be graded based on teacher/district/state rubrics.</li> </ul>
Class Expectations
<p><b>Missing or incomplete assignments/assessments for this course:</b> 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.</p>

Front Range Community College Course/Syllabus Information: Semester: Fall 2020  
 Course prerequisites and co-requisites: Principles of Business, Business Economics  
 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

**Additional class policies and procedures:**

- \* **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.
- \* Attendance, and if appropriate class participation – See the Adams 12 Five Star Schools attendance policy. Credit will not be awarded for class participation.
- \* Academic honesty. Academic dishonesty will result in the removal from the FRCC Concurrent enrollment credit.
- \* The instructor reserves the right to modify the syllabus and calendar for the class.
- \* Except where a student is entitled to make an audio or video recording of class lectures and discussions as an educational accommodation determined through the student’s interactive process with college disability services, a student may not record lectures or classroom discussions unless written permission from the class instructor has been obtained and all students in the class as well as guest speakers have been informed that audio/video recording may occur.
- \* A student granted permission to record may use the recording only for his or her own study and may not publish or post the recording on YouTube or any other medium or venue without the instructor’s explicit written authorization.
- \* Students with a disability are encouraged to contact the learning resources and support programs on each campus to arrange for accommodations and support services. The link to these programs is: <http://www.frontrange.edu/Current-Students/Learning-Resources-and-Support-Programs/>.



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**Additional FRCC College Information**

Front Range Community College provides faculty, staff and students a resource to report their concern about any member of the FRCC community. If you are concerned about yourself or someone else, please go to [www.frontrange.edu/care](http://www.frontrange.edu/care) <<http://www.frontrange.edu/care>> and report.”

**Financial Aid Note – Does Not Apply to Concurrent Students**

The following actions have eligibility implications for financial aid recipients: non-attendance, dropping courses, withdrawing from courses, repeating courses, academic progress, and the number of credit hours attempted and completed. You are strongly encouraged to seek financial aid advising throughout the term if you have any questions about eligibility implications.