*Marketing Communications Essentials*– SYLLABUS

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COURSE DESCRIPTION:  
Marketing Communications Essentials is the third course in the Marketing Communications & Promotion Pathway. This course focuses on the communication aspects of the business in relation to customer/consumer relationships.

Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences are incorporated in this course.

PROGRAM STANDARDS:

1. MKT-MCE-1- Demonstrate employability skills required by business and industry.
2. MKT-MCE-2- Distinguish the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.
3. MKT-MCE-3- Compare and contrast the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.
4. MKT-MCE -4- Describe the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist in marketing communications decision-making in Business-to-Business (B2B), Business-to-Consumer (B2C), and Business-to-Government (B2G) markets.
5. MKT-MCE -5- Investigate the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist marketing information decision-making.
6. MKT-MCE-6- Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value.
7. MKT-MCE-7- Formulate and apply the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
8. MKT-MCE-8- Develop a logical argument about the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
9. MKT-MCE-9- Summarize the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.
10. MKT-MCE-10- Construct the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using public relations.
11. MKT-MCE-11- Investigate and explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using digital marketing communications media.
12. MKT-MCE-12- Differentiate the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media.
13. MKT-MCE-13- Summarize and apply the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media.
14. MKT-PPS-14- Apply the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using sales promotions.

REQUIRED MATERIALS  
1. 3 ring binder (HARDCOVER ONLY) in which notes and handouts can be kept  
2. Loose leaf paper, pencils, and pens   
3. 2 notebook dividers- labeled ( 1. Assignment List, 2. Notes)  
4. Pen or pencil to be used in completing written assignments  
5. Box of Kleenex  
  
INSTRUCTIONAL STRATEGIES:  
Several instructional strategies will be used for this course. These include demonstration, class projects, research, and visual examples.  
Textbook: Glencoe Marketing Essentials  
Workbook: Glencoe Marketing Essentials Student Activity Workbook  
  
EVALUATION:  
Your grades will be based on a combination of daily assignments, tests, presentations, participation, and homework.  
Tests/Projects 50%  
Notebook/Quizzes/Daily Assignments /Other 50%  
\*The grading scale is: A 90-100  
 B 80-89  
 C 70-79  
 F Below 70  
ATTENDANCE:  
Regular daily attendance is of the utmost importance to success in this course and is a life skill in the working world! If one must be absent, keep in mind that class continues. Accordingly, it is the student’s responsibility to find out the work he or she has missed. Any work missed with an excused absence must be made up within 3 school days. Work missed because of an unexcused absence or home suspension will result in a grade of zero (school policy). Late work is not accepted.

BATHROOM POLICY:  
You will be given 6 bathroom passes per nine week period. If you abuse your bathroom passes, a call will be made to your parent/guardian. Remember, when you are in the hall or bathroom, you are missing out on valuable learning time!

TARDY POLICY:  
1st/2nd – free!- 3rd/4th/5th – CENTRAL DETENTION-6th –REFERRAL

FUTURE OPPORTUNITIES:  
Students will achieve the foundation knowledge and skills to enable them to enter careers in marketing. This program of study also prepares students for further marketing education in technical college programs, junior college programs, or university programs.

DECA “AN ASSOCIATION OF MARKETING STUDENTS”   
An exciting opportunity to prepare yourself for the real world by competing in various marketing competitions, participating in job shadow days, opportunity to travel and meet new people, and gain leadership skills and experience that looks great on your resume! WHAT DO WE DO?: We are a 100+ club that participate in monthly socials/meetings, travel to conferences across the state, participate in regional, state, and international competition, host the HOMECOMING dance, volunteer in the community (OPERATION FLUFFY PILLOW), develop leadership skills, develop work ethics skills, meet new people and much, much more \*All activities are voluntary.   
Get INVOLVED!!! Have FUN!!