



ENLIGHTIUM ACADEMY

Ignitia™ Career and Technical Education
Electives

Introduction to Careers in Marketing

Enlightium Academy invites you to open the door to career and college readiness with Career and Technical Education (CTE) courses from Alpha Omega Publications - Ignitia™.

These rigorous, hands-on courses for grades 7-12 promote critical thinking, emphasize problem solving, and encourage students to take responsibility for their own learning. With 24 CTE courses divided into six clusters, these courses put students on practical paths to post-graduate success.

Should you have any questions about the curriculum, please contact support@enlightiumacademy.com or call Enlightium Academy Customer Support at (866) 488-4818 ext. 2017.

If you have questions about technical support or product configuration, please see the information below for Alpha Omega Publications.

Alpha Omega Publications Technical Support

Alpha Omega Publications' technical support is Ignitia™'s full-service technical support system. We exist to promote and preserve our customers' satisfaction. Our services include:

- Technical Support
- Product Configuration and Update Management

Please use the following information to contact Alpha Omega Publications' technical support:

Online:

Access our helpful Technical Support website simply by clicking on the life preserver located in the upper-right corner of any screen in our program!

Telephone:

Toll Free: 1-877-251-6662
Monday –Friday 7 a.m. to 5 p.m. (CT)

COURSE OVERVIEW

The Introduction to Marketing course will provide students with an overview of marketing, which is an essential element for any company that produces products that are bought and used by individuals.

Students will learn about what marketing is and how the process of marketing works, the role of market research and how companies incorporate ethics into their marketing strategies.

They will also learn about the importance of strategic planning for marketers, the five step marketing strategic process, and strategies for growth.

Students will learn about the environment in which marketers operate. This includes the microenvironment, which refers to entities and influences close to the company or marketer, and the macroenvironment, which refers to influences that impact all of society, such as culture, social trends, and technology.

They will also learn about the Four P's of the marketing mix: product, price, promotion, and place. Students will evaluate the importance of each of these four elements and learn specifically about how technology has changed the approach to the marketing mix. They will also learn about international markets and how to approach marketing at a global level.

After completing this course, students will have a fundamental understanding of the principles of marketing. They will be able to explain the marketing process, marketing strategic planning, the marketing environment, and the trends, opportunities, and challenges in the marketing world today.

Objectives

- Understand what marketing is and its role both within the company and society.
- Understand how marketing achieves its primary objective of adding value.
- Learn the marketing process and how it impacts marketing strategic planning.
- Understand the various components of the marketing environment.
- Analyze the elements of the marketing mix (the Four P's) and determine how each element contributes to the marketing effort.
- Become aware of the impact technology has had on marketing.
- Recognize the need for ethical practices and know the types and consequences of unethical behavior.

INTRODUCTION TO CAREERS IN MARKETING	UNIT 1: OVERVIEW OF MARKETING	
	Assignment Titles	
	1. Course Overview	10. Project: Protecting Consumers from Harmful Products
	2. Marketing	11. Sustainability
	3. Project: Is There Truth in Advertising?	12. Project: Sustainability Initiative
	4. The Marketing Process	13. Quiz 2: Ethics and Sustainability
	5. Marketing Research	14. Project: Special Project*
	6. Project: Identifying a Market	15. Test
	7. Quiz 1: Marketing	16. Course Project Part 1: Creating a Marketing Plan*
	8. Ethics	17. Glossary and Credits
	9. Ethical Issues	

INTRODUCTION TO CAREERS IN MARKETING	UNIT 2: MARKETING STRATEGIC PLANNING	
	Assignment Titles	
	1. Defining the Business Mission	9. Implementation and Marketing Mix
	2. Project: Creating a Mission Statement	10. Evaluating Performance
	3. Conducting a Situational Analysis	11. Project: Measuring Web Performance
	4. Project: Analyzing a Company Using SWOT	12. Quiz 2: Strategic Planning (Part 2)
	5. Segmentation	13. Project: Special Project*
	6. Quiz 1: Strategic Planning (Part 1)	14. Test
	7. Targeting and Positioning	15. Course Project Part 2: Segmenting the Market*
	8. Project: Paying Attention to Marketing Messages	16. Glossary and Credits

INTRODUCTION TO CAREERS IN MARKETING	UNIT 3: THE MARKETING ENVIRONMENT AND CONSUMER BEHAVIOR	
	Assignment Titles	
	1. The Microenvironment	9. Psychological Factors
	2. Project: Conducting a Competitive Analysis	10. Social and Situational Factors
	3. The Macroenvironment (Part 1)	11. Project: Learning about Influences on Consumers
	4. The Macroenvironment (Part 2)	12. Quiz 2: Consumer Behavior
	5. Project: Economic Analysis	13. Project: Special Project*
	6. Quiz 1: The Marketing Environment	14. Test
	7. The Consumer Decision-making Process	15. Course Project Part 3: Consumer Behavior*
	8. Project: Making a Purchase Decision	16. Glossary and Credits

INTRODUCTION TO CAREERS IN MARKETING	UNIT 4: THE MARKETING MIX	
	Assignment Titles	
	1. The Marketing Mix: Products	9. The Marketing Mix: Promotion (Part 1)
	2. Project: Developing a New Product	10. The Marketing Mix: Promotion (Part 2)
	3. The Marketing Mix: Services	11. Project: Using Promotional Tools
	4. The Marketing Mix: Price	12. Quiz 2: The Marketing Mix (Part 2)
	5. Project: Analyzing Price-fixing Cases	13. Project: Special Project*
	6. Quiz 1: The Marketing Mix (Part 1)	14. Test
	7. The Marketing Mix: Distribution	15. Course Project Part 4: Promotional Strategy*
	8. Project: Learning About Logistics	16. Glossary and Credits

INTRODUCTION TO CAREERS IN MARKETING	UNIT 5: MARKETING TODAY	
	Assignment Titles	
	1. Technology: Products	9. Project: Expanding Globally
	2. Project: The Evolution of a Technology-based Product	10. Career Opportunities in Marketing
	3. Technology: Price and Distribution	11. Project: Finding a Job
	4. Technology: Promotion	12. Quiz 2: Global Marketing
	5. Project: Impact of Technology on Marketers	13. Project: Special Project*
	6. Quiz 1: Technology	14. Test
	7. Global Marketing Evaluations	15. Course Project Part 5: Global Market Entry*
	8. Global Marketing Entry Strategies	16. Glossary and Credits

INTRODUCTION TO CAREERS IN MARKETING	UNIT 6: COURSE PROJECT, REVIEW, AND EXAM	
	Assignment Titles	
	1. Course Project Part 6: The Completed Marketing Plan*	2. Review
		3. Exam

(*) Indicates alternate assignment