



## Marketing Principles

Level of Difficulty	Estimated Homework	Prerequisites
<b>Moderate</b> Difficult Very Difficult	0 - 30 minutes	<b>District:</b> NONE  <b>Department:</b>  Recommended: Introduction to Business Management

### Course Description

Marketing is a dynamic elective popular with those students wishing to explore the creative, ever-changing world of business. With a focus on real life business situations, Marketing gives the potential business major a behind-the-scenes look at what really happens in our economy. Upon completion of the course, the student will have the capabilities to practice and understand basic Marketing principles that include advertising, promotional strategies, public relations and publicity, consumer behavior and promotional ethics. Use of shows like Shark Tank and websites such as Fortune.com and Advertising Age give up-to-date looks at entrepreneurs and today's business climate. The course combines problem-solving instruction, hands-on projects utilizing computer applications, speakers from the community, case studies, and simulations.

### Grading

Please see teacher websites.

### Syllabus Link

Please see teacher websites.

### Supplemental Information

10 credits

Meets high school graduation requirement for Practical Art or Electives

Meets CSU/UC subject area "g" requirement