

Canyon Crest Academy: Marketing Principles

Level of Difficulty	Estimated Homework	Prerequisites
<input checked="" type="checkbox"/> Moderate <input type="checkbox"/> Difficult <input type="checkbox"/> Very Difficult	0-30 minutes	<u>District</u> none <u>Department</u> none

Course Description

Do you have an idea, concept or passion that you would like to turn into a business? Marketing Principles will help you get started, it is an introduction to the world of business, marketing and promotions.

The Marketing program uses local retail stores as the extended campus for high school students who desire to enter the marketing field. Each section meets with class time devoted to the development of business skills. Depending upon a student's desires, some pursue advanced classroom knowledge while others develop on-the-job skills in the area of pricing and receiving, stocking and inventory, records, display, catalog sales, and basic selling and customer service. Upon completion of the course, the student will have the capabilities to practice and understand basic Marketing principles and the use of these principles worldwide, specifically in US business.

Topics include business development, advertising, communications, promotional strategies, public relations and publicity, consumer behavior and promotional ethics. The course combines problem-solving instruction, hands-on projects utilizing computer applications, speakers from the community, case studies, and simulations.

Grading

Based on in-class participation, daily assignments, projects and tests

Syllabus Link

Supplemental Information

10 credits

Fulfills graduation requirement for Practical Art or electives

Fulfills UC/CSU subject area 'g' requirement

Articulation Credit with Mira Costa College: Any student who earns a "B" or better in the course will receive free MiraCosta College Tech Prep credit, BUS 132, 3 units.