

Curriculum Map: Marketing

Course: MARKETING Sub-topic: Marketing

Grade(s): 9 to 12

Course Description: Marketing will focus on providing students with a foundation in basic marketing principles. Students will discover how businesses convince customers to buy their products. This knowledge is beneficial for not only someone selling goods and services, but for the everyday consumer to understand how they are being targeted by companies all the time. Students will explore topics such as the marketing concept, global marketplace, technology and marketing, advertising, product branding, social media marketing and marketing plans within various industries.

Course Notes: Resources can be found in Moodle and Google Drive.

This Curriculum Map has no Units to display