

Curriculum Map: Marketing II

Course: MARKETING II - Independent Study Sub-topic: Marketing

Grade(s): 9 to 12

Course Description: In Marketing II, students will take all the content learned in Marketing I and apply it in a fully hands on project based way. They will use their knowledge of consumer behavior, product management, pricing, advertising, social media marketing, and more to successfully manage our school store, the Maroon Market. Students will be responsible for all of the behind the scenes work that goes into operating the Maroon Market. Some of the duties will include deciding merchandise to be sold, pricing merchandise, creating merchandise displays, creating social media campaigns, handling money, and restocking products. Students must be proficient in and will utilize Google Docs, Google Sheets, Gmail, Canva and various other software applications while conducting the business of the Maroon Market. Any student in Marketing II is required to to be a member of Future Business Leaders of America (FBLA), due to the direct partnership of FBLA and the Maroon Market.

This Curriculum Map has no Units to display