

**Pecos High School  
Marketing Dynamics  
Syllabus**

Student Expectations: The student will categorize business activities as production, marketing, management, or finance and describe the interdependence each business activity has with marketing.

August 27: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets

Student Expectations: The student will and examine the key issues of ethics and social responsibility that businesses face in marketing their goods and services and understand the ramifications of business conduct.

September 3: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets

Student Expectations: The student will demonstrate how to use self-development techniques and interpersonal skills to accomplish teamwork and marketing objectives.

September 10: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets

Student Expectations: The student will understand the importance and benefits of marketing; understand the marketing concept; and identify each marketing functions and explain how each one contributes to the marketing concept.

September 17: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets

Student Expectations: The student will explain how each component of the marketing mix contributes to successful marketing.

September 24: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets

Student Expectations: The student will explain the importance of target markets; describe the advantages and disadvantages of market segmentation and mass marketing; research trends and emerging technologies affecting marketing; and explain how cultural and language diversity impacts marketing.

October 1: Lecture, note-taking, discussion, internet research, chapter questions, and activity worksheets