The purpose of the Business Education Curriculum Summary is to present an overview of the Marketing curriculum. Parents are the intended audience of the Business Education Curriculum Summary.

**Fundamentals of Marketing**
- Consumer oriented marketing and marketing concept
- Overview of micro and macro economics
- Current economic trends
- SWOT (Strength, Weakness, Opportunity, Threat) Analysis
- Segmentation and Demographics
- Targeting
- Consumer buying decisions and motivation

**Places and Distribution**
- Channels of distribution
- Channel members
- Physical distribution
- Location

**Promotion**
- Promotion mix
- Visual Merchandising
- Advertising
- Media
- Promotions
- Public Relations

**Product Decisions**
- Product Life Cycle
- Brand Development and Positioning
- Packaging

**Marketing Plan**
- Elements of global marketing plan: situation analysis, marketing goals and objectives, marketing strategies, implementation, and evaluation and control

**Pricing**
- List price, discounts, bundling and financing
- Calculation of price and profit
- Pricing policies including markup, cost-based, competition based, demand-oriented, skimming and penetration pricing