

BUSINESS EDUCATION CURRICULM SUMMARY

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
<ul style="list-style-type: none">• 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

Product Decisions
<ul style="list-style-type: none">• Product Life Cycle• Brand Development and Positioning• Packaging

Pricing
<ul style="list-style-type: none">• 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

Places and Distribution
<ul style="list-style-type: none">• Channels of distribution• Channel members• Physical distribution• Location

Promotion
<ul style="list-style-type: none">• Promotion mix• Visual Merchandising• Advertising• Media• Promotions• Public Relations

Marketing Plan
<ul style="list-style-type: none">• Elements of global marketing plan: situation analysis, marketing goals and objectives, marketing strategies, implementation, and evaluation and control