

**Principles of Marketing  
Atkinson County High School  
Syllabus**



Instructor: Coach J. Brian Bergeron  
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Location: Room 113  
Planning Period: 4<sup>th</sup> Block

**Course Description:**

This course introduces the students to principles and concepts of marketing. Students will explore various aspects of marketing, including market research, product development, pricing, promotion, and distribution. They will learn about marketing strategies, consumer behavior, branding, and advertising. Practical applications and real-world examples will be emphasized to help students develop a solid understanding of marketing in today's business environment.

**Course Objectives:**

By the end of this course, students will be able to:

1. Understand the fundamental concepts and principles of marketing.
2. Apply marketing strategies to real-world scenarios.
3. Analyze consumer behavior and its impact on marketing decisions.
4. Develop effective marketing plans and campaigns.
5. Demonstrate knowledge of various marketing channels and their applications.
6. Understand the role of branding and advertising in marketing.

**Tutoring:**

Tutoring and additional instruction will be available during 4<sup>th</sup> block or by appointment.

**Materials:**

- Chromebook or laptops will be provided.
- Access to the internet for research and online resources will be provided.
- Additional readings and handouts provided by the instructor.

**Grading:**

20% Daily Grade    30% Quizzes    50% Tests and Projects

## **Course Outline:**

### **Unit 1: Introduction to Marketing**

- Overview of marketing
- Evolution of marketing and its importance in society
- The marketing mix: product, price, place, promotion
- Understanding target markets and customer segmentation

### **Unit 2: Market Research and Analysis**

- Introduction to market research
- Collecting and analyzing data
- Market research techniques: surveys, focus groups, observation.
- Understanding and using marketing research reports

### **Unit 3: Product Development and Management**

- Identifying and developing products
- Product life cycle and branding
- Packaging and labeling
- Product positioning and differentiation

### **Unit 4: Pricing Strategies**

- Factors influencing pricing decisions.
- Pricing strategies: cost-based, value-based, competition-based
- Price elasticity of demand
- Pricing tactics and discounts

### **Unit 5: Promotion and Advertising**

- Integrated marketing communications
- Advertising and its role in marketing
- Creating effective advertisements
- Promotional strategies: sales promotions, public relations, direct marketing

### **Unit 6: Distribution Channels and Retailing**

- Types of distribution channels
- Retailing and its functions
- E-commerce and online retailing
- Supply chain management

### **Unit 7: Consumer Behavior**

- Understanding consumer behavior
- Factors influencing consumer buying decisions.
- The decision-making process
- Segmentation and targeting strategies.

### **Unit 8: Marketing Ethics and Social Responsibility**

- Ethical issues in marketing

- Socially responsible marketing practices
- Sustainability and green marketing
- Consumer protection and rights

#### Unit 9: Marketing Planning and Strategy

- Developing a marketing plan
- SWOT analysis
- Setting marketing objectives and goals
- Implementation, monitoring, and evaluation of marketing strategies