



# NORTHGATE ACADEMY

## Marketing - Course Syllabus

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### Description:

In this introductory course, students will learn the principles of Marketing using real-world examples—learning what it takes to plan, launch and market a product or service in today’s fast-paced business environment. This course covers an introduction to marketing, business-to-business marketing, services marketing, branding, social media marketing, and marketing ethics. Students will learn about marketing plans and strategies businesses use to market their products.

**Textbook:** Marketing - Boundless CC 4.0

### Course objectives:

- Understand basic marketing principles
- Understand the strategies and planning techniques used in marketing
- Describe how marketing plans are used
- Apply course concepts to everyday life
- Learn about the ethical aspects to marketing products and services

### Contents:

#### Semester A

Ch 1 Introduction to Marketing  
Ch 2 Marketing Strategies and Planning  
Ch 3 The Marketing Environment  
Ch 4 Consumer Marketing  
Ch 5 Business-to-Business Marketing  
Ch 6 Services Marketing  
Ch 7 Global Marketing  
Ch 8 Pricing  
Ch 9 Products

#### Semester B

Ch 10 Branding and Packaging  
Ch 11 Marketing Channels  
Ch 12 Integrated Marketing Communication  
Ch 13 Advertising and Public Relations  
Ch 14 Personal Selling and Sales Promotion  
Ch 15 Social Media Marketing  
Ch 16 Social Responsibility and Ethics  
Ch 17 Introduction to Nonprofit Marketing

### Grading Scale

**A = 90-100%**  
**B = 80-89%**  
**C = 70-79%**  
**D = 60-69%**  
**F = under 59%**

### Grade Weighting

<b>Chapter Quizzes.....</b>	<b>35%</b>
<b>Written Assignment.....</b>	<b>30%</b>
<b><u>Final Exam.....</u></b>	<b><u>30%</u></b>
	<b>100%</b>