INTRO TO BUSINESS MARKETING
Course Syllabus

<table>
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<tr>
<th>Course Number</th>
<th>SBE-0074</th>
<th>OHLAP Credit:</th>
<th>No</th>
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<tbody>
<tr>
<td>OCAS Code:</td>
<td>8614</td>
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<tr>
<td>Course Length:</td>
<td>60 Hours</td>
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<tr>
<td>Career Cluster:</td>
<td>Marketing, Sales &amp; Service</td>
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<td>Career Pathway:</td>
<td>Management &amp; Entrepreneurship</td>
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<tr>
<td>Career Major(s):</td>
<td>Business Management/Entrepreneurship</td>
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Pre-requisite(s):  Recommended: Business and Computer Tech OR Fundamentals of Technology

Course Description: This is an introductory course designed to explore the business and marketing system and its role in our free enterprise economic system. Students will gain an understanding of the marketing concept and its relations to production of goods and services. Students will study the responsibilities and role of an individual in today’s business and economic environment as a consumer and a producer of goods and services. Career opportunities within business and marketing fields will also be introduced to students. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.


DECA (www.deca.org)

Course Objectives:

**A. Explore fundamental business concepts that affect business decision-making.**

1. Explore the different forms of business organizations
2. Explore international business and marketing
3. Explain the role of business in society
4. Describe types of business activities
5. Explain types of businesses
6. Determine issues and trends in business
7. Describe the need for and impact of ethical business practices
8. Explain the concept of management
9. Explain the concept of financial management
10. Explain the concept of human resource management
11. Explain the concept of risk management
12. Explain the concept of strategic management

**B. Explore the economic principles and concepts fundamental to entrepreneurship/small business ownership.**

1. Define the role of economics in a global economy
2. Explain the concept of private enterprise
3. Describe the nature of economics and economic activities
4. Determine forms of economic utility created by business activities
5. Explain the principles of supply and demand
6. Explain the concept of scarcity
7. Describe the concept of price
8. Determine impact of business cycles on business activities
9. Explain the concept of competition
10. Identify consumer choices
11. Explain the concept of productivity

C. Explore personal money-management concepts, procedures, and strategies.
1. Describe the importance of financial management
2. Explain forms of financial exchange
3. Describe functions of money
4. Describe sources of income
5. Read and interpret a pay stub
6. Describe costs associated with credit
7. Use money effectively
8. Set financial goals
9. Develop a savings plan
10. Develop a spending plan
11. Maintain financial records
12. Read and reconcile financial statements
13. Explain types of investments
14. Invest money
15. Develop a personal budget
16. Build positive credit history

D. Explore concepts and strategies needed for career exploration, development, and growth.
1. Develop employability skills
2. Analyze employer expectations in the business environment
3. Utilize job-search strategies for business/marketing careers
4. Select and use sources of career information
5. Determine occupational interest
6. Develop a career plan of study
7. Describe techniques for obtaining work experience
8. Use networking techniques for professional growth

E. Explore the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas.
1. Explain the concept of market and market identification
2. Determine market segments
3. Select target markets
4. Describe elements of the promotional mix
5. Evaluate effectiveness of advertising
6. Explore the different forms of marketing techniques used by industry today
7. Explain opportunities for creating added value

F. Explore the processes and systems implemented to facilitate daily business operations.
1. Explain the nature of distribution channels
2. Explain the buying process
3. Describe the nature of buyer reputation and vendor relationships
4. Conduct a vendor search
5. Choose vendors

G. Explore concepts, strategies, and systems needed to interact effectively with others.

1. Follow directions
2. Give directions for completing job tasks
3. Apply effective listening skills
4. Treat others fairly at work
5. Develop cultural sensitivity
6. Foster positive working relationships
7. Demonstrate self control
8. Use appropriate assertiveness
9. Use proper grammar and vocabulary
10. Develop communication and interpersonal skills
11. Analyze the social and ethical environment of business and marketing
12. Demonstrate leadership and teamwork skills in a student organization

H. Explore the value of participating in student organization to develop leadership and teamwork skills.

1. Participate as a team member
2. Lead others using positive statements
3. Develop team spirit
4. Enlist others in working toward a shared vision
5. Share authority, when appropriate
6. Value diversity
7. Recognize others' efforts
8. Demonstrate leadership skills
9. Research purposes and goals of student organization
10. Identify opportunities for leadership training and development

1ODCTE Objective

Teaching Methods: The class will primarily be taught by the lecture and demonstration method and supported by various media materials to address various learning styles. There will be question and answer sessions over material covered in lecture and media presentations. Supervised lab time is provided for students to complete required projects.

Grading Procedures: 1. Students are graded on theory and shop practice and performance.
2. Each course must be passed with seventy (70%) percent or better.
3. Grading scale: A=90-100%, B=80-89%, C=70-79%, D=60-69%, F=50-59%.

Description of Classroom, Laboratories, and Equipment: Tulsa Technology Center campuses are owned and operated by Tulsa Technology Center School District No. 18. All programs provide students the opportunity to work with professionally certified instructors in modern, well-equipped facilities.
<table>
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<tr>
<th>Available Certifications/ College Credit</th>
<th>The student may be eligible to take state, national or industry exam after completion of the program. College credit may be issued from Oklahoma State University-Okmulgee or Tulsa Community College. See program counselor for additional information.</th>
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<tr>
<td>College Credit Eligibility:</td>
<td>The student must maintain a grade point average of 2.0 or better.</td>
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