

## Introduction to Marketing II

**COURSE DESCRIPTION:** Students build on the skills and concepts learned in Introduction to Marketing I to develop a basic understanding of marketing principles and techniques. By the end of the course, they will have developed their own comprehensive marketing plan for a new business.

**PREREQUISITES:** Introduction to Marketing I

**COURSE LENGTH:** One Semester

**REQUIRED TEXT:** None

**MATERIALS LIST:** None

### **COURSE OUTLINE:**

#### **Unit 1: Course Overview**

- Start the Course
- Set Up Your Computer
- Set Up Browser and Install 7-Zip
- Find and Complete Coursework

#### **Unit 2: Selling and Pricing**

- Principles of Selling
- The Sales Process
- Pricing and Ethics

#### **Unit 3: Customers, Inventory, and Safety**

- Serving Customers
- Inventory and Merchandising
- Health and Safety

#### **Unit 4: Workplace Skills**

- Job Performance
- Communication Skills
- Management and Leadership

**Unit 5: Career Development**

- Hiring Employees
- Career Goals
- Applying for Jobs

**Unit 6: Using the Internet**

- Technology in Business
- Create a Google Account
- Send and Receive E-mail
- Search the Web
- Digital Citizenship

**Unit 7: Word Processing**

- Create a Document
- Format and Print Documents
- Proofread a Document

**Unit 8: Presentations**

- Presentation Basics
- Design Slides and Add Text
- Add an Image

**Unit 9: Working with Data and Events**

- Spreadsheets
- Creating Databases
- Events and Collaboration

**Unit 10: Final Assignment**