Introduction to Business provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Introduction to Business is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

No required or optional materials.

Length: Two Semesters

Unit 1: Marketing in the Global Environment

- Marketing and the Economy
- Marketing in Business Organizations
- Marketing and the Global Environment Wrap-Up

Unit 2: Understanding the Marketplace

- Consumer and Business Behaviors
- Creating Customer Loyalty
- Product Development
- Understanding the Marketplace Wrap-Up

Unit 3: Marketing Placement and Pricing

- Placement and Marketing
- Pricing and Marketing
- Marketing Placement and Pricing Wrap-Up

Unit 4: Marketing Promotion

- Promotional Planning

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- Selling and Public Relations
- Advertising
- Marketing Promotion Wrap-Up

Unit 5: Your Future in Marketing

- Marketing and Ethics
- Exploring Your Marketing Career
- Your Future in Marketing Wrap-Up

Unit 6: Semester Wrap-Up

- Semester Review and Exam

Unit 7: Role of Economics and Finance in Marketing

- Economics and Marketing
- Finance and Marketing
- Computer Technology in Finance
- Role of Economics and Finance in Marketing Wrap-Up

Unit 8: Starting a Business

- Entrepreneurship
- Developing a Product
- Market Research and Purchasing
- Starting a Business Wrap-Up

Unit 9: Managing a Business

- General Business Management
- Management of Distribution and Pricing
- Management of Promotion
- Management of Marketing Information
- Managing a Business Wrap-Up

Unit 10: Government, Law, and Ethics in Business

- Business and Government
- Business Law and Ethics
- Government, Law, and Ethics in Business Wrap-Up

Unit 11: Your Future in Business, Marketing, and Finance

- Exploring Your Business Career
- Personal Finance
- Your Future in Business, Marketing, and Finance Wrap-Up

Unit 12: Semester Wrap-Up

- Semester Review and Exam

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