

Principles of Business, Marketing, and Finance 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.

Principles of Business, Marketing, and Finance 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.

Length: Two Semesters

Unit 1: Marketing in the Global Environment

Unit 2: Understanding the Marketplace

Unit 3: Marketing Placement and Pricing

Unit 4: Marketing Promotion

Unit 5: Your Future in Marketing

Unit 6: Semester Wrap-Up

Unit 7: Role of Economics and Finance in Marketing

Unit 8: Starting a Business

Unit 9: Managing a Business

Unit 10: Government, Law, and Ethics in Business

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

Unit 12: Semester Wrap-Up