

CVA Marketing Syllabus



COBB VIRTUAL ACADEMY
Class. Virtually. Anywhere.

Class Description

Marketing Principles is the foundational course for Marketing and Management, Fashion, Merchandising and Retail Management, Marketing Communications and Promotion, Hospitality and Tourism and Sports and Entertainment Marketing Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of employability, foundational business and marketing skills, economics, entrepreneurship, marketing information management, product/service management, promotion, selling, and channel management and distribution. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

Professional communication skills and practices, problem-solving, ethical, and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organizations (DECA) are integral components of both the employability skills standards and content standards for this course.

There is no pre-requisite for this course.

This course has three sections: Marketing Principles A is the first half of the class and includes Units 1-5. Marketing Principles B is the second half of the class and includes Units 6-10. Marketing Principles Y is the entire class and includes Units 1-10.

Click [HERE](#) for the Marketing Principles A Class Schedule which outlines the Units, Lessons, and Assessments for this course.

Click [HERE](#) for the Marketing Principles B Class Schedule which outlines the Units, Lessons, and Assessments for this course.

Click [HERE](#) for the Marketing Principles Y Class Schedule which outlines the Units, Lessons, and Assessments for this course.

Click [HERE](#) for the Marketing Principles State standards.

Class Outline

Unit 1: Foundational Marketing Principles

In this unit, you'll build a strong foundation in marketing, business, and management by learning key terminology and exploring how marketing strategies and the marketing mix help companies reach the right audiences. You'll examine major marketing functions, the effects of marketing activities, the full communication process, and practice using these skills in workplace settings. You'll also learn how marketing plans are created, why situational analysis matters, and how companies study their company, customers, competitors, collaborators, and climate to make smart decisions. Along the way, you'll break down concepts like markets, market segmentation, and market identification, and connect the marketing concept to real customer needs and wants so you can understand how businesses succeed by truly serving their audiences.

Unit 2: Business, Work Readiness, and Marketing

In this unit, you'll explore how businesses shape society by providing goods, services, jobs, and innovation, while also learning about the major types of business activities and the four most common forms of business ownership. You'll practice key workplace readiness traits and apply skill sets that help you be productive and present a strong professional image. You'll also learn how to understand the role of stockholders in influencing management decisions and examine why corporate social responsibility matters in today's world. Finally, you'll dive into marketing management, study current trends in the field, and strengthen your creative thinking so you can approach real business challenges with confidence and fresh ideas.

Unit 3: Understanding Customers, Markets, and the Economy

In this unit, you'll explore how customer behavior is shaped by the economy and discover how marketing and economic forces influence each other. You'll learn core economic concepts and compare different economic systems to understand how ownership and government interact in each one. You'll also study key economic indicators, the principles of supply and demand, and the factors that affect pricing. As you connect marketing strategies to these economic principles, you'll gain insight into how businesses make decisions in real markets. Finally, you'll apply what you've learned by evaluating opportunities in a chosen job market, helping you understand how economic trends can shape your own career path.

Unit 4: Financial Knowledge for Marketing Discussions

In this unit, you'll learn how finance supports business decisions, explore the difference between business finance and personal finance, and review the financial statements that guide marketing choices. You'll connect key variables to building a solid financial plan and finish by identifying the most important factors to consider when choosing a career or job so you can make informed decisions about your future.

Unit 5: Marketing Information and Research to Make Business Decisions

In this unit, you'll learn why businesses rely on marketing information and how the marketing information management function helps them make smart decisions. You'll explore different types of marketing research, follow the research process, and compare primary vs. secondary data as well as quantitative vs. qualitative data. You'll look at common data-collection methods, the kinds of data used in marketing decisions, and key terms like population, sample, bias, error, validity, and reliability. You'll also examine current trends and limitations in marketing research—including the impact of social media—and finish by understanding the skills, responsibilities, and experience needed to work as a market researcher



Unit 6: Utilizing Pricing Strategies

In this unit, you'll learn how pricing shapes marketing decisions and explore the many factors that influence how businesses set prices. You'll compare market share and market position, examine how the product life cycle affects pricing choices, and study the five most common pricing strategies companies use. You'll also look at different types of price adjustments and how they compare, helping you understand how businesses stay competitive and respond to changing market conditions.

Unit 7: Developing and Utilizing Market Opportunities

In this unit, you'll learn how the product/service management (PSM) function helps businesses decide what to sell, how to position their products, and how branding—both product and corporate—shapes customer perception. You'll explore concepts like product mix, product bundling, and how companies identify new product opportunities. You'll also practice generating product ideas using common creativity techniques while strengthening your own personal brand and showcasing your employability skills in professional settings. Throughout the unit, you'll see why creative thinking and problem-solving matter in developing successful products and communicating value in the marketplace.

Unit 8: Selling Goods, Services, and Ideas

In this unit, you'll learn how selling begins with understanding customer needs and motivations, and you'll explore what quality customer service looks like across different sales channels. You'll break down the steps of the selling process, practice effective sales techniques, and study the key factors involved in building a strong and loyal clientele. You'll also analyze product features and benefits to create stronger sales and marketing strategies, while examining the importance of ethics, company policies, truth in advertising, and avoiding misleading tactics. Finally, you'll research sales career options and reflect on the skills needed to succeed in the field.

Unit 9: Achieving Desired Marketing Outcomes

In this unit, you'll strengthen your communication and interpersonal skills while learning how creativity and adaptability help you succeed in a changing workplace. You'll explore different types of advertising, the key parts of an ad, and the pros, cons, and costs of social-media advertising. You'll also study the role of public relations, the audiences it serves, and how companies and individuals use PR. As you learn about promotional plans, tools, and the promotional mix, you'll see how businesses can promote themselves effectively. You'll also look at subscription models and the ethics behind misleading free-trial offers to understand how modern marketing strategies affect consumers.

Unit 10: Managing Supply Chain Activities

In this unit, you'll learn how channel management moves products from producers to customers, why distribution matters in marketing, and how transportation, storage, and receiving all support that process. You'll explore how technology, inventory management methods like JIT and EOQ, and distribution choices affect product costs and efficiency. You'll also study the basics of international trade, the factors that influence it, and the challenges companies face when producing or selling goods globally. Finally, you'll examine fast-produced goods like fast fashion and consider the ethical issues tied to global labor practices and modern supply chains.

CVA Work Policy



- All classwork must be completed and submitted using the links in CTLS by the DUE DATE listed on the Class Schedule.
- Work should be completed in the order it is assigned on the Class Schedule.
- All work submitted on time will be graded within 48 hours.
- Assignments not submitted by the due date will be marked missing. Missing assignments are calculated as zeros in the coursework average. When students submit missing work, the assignment will be graded and calculated into the coursework average.

The CVA term ends prior to the end of the traditional school semester. The final date work will be accepted each term is posted on the [CVA website](#) (cobbvirtualacademy.org) and the Class Schedule.

Grading

Grades for this course are calculated based on category percentages as follows:

Category	Weight
Assignments	30%
Discussion Boards	15%
Quizzes	15%
Tests	30%
Final Exam	10%

Academic Integrity

Academic integrity is the cornerstone of learning at CVA, and we take the integrity and authenticity of student work very seriously. When academic integrity is maintained, students will make decisions based on values that will prepare them to be productive, meaningful, and ethical citizens.

Students are required to abide by the CVA Academic Integrity Policy. Academic dishonesty in any form will not be tolerated. The CVA Academic Integrity Policy outlines the consequences if students fail to maintain academic integrity in their course. For additional information, the CVA Academic Integrity Policy is posted on the [CVA website](#).





Academic Integrity Process

Consequences	1st	2nd	3rd	4th
Parent contact by teacher	✓	✓	✓	✓
Resubmit work for full credit	✓			
Resubmit work for half credit		✓		
Automatic zero			✓	✓
Parent contact by CVA administration			✓	✓
Notification by CVA administration to local school			✓	✓
Mandated proctored exam or coursework				✓
Other as designated by CVA or local school administration	✓	✓	✓	✓

General Information

- The Cobb Teaching and Learning System (CTLs) is the platform used to deliver Cobb Virtual Academy classes.
- Students must earn 100% on the Student Orientation Quiz located inside each CVA Digital Classroom before they begin their Student Coursework.
- All coursework must be submitted through CTLs.
- All CCSD students have access to Microsoft 365 applications and must submit assignments in the requested format.
- Students in all sections of this course will take an online final exam during the window of time published on the CVA website and the Class Schedule.

Technology Requirements

CTLs is geo-restricted to the United States.



- A modern PC or Mac Computer
 - Lightweight or mobile devices such as Chromebooks, iPads, Android tablets, or smartphones **may not** be compatible with many of our courses.
 - Windows or Mac based computer
- Access to Microsoft 365
- Internet access

CVA Expectations

Student

- Maintain consistent access to a computer and internet
- Login to the course daily and review the announcements
- Adhere to the deadlines listed on the Class Schedule
- Read and promptly respond to teacher communication
- Contact the teacher with questions
- Manage your time wisely

Teacher

- Welcome Phone Call in the first two weeks
- 24-hour turnaround on all communication
- 48-hour turnaround on grading for items submitted by the due date
- Provide relevant feedback on assignments
- Be accessible via email and phone or text during published hours
- Provide two or more live sessions per term

CTLS Parent Account

Cobb Virtual Academy teachers use CTLS Parent to communicate with students and parents. Students will automatically receive communication sent from CTLS Parent via their CCSD student email address and will be asked to provide a cell phone number to receive text communications. Directions for students to set up CTLS Parent are located in the CVA Orientation. Parents will receive communications according to their existing notification settings.

Student Support

A student's first source for support is their CVA teacher. However, additional support is available. The **CVA Learning Center** is staffed with facilitators and is available both **in person** and **virtually**.

Facilitators can assist students with getting started, class navigation, assignment instructions, submitting work, technical issues, and strategies for online success.

The in-person Learning Center is on the Cobb Horizon High School campus at 1765 The Exchange Atlanta, GA.



All CVA students are enrolled in the Student Support digital classroom which provides access to the Virtual Learning Center (VLC). Students use the CTLS chat feature to send a message to the Student Support Team during the hours it is open.

Live Sessions

Your teacher will post live session information to the Class Board.

