

MARKETING NEWS

Mrs. Tribby btribby@scspk12.org

To Do List:

- Read syllabus
- Student sign up for Google Classroom & GoGuardian
- Bring Me in a Box Assignment and be ready to present!

“As marketers, we pride ourselves on coming up with fresh ideas. It’s how we stay relevant, and it’s how we grow in our careers.”

Welcome to Marketing

Marketing offers students an opportunity to explore the creative side of business. Students will learn about the 4 P’s of marketing, Marketing as a utility, promotion, advertising and selling. If you or anyone you know is involved in marketing and would like to come be a guest speaker, please contact Mrs. Tribby at btribby@scspk12.org. I would love to give our students insight into the real world of our marketing concepts.

I will send out newsletters each week to keep you informed about upcoming tests, assignments, and FBLA events. All students taking a business class are encouraged to join FBLA. For more



information on FBLA, see the handouts in Google Classroom. If you would like an emailed copy, please let



me know.

Chromebooks

Students will be using Chromebooks daily in Marketing. Please help make sure students are charging their Chromebooks each night and are prepared for class the next day.



Unit 1 Objectives Students will be able to:

Explain the purpose of each of the 4 P’s of Marketing

Identify a target market for a given product

Apply critical thinking skills to analyze a marketing strategy