



Curricular Change Proposal

Due by

Proposal to: <input checked="" type="checkbox"/> X Add <input type="checkbox"/> Drop <input type="checkbox"/> Modify	Grade Level(s): 9-12
Course Name: Marketing Principles	Suggested Prerequisite: None
Course Description: This would be the first course in the Marketing career field. It introduces students to the specializations offered in Marketing. Students will obtain fundamental knowledge and skills in marketing communications, marketing, management, marketing research, merchandising, and professional selling. They will also acquire knowledge of marketing strategies, market identification techniques, employability skills, business ethics and law, and economic principles. Technology, leadership, and communications will be incorporated in classroom activities.	Course Objectives: Students will be able to... <ol style="list-style-type: none">1. Learn basic business principles and foundations.2. Communicate to customers and companies in the community.3. Learn marketing principles to sell products they select.4. Receive real world experience in customer service.
Rationale for Modification/Add: Marketing and business is an area that is currently lacking at Big Walnut High School. With our move to the new school, a school store was created. This would be a student-run enterprise. Students would get real world experience by learning how to select products, market them, and evaluate the success of their decisions.	Impact on Curriculum/Sequencing: This course would be the first course in a possible Marketing Pathway.
Cost: (Include initial and ongoing): Our students would also belong to DECA, which is a co-curricular association for students to learn more about business and to compete in business competitions. The creation of the school store is already budgeted for but there would be a small start up cost for them to purchase products to start the year. This fee would be paid back to the district.	Staffing Needs/Changes: We would need to hire a business teacher to teach Marketing Principles, oversee the school store, and to be a DECA advisor.

Department Head _____ Date _____	Principal _____ Date _____
Director of Academic Achievement _____ Date _____	Superintendent _____ Date _____

Curricular Change Process:

- Department discussion and development of course(s).
- Complete the form and submit to administration by .
- PAC review - considers the impact of the course and cross-curricular connections .
- District and Building Administration consider forms and feedback from PAC when making the final decision - November
- School Board will approve new courses at the second reading November/December
- Approved courses are prepared for course description book and scheduling December
- New information is shared with students and parents in January.