Course Overview

Content Area: Business
Course(s): Marketing I
Time Period: Year

Length: 180
Status: Published

Course Overview

Aligned to Standards: NJSLS 2014-2020

Revision Date: 2022

In compliance with the NJ Student Learning Standards, climate change, career readiness, DEI (Diversity, Equity, & Inclusivity), as well as other standards have been integrated within the NBCRSD curricula (NJ Administrative Code Title 6A: chapter 8; Title 18A: chapter 35).

Course Overview

Sequence- Unit Titles, Summaries, and Number of weeks per unit (total = 18 semester/36 year)

Unit 1: Introduction to DECA - 3 weeks

Unit 2: The World of Marketing, Economics, and Society - 8 weeks

Unit 3: Independent Marketing Specialization Study - 5 weeks

Unit 4: Promotion - 17 weeks

Unit 5: Selling - 3 weeks

Reporting Student Progress (link to NB's Assessment System)

All courses follow a balanced assessment system with Practice and Assessments. Each category includes formative, summative and alternative assessments.

Accommodations and Modifications (link to menu)

Integrated accommodations and modifications for special education students, English language learners, students at risk of school failure, gifted and talented students, and students with 504 plans.