

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.