

Course Overview

Content Area: **Business**
Course(s): **Marketing II**
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: Marketing Research - 2 weeks

Unit 2: Sports Marketing - 3 weeks

Unit 3: Retail Marketing - 10 weeks

Unit 4: Entertainment Marketing - 7 weeks

Unit 5: Hospitality/Tourism Marketing - 6 weeks

Unit 6: Fashion Marketing - 4 weeks

Unit 7: Marketing Plan - Capstone Project 4 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.