STUDYWALKS · COURSE SYLLABUS

Principles of Marketing — High School Course with CLEP Preparation

Every organization that offers something to someone else is marketing it: deciding who the offering is for, what it should be, what it should cost, how it will reach the buyer and how the buyer will hear about it. This course covers the marketing concept and customer value, strategic planning and the marketing plan, the marketing environment and the law, marketing research, ethics and social responsibility, nonprofit and international marketing, consumer and business buying behavior, segmentation, targeting and positioning, products, new-product development and the product life cycle, branding and packaging, services, pricing and break-even, distribution channels, supply chains and retailing, integrated marketing communications, advertising and public relations, personal selling and sales promotion, and digital, social and mobile marketing, one lesson at a time, each idea taught with its assumptions and its limits, and every worked number checked by computer. It teaches general principles, not legal or business advice.

CREDIT LABEL	HOURS GOAL	STUDYWALKS LEARNING HOURS	SUGGESTED OFFLINE HOURS
1.0 credit	**120 h**	**36.5 h**	**83.5 h**
high school, with the study plan	the 1.0-credit convention	measured runtime plus assessment time	reading, review and writing

36.5 h StudyWalks (9.4 h of lessons, 17.8 h of lectures, 9.1 h of quizzes and exams) + **83.5 h** suggested offline study = **120 h**. 567 lessons in 27 units; prepares for the CLEP Principles of Marketing exam.

High school credit is granted by the homeschool parent under the state's rules. StudyWalks supplies the record: hours, scores and this syllabus. The credit label is a suggestion; the parent makes the final call.

Course contents

Unit	Title and lecture topics	Lessons	Lecture
1	**Getting Ready: The Exam and What Marketing Is** The exam · What marketing is · Value, the process and the mix	16	28 min
2	**The Marketing Concept, Customer Value and Relationships** Five philosophies · Relationships and CRM · Satisfaction, communities and one gym	18	28 min
3	**Strategic Planning and Marketing Strategy** Strategy and its levels · The planning process · Marketing's role, SWOT and the portfolio · Portfolio tools · Growth and advantage	22	42 min (2 parts)
4	**The Marketing Plan and Marketing Metrics** Building the plan · Metrics and forecasts · Checking the plan	18	32 min

Unit	Title and lecture topics	Lessons	Lecture
5	**The Marketing Environment: Forces, Trends and the Law** Layers of the environment · The economy and the population · Culture, technology, nature and competitors · Market structures and the laws on competition · Buyers' rights, agencies, and one firm	22	43 min (2 parts)
6	**Marketing Research and the Marketing Information System** Research and the information system · The research process and its data · Research designs and methods · Collecting the data · From data to report · Ethics and the whole project	24	46 min (2 parts)
7	**Marketing Ethics and Social Responsibility** Ethics and how firms build it · Ethics in promotion, data and pricing · Ethics in business selling · Targeting and the channel · Social responsibility and the whole review	22	43 min (2 parts)
8	**Nonprofit, Social and Sustainable Marketing** Marketing beyond profit · Sustainable marketing	14	27 min
9	**International Marketing** Why firms and nations trade · Assessing a foreign market · Barriers, institutions and entry · Licensing, franchising and countertrade · The mix and the segments abroad · Business markets, ethics and one launch	22	44 min (2 parts)
10	**Consumer Behavior: Influences on the Buyer** The consumer and the black box · The groups of influences and culture · Social factors · Personal factors and motivation · Perception and learning · Attitudes and the moment of purchase · Sorting the influences, and one buyer	24	43 min (2 parts)
11	**The Consumer Decision Process** From need to choice · The purchase and after · Involvement · Ethics and one buyer	18	28 min
12	**Business-to-Business Markets and Buying Behavior** What makes a market B2B · B2B demand · Who the business buyers are · Buy classes · The buying center · Influences and stages · Proposals and buying online · Ethics and one supplier	22	43 min (2 parts)
13	**Market Segmentation** Why segment · The bases and geography · Demographics · Psychographics · Behavior · Occasions and combined bases · Business and international markets · Testing a segment, and one market	24	43 min (2 parts)
14	**Targeting and Positioning** Choosing whom to serve · The four targeting strategies · Choosing a strategy and positioning · Choosing and stating a position · Mapping and moving a position · Ethics and one product	22	39 min (2 parts)
15	**Diverse and Multicultural Markets** What diversity marketing is · Two subcategories · Culture and identity · Practice and ethics	16	27 min
16	**Products: Offerings, Classifications, Lines and Mixes** What a product is · Consumer products · Business products · Lines, mixes and managers	20	28 min
17	**New Products, Adoption and the Product Life Cycle** What is new, and what is at stake · From idea to prototype · Testing, launching and judging · How buyers adopt new products · The product life cycle · Due care and one product	24	46 min (2 parts)

Unit	Title and lecture topics	Lessons	Lecture
18	**Branding, Packaging and Labeling** What a brand is and what it is called · Protecting, valuing and positioning the brand · Who owns the brand · Growing the brand and keeping its buyers · Measuring the brand and the margin · What a package does · Labels, codes and responsibility · One brand from name to package	25	50 min (2 parts)
19	**Services Marketing** What services are and how they are classed · The four characteristics of services · From employees to profit · Where service quality slips · Judging and managing quality · One service business through the unit	20	39 min (2 parts)
20	**Pricing Foundations: Objectives, Demand, Costs and Break-Even** What price is and how buyers judge it · Costs and profit · Framing the price decision · Pricing objectives · Customers and demand · Measuring sensitivity to price · The setting, break-even and pricing abroad · Pricing foundations for one product	22	43 min (2 parts)
21	**Pricing Strategies, Tactics and Pricing Law** Pricing a new product · Cost-plus pricing and markup · Pricing by the market and the mind · Pricing groups of products · Adjusting the listed price · Where the law draws the line · One product from launch to markdown	22	45 min (2 parts)
22	**Distribution Channels, Supply Chains and Logistics** Channels and intermediaries · Channel paths · Marketing systems · Choosing and running a channel · Leading and managing the channel · The supply chain and logistics · Storing, stocking, moving and tracking · Backward flows and ethics · One product through the channel	25	49 min (2 parts)
23	**Retailing and Wholesaling** Retailers in the channel · Store formats by assortment · Low prices, and selling without a store · Strategy and the season's numbers · Image, channels and trends · Wholesalers · Pressures and conduct · Opening one store	23	44 min (2 parts)
24	**Integrated Marketing Communications, Advertising and Public Relations** Promotion and its mix · Communication and its coordination · Building the message · Strategy, budget and advertising · Planning the advertising · Measuring the advertising · Public relations and the rules · One launch through the plan	24	49 min (2 parts)
25	**Personal Selling and Sales Promotion** What personal selling is · Kinds of salespeople · The selling process · Managing the sales force · Paying and evaluating salespeople · Sales promotion · Cost, ethics and one quarter	22	44 min (2 parts)
26	**Digital, Social and Mobile Marketing and E-Commerce** Traditional direct marketing · Direct marketing online · Social media · Mobile marketing · Measuring online marketing · E-commerce · Digital ethics and one launch	22	43 min (2 parts)
27	**Capstone: One Product Through the Marketing Mix** The environment and the need · Buyers, targets and position · The marketing mix · Ethics, abroad and the whole course	14	32 min

Assessment and grading

- **Unit quizzes.** 27 quizzes, 10 questions each, checked as the student goes, each answer with the lesson to review. Untimed; retakes are unlimited.
- **Mid exam.** 50 questions on units 1–14, drawn fresh each time and scored at the end with a breakdown by content area. Untimed; retakes are unlimited.
- **Final exam.** 100 questions, 90 minutes, on the whole course. Scored 20–80; 50 passes (67 of 100 correct, about 67%). Retakes are unlimited with a 24-hour wait, each a fresh draw.

Suggested composite grade

Part	Weight
Unit quizzes (average of best scores)	20%
Mid exam (best score)	20%
Final exam (percent correct)	60%

Suggested letter scale

Letter	Composite
A	90–100
B	80–89
C	70–79
D	60–69
F	below 60

Suggested; the parent sets the grade. A passing final is the completion standard for the course record.

Study plan

The 83.5 offline hours are spread over the units in proportion to each unit's StudyWalks time. For each unit: read the matching sections of *Principles of Marketing (OpenStax); Principles of Marketing; Introduction to Business 2e (OpenStax)*, review the unit quiz misses, and write a one-page unit summary. Log the time as you go.

Unit	Title	StudyWalks	Offline, suggested	Unit total
1	Getting Ready: The Exam and What Marketing Is	44 min	2 h 15 min	2 h 59 min
2	The Marketing Concept, Customer Value and Relationships	46 min	2 h 20 min	3 h 6 min
3	Strategic Planning and Marketing Strategy	1 h 4 min	3 h 15 min	4 h 19 min
4	The Marketing Plan and Marketing Metrics	50 min	2 h 35 min	3 h 25 min
5	The Marketing Environment: Forces, Trends and the Law	1 h 5 min	3 h 20 min	4 h 25 min
6	Marketing Research and the Marketing Information System	1 h 10 min	3 h 35 min	4 h 45 min
7	Marketing Ethics and Social Responsibility	1 h 5 min	3 h 20 min	4 h 25 min
8	Nonprofit, Social and Sustainable Marketing	41 min	2 h 5 min	2 h 46 min
Lessons and lectures		**27 h 14 min**	**83 h 30 min**	**110 h 44 min**
Quizzes, mid exam and final (stated time)		**9 h 6 min**	**—**	**9 h 6 min**

Unit	Title	StudyWalks	Offline, suggested	Unit total
9	International Marketing	1 h 6 min	3 h 25 min	4 h 31 min
10	Consumer Behavior: Influences on the Buyer	1 h 7 min	3 h 25 min	4 h 32 min
11	The Consumer Decision Process	46 min	2 h 20 min	3 h 6 min
12	Business-to-Business Markets and Buying Behavior	1 h 5 min	3 h 20 min	4 h 25 min
13	Market Segmentation	1 h 6 min	3 h 25 min	4 h 31 min
14	Targeting and Positioning	1 h 1 min	3 h 5 min	4 h 6 min
15	Diverse and Multicultural Markets	43 min	2 h 10 min	2 h 53 min
16	Products: Offerings, Classifications, Lines and Mixes	48 min	2 h 25 min	3 h 13 min
17	New Products, Adoption and the Product Life Cycle	1 h 10 min	3 h 35 min	4 h 45 min
18	Branding, Packaging and Labeling	1 h 15 min	3 h 50 min	5 h 5 min
19	Services Marketing	59 min	3 h	3 h 59 min
20	Pricing Foundations: Objectives, Demand, Costs and Break-Even	1 h 5 min	3 h 20 min	4 h 25 min
21	Pricing Strategies, Tactics and Pricing Law	1 h 7 min	3 h 25 min	4 h 32 min
22	Distribution Channels, Supply Chains and Logistics	1 h 14 min	3 h 45 min	4 h 59 min
23	Retailing and Wholesaling	1 h 7 min	3 h 25 min	4 h 32 min
24	Integrated Marketing Communications, Advertising and Public Relations	1 h 13 min	3 h 45 min	4 h 58 min
25	Personal Selling and Sales Promotion	1 h 6 min	3 h 25 min	4 h 31 min
26	Digital, Social and Mobile Marketing and E-Commerce	1 h 5 min	3 h 20 min	4 h 25 min
27	Capstone: One Product Through the Marketing Mix	46 min	2 h 20 min	3 h 6 min
Lessons and lectures		**27 h 14 min**	**83 h 30 min**	**110 h 44 min**
Quizzes, mid exam and final (stated time)		**9 h 6 min**	**—**	**9 h 6 min**

Unit times are the unit's lecture runtime plus its lessons at the course's measured average lesson length; totals can differ from the learning hours by rounding.

Sources

- **Anchor:** *Principles of Marketing* (2023). OpenStax, Rice University. CC BY-NC-SA 4.0
- **Witness:** *Principles of Marketing* (2015). University of Minnesota Libraries Publishing. ISBN 978-1-946135-19-3. CC BY-NC-SA 4.0
- **Witness:** *Introduction to Business 2e* (2026). OpenStax, Rice University. CC BY-NC-SA 4.0

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