



RADNOR TOWNSHIP SCHOOL DISTRICT
Course Guide



Business Law & Marketing
Course # 1080

General Information

Credits: 1.0
Weighted: No
Prerequisite: N/A

Length: Full Year
Format: Meets Daily
Grade: 10-12

Course Description

Business Law is designed to help students better understand the laws of contracts and develop an appreciation of the rights of citizens, property rights, social behavior, and the way business affairs are conducted. In the Marketing segment of the class, students will gain an understanding of the marketing process and strategies, which will include product design, promotion, distribution, and pricing. Students will be prepared to enter college with measurable understanding of the history of law, differences between criminal and civil law, and the elements of contract law, as well as a working knowledge of marketing tactics and strategies.

Course Objectives:

Students will have the opportunity to:

- Define law and illustrate the four stages in the formation of a legal system
- Distinguish different types of laws
- Explain the relationship between ethics and laws
- Discuss the rights and defenses available to a criminal and civil defendant
- Define and apply the basics of contract formation including offer and acceptance
- Analyze situations that may result in a party's assent to a contract being less than genuine including duress, undue influence, mistake, misrepresentation, and fraud
- Evaluate the different forms of contractual consideration
- Evaluate the essential nature of contractual capacity
- Identify the types of agreements that are void and unenforceable
- Explain marketing and its importance in the global economy
- Explain the concept of product mix
- Explain the nature and scope of channel management
- Explain customer/client/business buying behavior
- Align marketing activities with business objectives
- Describe the use of business ethics in marketing
- Explain the nature of channels of distribution
- Evaluate channel members
- Explain the nature and scope of the pricing function
- Identify the elements of the promotional mix
- Describe the use of technology in the promotion function

Assessments & Grading

Grades will be based on classwork, homework, tests, and projects. Assignments will be given a point value based on their length and difficulty. The Radnor High School grading system and scale will be used to determine letter grades.

Major Units of Study:

Laws, Their Ethical Foundation, and Procedures
Contract Law
Marketing: Today and Tomorrow
Market Research and E-Commerce
Marketing Strategy and Plan
Distribution, Price, and Promotion

Materials & Texts

Text: *Law for Business and Personal Use*, Adamson, Southwestern Cengage Learning, 2009. ISBN: 0-538-44589-0

Current events analysis using resources like the Wall Street Journal, New York Times, Business Week, and more.