

Provider:

IU High School Online

Course Code:

5914

Content Area:

CTE BUSINESS, MARKETING, INFORMATION TECHNOLOGY, ENTREPRENEURSHIP

Course Delivery:

Online

Enrollment Type:

Non Continuous

Enrollment Deadline:

December 12, 2025

Course Description:

Marketing Fundamentals provides a basic introduction to the scope and importance of marketing in the global economy. Course topics include the seven functions of marketing: promotion, channel management, pricing, product/service management, market planning, marketing information management, and professional selling skills. Emphasis is marketing content but will involve use of oral and written communications, mathematical applications, problem-solving, and critical thinking skills through the development of an integrated marketing plan and other projects.

Credit:

1

Credit Type:

High School

NCAA Approved:

No

Contact:

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Cost:

\$295.62

Additional course cost information

Online textbook and additional material fees may apply.

Indiana Course Title:

Marketing Fundamentals, Semester 2