

Marketing: The Honest Brand

AC-ELHS-17 · 0.5 credit · Semester · High School

Units

Unit 1	What Marketing Is — and the Honest-Brand Ethics Foundation
Unit 2	Market Research: Knowing the Customer
Unit 3	Branding: What a Brand Really Is
Unit 4	Building the Campaign
Unit 5	Digital & Social Channels
Unit 6	Positioning & Price as a Message
Unit 7	Measurement & Analytics
Capstone	The Honest Campaign (40% of the course grade)