



Wisdom Worth Having - Business Studies Curriculum Marketing (Ages 13+)

Program Overview

This course teaches students how to understand customer needs, communicate value effectively, and build strong brands. Marketing is the art and science of connecting products or services with the right people in an honest and compelling way.

Students will learn modern marketing principles while grounding everything in biblical truth about honesty, service, beauty, and stewardship. The course is practical and project-based, helping students create real marketing campaigns and strategies.

Core Goals:

- Master the fundamentals of understanding customers and markets.
- Learn to craft clear, compelling, and ethical messages.
- Develop skills in branding, storytelling, and digital marketing.
- Understand how marketing integrates with sales and operations.
- Create marketing plans that reflect integrity and excellence.
- Apply a biblical worldview to persuasion, influence, and business communication.

Course Length: One full academic year (or intensive semester)

Format: Lessons, case studies, real campaigns, guest speakers, and hands-on projects.

Curriculum Outline

Quarter 1: Foundations of Marketing

- What Marketing Really Is and Why It Matters
- Understanding Customers and Market Research
- The Difference Between Marketing and Sales
- Biblical Principles of Communication, Truth, and Service
- Identifying Target Audiences and Customer Needs
- Creating a Value Proposition

Project: Conduct simple market research on a local business or student idea.

Quarter 2: Branding and Storytelling

- Building a Strong Brand Identity
- The Power of Storytelling in Marketing
- Visual Branding and Design Basics
- Brand Voice and Personality
- Ethical Marketing vs. Manipulative Advertising
- Positioning in the Market

Project: Develop a full brand identity (name, logo concept, tagline, and story) for a real or hypothetical business.

Quarter 3: Marketing Channels and Tactics

- Content Marketing and Social Media Strategy
- Email Marketing and Customer Communication
- Traditional Marketing (print, events, direct)

- Digital Advertising Fundamentals
- Search Engine Optimization (SEO) Basics
- Measuring Marketing Results (metrics and analytics)

Project: Create and run a small marketing campaign for a school project, micro-business, or local organization.

Quarter 4: Marketing Strategy and Integration

- Building a Complete Marketing Plan
- Integrating Marketing with Sales and Operations
- Pricing Strategy and Promotions
- Customer Retention and Loyalty Programs
- Crisis Communication and Reputation Management
- Long-term Brand Building and Scaling Marketing

Capstone Project: Students create a comprehensive Marketing Plan for their own business idea or a chosen venture. This includes target audience, branding, multi-channel strategy, budget, timeline, and a biblical foundation for their approach.

Key Skills Developed

- Market research and customer interviewing
- Branding and visual communication
- Copywriting and persuasive writing
- Campaign planning and execution
- Analytics and performance tracking
- Ethical decision-making in marketing

Biblical Integration

Throughout the course, students will examine:

- The power of words and the call to speak truth (Ephesians 4:15, Proverbs 12:22)
- Serving others rather than self (Mark 10:45)
- Beauty and excellence in communication
- Generosity and honest business practices
- Avoiding greed and manipulation

Assessment

- Weekly reflections and assignments
- Quizzes on key concepts
- Major projects and campaign presentations (heavily weighted)
- Final Marketing Plan (Capstone)
- Peer feedback on group campaigns

This Marketing course at Wisdom Worth Having equips 13+ year olds to communicate value clearly, build trustworthy brands, and influence culture with integrity and wisdom.

Would you like me to expand this into weekly lesson plans, create student handouts, or develop curricula for Sales, Finance, or Leadership next? Let me know how you want to proceed.