

Marketing  
Ms. Courtney Carlton  
School Year 2017/2018

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### Course Description

Offering instruction in Marketing, Economics, and Management; as well as, other business related topics that help prepare students for workplace and post-secondary success. Emphasis on math and social sciences are reinforced. Students are encouraged to pursue cooperative education, entrepreneurship, internship, community service, job shadowing and service learning opportunities. Membership in DECA is highly recommended for leadership and career growth.

*Most assignments are project-based with an emphasis on technology and communication provided.* The most common concepts covered throughout the year include but are not limited to Advertising & Promotion, Selling & Customer Service, Pricing, Market Research, Distribution, Economics, Ethics, & Career Development.

### Course Outline

MA01.00	Understand marketing, market planning, and foundation of marketing-information management.
MA02.00	Understand customer relationships, foundation of quality assurances, and selling.
MA03.00	Understand product/service management, pricing and channel management.
MA04.00	Understand promotion and intermediate uses of marketing-information.

### DECA

DECA is an association comprised of current and prospective marketing students. This organization allows students to attend field trips, conferences, & competitions that build character, networking, & leadership skills. Marketing students are not required to be in DECA; however, this program is a key component of the curriculum of this course. While DECA events and activities are promoted and discussed in class, official meetings will be held outside of class with date(s) and times being determined soon.

### Required supplies

- *1" binder:* Organization is a key to success.
- *Loose-leaf paper:* Paper with frayed edges will not be accepted.
- *Writing Materials:* Pens and Pencils.

### Class Expectations/ Policies

- When arriving to class be prepared, professional and positive. Have all necessary supplies and class work. You are to be in your assigned seat **BEFORE** the bell rings.
- The daily agenda will be posted. Complete the **Warm-up** assignment immediately.
- Students are expected to participate in class activities and discussions
- Students are responsible for making arrangements to complete work missed due to school attendance.
- Students are expected to complete and turn in their own work. Any plagiarism or copying of any kind will result in loss of credit and may be subject to further disciplinary action.
- Students are expected to use class computers and the Internet wisely and for educational purposes only.
- All AK polices listed in the handbook will be upheld throughout the school year. This pertains to all rules with a special emphasis on dress code, technology use, cell phones, & food in the classroom.
- ANY form of plagiarism will result in a 0 and a referral will be written for an honor code violation.
- No food or drinks will be allowed in class at any time. Water is allowed in a clear water bottle and away from computer work stations.

- Bathroom usage will be granted in an emergency.
- Class interruptions (sharpening pencil, talking, standing up, and walking around) are unacceptable.
- Students are to be in their seats when the bell rings, and will remain there until dismissed by the teacher.
- Respect fellow students, the teacher, and school property at all times.
- Students will bring binder, writing utensil, and anything else class related to their seats and will leave their book bags in the designated area.

### Consequences for Violating a Class Policy

1. Verbal Warning
2. Pep talk and call home
3. After school Detention from 2:30-4:00, 24 hour notice given
4. Administrative Action

### Missed/ Late Assignments

It is the students' responsibility to speak with the instructor about any missed assignments. The assignment should be made up as soon as possible. No make-up work is accepted for a grade after 5 school days of your return to school. If an assignment is due on the date you are absent, it is due the DAY YOU RETURN. You do not get additional time to complete assignments that have been assigned before your absence.

### Make-up Quizzes and Tests

It is the student's responsibility to schedule a time to make-up a test or quiz that has been missed due to absence. Make-up tests and quizzes will be made up before school, during lunch or after school - depending on instructor availability. The student will have 3 days to make-up the assessment.

### Tutoring/Knight Time/Contact

Tutoring will be held in A307 in the mornings from 6:55-7:10am and after school until 3:00pm. Please make arrangements if these times are not convenient for you.

Knight Time remediation will be granted based on student need and teacher invitation.

The best way to contact me after school hours will be via email.

### Grading

Formal Assessments (Tests/Quizzes) ----- 70%

Informal Assessments (Classwork/Homework) ----- 30%

### The grading scale is as follows:

90 – 100 = A    80 - 89 = B    70 - 79 = C    60 -69 = D    Below 69 = F

**Please return this signed acknowledging you and a parent have read the syllabus by Monday, January 29, 2018. A copy of the information provided is available on my website**

Parent or Guardian signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please **PRINT** name: \_\_\_\_\_

Parent email address/phone: \_\_\_\_\_

Student signature: \_\_\_\_\_

Date: \_\_\_\_\_

Please **PRINT** Student name: \_\_\_\_\_