Marketing 1

2016-2017 Course Syllabus

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| Instructor | Laura L. McGee |
| Telephone | 269-465-6848 ext. 1379 |
| Best Time to Contact | After 3:00 pm |
| Email Address | lmcgee@bridgmanschools.com |
| Planning Time | 12:50 – 1:54 pm |

Description

This class is designed to help students learn about and *apply* the basic concepts and practices of modern marketing as they are used in a wide variety of settings: in product and service firms, consumer and business markets, profit and nonprofit organizations, domestic and global companies, and small and large businesses.

Students will be given many opportunities to integrate their technological skills and utilize the technological resources available to them. Students will be a member of the Bridgman DECA Team, an Association of Marketing Students. They will be given the opportunity to compete, as assigned by the teacher.

This class helps prepare/expose students to career possibilities in marketing and management, along with various general business and entrepreneurial skills. **This class fulfills the Visual and Performing Arts credit required for graduation.**

Course Materials

* Marketing Essentials, 2016, Farese, Kimbrell & Woloszyk
* Student Resources
* Internet Resource Center
* Workbook for Marketing Essentials
* Simulations – various
* Career Cruising

Supplies

* 1 box of Kleenex
* Pencil/Paper
* Business black ink pen (no gel pens)
* Two pocket folder
* Calculator
* USB flash drive or other storage medium

Goals and Objectives

By the end of this course students will be able to:

1. Understand basic economic principles
2. Possess a working knowledge of business and marketing essentials
3. Develop human relation and communication skills
4. Possess a working knowledge of management skills
5. Apply selling principles
6. Possess a working knowledge of promotion
7. Possess a working knowledge of advertising
8. Create a sales presentation

Sequential Course Design

The plan of instruction for this course is as follows:

First Nine Weeks:

1. The World of Marketing (State Segment 1)
2. Economic Essentials (State Segment 2)
3. Business and Society (State Segment 4)
4. Skills For Marketing (State Segment 4)

Second Nine Weeks:

1. Selling (State Segment 3)
2. Promotion (State Segment 5)

Third Nine Weeks:

1. Distribution (State Segment 6)
2. Pricing
3. Marketing Information Management
4. Product and Service Management

Fourth Nine Weeks:

Marketing Sales Presentation Project

Grading

Marking Periods 1-3: Classroom Assignments/Participation

Homework

Quizzes/Tests

Marking Period #4: Tests/Quizzes – 70%

* Marketing Sales Presentation Project
* Role Playing Scenario
* Buyer Scenario

Participation – 30%

**It is your job to check grades frequently on PowerSchool.**

Your semester grade will be determined by the following percentages:

* 1st Marking Period 40%
* 2nd Marking Period 40%
* Mid Term Exam 20%
* 3rd Marking Period 40%
* 4th Marking Period 40%
* Final Exam 20%

## Grading Scale

93-100 A 87-89 B+ 77-79 C+ 67-69 D+

90-92 A- 83-86 B 73-76 C 63-66 D

80-82 B- 70-72 C- 60-62 D-

Below 60 F

Attendance

Punctuality and attendance are very important to success in any job, therefore, daily attendance, promptness and readiness to put forth the necessary effort to maximize your learning is essential. This class follows the attendance policy set forth in the BHS Student Handbook, which is found in your planner.

You will receive 5 points daily for participation. If you have an excused absence, you can make up these points by attending 30 minutes before school, after school, or lunch. Students will not be allowed to make up points for unexcused absences or out of school suspensions.

**Students will need to make up their daily participation points within three days of the date of their absence.** If time is not made up, 0 points will go in the grade book for that day’s participation points.

Make-Up Work

It is your responsibility to find out what you missed when you are absent from class. Before or after class works best.

Classroom Rules

1. Be on time to class
2. Come to class prepared to work (textbook, pen/pencil, assignments, and any other materials needed to complete your work)
3. Bring you student handbook to class everyday
4. Remain seated until dismissal bell rings
5. Respect others – No put downs
6. No food or drink allowed except water in a clear container
7. Bring your PowerSchool user name and password to class

**📪 Please return this sheet to Mrs. McGee 📪**

I have read this syllabus for Marketing 1 and agree to the rules stated. I also agree to bring with me **every day** the supplies needed as well as my PowerSchool user name and password. My parent/guardian has read this syllabus and understands what is expected of me.

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Print Student Name Class Hour

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Student Signature Date

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Parent Signature Date