Marketing 2

2016-2017 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 be an extension of Marketing 1. We will spend more time expanding and developing marketing skills. The students will be expected to complete classroom work as well as outside marketing applications. We will expand into the area of entrepreneurship as well as specialized marketing strategies.

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.**

Students will be a member of the Bridgman DECA Team, an Association of Marketing Students. Participation consists of completing “Written Events” that are assigned by the teacher.

**Course Materials**

* Entrepreneurship, Ideas in Action, 2009, Cynthia L. Green
* Student Resources
* Internet Resource Center
* Workbook for Entrepreneurship
* Simulations – various
* Career Cruising

**Supplies**

* 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. Recall and apply the basic marketing strategies
2. Define and possess a working knowledge of:
   1. Becoming an entrepreneur
   2. What skills do entrepreneurs need?
   3. Entrepreneurs in a market/economy
   4. Select a type of ownership
   5. Develop a business plan
   6. Identify and meet a market need
   7. Finance, protect, and insure your business
   8. Choose your location and set up for business
   9. Market your business
   10. Hire and manage a staff
   11. Record keeping and accounting
   12. Financial management
   13. Use technology
   14. Meet Your Legal, Ethical, and Social Obligations
   15. Growth in today’s marketplace

**Sequential Course Design**

The plan for instruction, although subject to change, is as follows:

First Nine Weeks (State Segments 11 & 12):

1. Entrepreneurs: Present and Past
2. Is Entrepreneurship Right for You
3. Identify Business Opportunities and Set Goals
4. Communication Skills
5. Math Skills
6. Problem Solving Skills
7. What is an Economy
8. The concept of Cost
9. Government in a Market Economy
10. Run an Existing Business
11. Own a Franchise or Start a Business
12. Choose the Legal Form of Your Business

Second Nine Weeks (State Segments 7 & 10):

1. Why Do you Need a Business Plan?
2. What Goes Into a Business Plan?
3. Create an Effective Business Plan
4. The Value of Market Research
5. How to Perform Market Research
6. Identify Your Competition
7. Put Together a Financial Plan
8. Obtain Financing for Your Business
9. Theft Proof Your Business
10. Insure Your Business
11. Choose a Retail Business Location
12. Choose a Location for Non-Retail Business
13. Obtain Space and Design the Physical Layout
14. Purchase Equipment, Supplies, and Inventory

Third Nine Weeks (State Segments 8 & 9):

1. The Marketing Mix; Product, Distribution, Price
2. The Marketing Mix; Promotion
3. Set Marketing Goals
4. Hire Employees
5. Create a Compensation Package
6. Manage Your Staff
7. Set Up a Record Keeping System
8. Understand Basic Accounting
9. Track Your Inventory
10. Manage Your Cash Flow
11. Analyze Your Financial Performance
12. Hire Experts

Fourth Nine Weeks:

1. Technology and Your Business
2. Learn about the Internet
3. Purchase Technology
4. Understand Your Legal Requirements
5. Ethical Issues In Business
6. Meet Your Social Responsibilities
7. Develop a Strategy For Growth
8. Global Trends
9. Culture and Business

Grading

Marking Periods 1 & 2

In/Out of Classroom Assignments/Participation

DECA Participation/Assignments

Work Assignments

Marking Period 3 & 4

In/Out of Classroom Assignments/Participation

DECA Participation/Assignments

Work Assignments

Entrepreneurship Project

**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 2 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