Chattahoochee High School

Marketing Principles

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**course Syllabus**

**Course Title**: **Marketing Principles Textbook: Class Set**

**Pathway: Information Technology room # G120**

***Course Description***

Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of employability, foundational and business administration skills, economics, entrepreneurship, financial analysis, human resource management, information management, marketing, operations, professional development, strategic management, and global marketing strategies.

Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry.

Competencies in the co-curricular student organization, DECA, are integral components of both the employability skills standards and content standards for this course. DECA (previously known as Delta Epsilon Chi and

Distributive Education Clubs of America). Students have an opportunity to join and participate in a variety of leadership activities.

***Georgia Performance Standards***

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| MKT-MP-1 Demonstrate employability skills required by business and industry. (Communication, creativity, critical thinking, problem solving skills, work readiness, & professional development)  MKT- MP-2 Demonstrate an understanding of concepts, strategies, techniques, and systems used in  communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).  MKT- MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.  MKT- MP-4 Implement, modify, and improve business and marketing systems to facilitate business activities.  MKT- MP- 5 Demonstrate an understanding of customer behaviors and the economic environment on which  customers behaviors and the economic environment in which customers function.  MKT- MP-6 Employ financial knowledge and skill to facilitate marketing decisions.  MKT- MP-7 Acquire foundational knowledge of marketing information and research to understand its scope on business and marketing decisions.  MKT- MP-8 Utilize pricing strategies to maximize return and meet customers perception of value.  MKT- MP-9 Employ processes and techniques to develop, maintain, and improve a product/service mix to  utilize market opportunities.  MKT- MP-10 Employ processes and techniques to sell goods, services, and ideas.  MKT- MP-11 Utilize promotional knowledge and skill for communicating information to achieve a desired  marketing outcome.  MKT- MP-12 Utilize knowledge of distribution to manage supply-chain activities  MKT- MP-13 Acquire foundational knowledge of international business and marketing concepts to understand the  scope and impact on the economy |

**Evaluation and Grading**

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| **Grading Categories** | **Grade Weights** | **Grading Scale** |
| Major Assessments  Minor Assessments  Other  Final Exam | Tests/Projects/Skill Competencies 50%  Quizzes/Unit Assignments/Classwork 20%  Other – Virtual Business/AES Simulations 10%  Final Exam 20%  100% | A: 90 and above  B: 80 – 89  C: 70 – 79  F: 69 or below |

***Text***

Marketing Essentials, Glencoe Publishing, 2006 (Textbook-$54.48 & Workbook-$12.00)

We have a class set of books and the students also have access to an electronic copy of the textbook. However, the policy for textbooks that are issued follows should a student be issued a textbook. Students are financially responsible for all books issued by CHS. Textbooks may not be left in classrooms and teachers are not responsible for the whereabouts of your book. The copy which was issued must be turned in at the end of the course. You will not receive credit for turning in another student’s book and may not turn in replacement books. The cost of replacement will be assessed to any student that fails to turn in the book they were issued or turns in a damaged book.

***Program Expectations***

**CLASSROOM RULES OF CONDUCT:** In addition to the items below, please review the section regarding conduct in your Student Handbook.

* **☹ FOOD AND BEVERAGES ARE NOT ALLOWED IN CLASS.**
* **☹ CELL PHONES, IPODS, MP3 PLAYERS, ETC ARE NOT ALLOWED IN CLASS**

**(Unless instructed to use)**

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| **Expectations for Academic Success** |
| 1. Complete daily classwork assignments 2. Participate in class discussions and ask questions 3. Participate constructively as a team member 4. Problem solve and accept challenges 5. Challenge yourself to continuously improve |

**YOUR SUCCESS ☺:** Most students will find this course enjoyable and enlightening. If you feel that you need additional help, don’t hesitate to notify me IMMEDIATELY. I am always willing to work with you one on one to ensure successful mastery of the course material.

***CTAE Gradebook & Assessment Policies - Marketing Principles***

**Major Assessments- 50%**

* Tests- 5 school days to grade & return
* Projects- 7-10 school days to grade & return

**Minor Assessments- 20%**

* Unit Assignments- 3 school days to grade & return
* Classwork assignments

**Other- 10%**

* Virtual Business/AES Education Simulations- 3 school days to grade & return

**Final Exam- 20%**

***Fulton County School Board Policy IHA Grading and Reporting System***

***Provision for Improving Grades***

1. Opportunities designed to allow students to recover from a low or failing cumulative grade will be allowed when all work required to date has been completed and the student has demonstrated a legitimate effort to meet all course requirements including attendance. Students should contact the teacher concerning recovery opportunities. Teachers are expected to establish a reasonable time period for recovery work to be completed during the semester. All recovery work must be directly related to course objectives and must be completed ten school days prior to the end of the semester.

2. Teachers will determine when and how students with extenuating circumstances may improve their grades.

***CTAE Department Provision for Grade Improvement Policy***

Students who have received a grade below 75% on a major test/project have the opportunity to recover their grade through the Grade Improvement process.

• The maximum grade that can be earned is 75%.

• Students must initiate the recovery process.

• Once notified of the low grade, students have up to 10 days to initiate and complete the recovery

work.

• The individual teacher will determine the means of recovery.

• Students can have no more than 5 unexcused absences from the class.

• All missing work/zeros must be made up before the recovery process can begin.

**Late/Missing Work**

• Work that is turned in after the deadline will receive a maximum grade of 75%.

• Work that is missing will receive an NHI (not handed in).

• If the missing work is not submitted within 10 days from the initial deadline, the NHI will be

changed to a zero permanently.

***CTAE End Of Pathway Assessment (EOPA)***

The Georgia Department of Education has made available an End-of-Pathway Assessment to ascertain the competence of our Career Technology students. The End-of-Pathway Assessment measures the level of technical skill attainment of each career pathway completer. The End-of-Pathway Assessment will be administered to all CTE students who have finished or are finishing a pathway. The End-of-Pathway Assessment will be administered in April and students that pass the test will receive an industry-recognized certification. Seniors who pass the test will receive a special CTE cord to wear at graduation.