

Chattahoochee High School

Marketing Principles

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COURSE SYLLABUS

COURSE TITLE: Marketing Principles

Textbook: Class Set

Pathway: Marketing

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

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

CAREER, TECHNICAL AND AGRICULTURAL EDUCATION (CTAE) DEPARTMENT

GRADING SCALE

GRADE	RANGE
A	90 - 100
B	80 - 89
C	70 - 79
D	69 & below

Grade Distribution: Student grades in all CTAE classes will be based on the following system:

CATEGORY	WEIGHT	DESCRIPTION	EXPECTED TIME TO RETURN GRADES TO STUDENTS
Summative Assessments	50%	50% Unit Tests, Major Unit Projects	Tests: 5 School Days Projects: 7-10 School Days
Formative Assessments	20%	Quizzes, instructional labs	3 school days
Progress Reports	10%	Classwork, Reflections, progress checks	3 school days
Final Exam	20%	Cumulative final exam for Fall and Spring semesters	

Fulton County School Board Policy 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 the recovery process.
- Students are allowed one attempt at recovery per major assessment. All recovery work must be completed 10 days before the end of the semester.
- In the case of an honor code violation on a major assessment, the grade will stand as a zero with no eligibility for recovery on that assignment.
- 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.

Tardy Policy: You are expected to be in class and ready to work when the tardy bell rings. We will follow the tardy policy as directed in the Chattahoochee student handbook.

Help Sessions & Conferences: If you fall behind or need extra help/time, see Mrs. Austin to set up a help session. I encourage all students who have questions to see me for extra help as soon as they need it!

Computer Usage Policy:

1. I will limit my use of technology in school to the educational objectives established by my teachers;
2. I will not retrieve or send unethical, illegal, immoral, inappropriate or unacceptable information;
3. I will follow the rules on network etiquette, which includes the use of appropriate language and polite responses. I will not use abusive language of any type, including swearing and namecalling;
4. I will not share my home address or phone number with another user for any purpose;
5. I understand that information received on-line is private property, unless specified. I will not plagiarize information received in any form;
6. I will not use or access another person's account, and I will not share my password with anyone else;
7. I will not attempt to bypass the security built into the system or network, and I recognize that doing so will result in immediate cancellation of my privileges as well as disciplinary measures dictated by this school's administration;
8. I will not interfere with or disrupt network users, services or equipment. Disruptions include, but are not limited to, distribution of unsolicited advertising, propagation of computer viruses, and using a network to make unauthorized entry to any other machine accessible via a network;
9. I will not use technology access provided by Fulton County Schools for illegal purposes of any kind;
10. I will not use technology access to transmit threatening, obscene, or harassing materials
11. I will not engage in any on-line chat rooms nor play any on-line games unless specifically authorized to do so by my teacher for educational purposes;
12. By signing this waiver and consent, I understand and agree that Fulton County Schools will not be held responsible if I participate in any such activities;
13. I understand my responsibility as a user of telecommunications. I have read the above rules and realize that any infraction will cancel my user privileges and may result in further disciplinary action, including suspension from school.
14. I agree to adhere to any additional computer usage policies as set forth in the school agenda.

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.

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 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.