



MARKETING A&B SYLLABUS



Course Description

Marketing is a two-trimester course designed to provide students with the fundamental concepts, principles, skills, and attitudes common to the field of marketing. Instruction will focus on market types, market analysis, consumer types, planning promotion, buying, pricing, distribution, finance, trends, and careers. Communication, interpersonal, leadership and technology skills will be developed. **Students will also be involved in the operation of the school's coffee shop – including working in the shop before and/or after school.**

Teacher Information

- Ms. Chelsea Hall:
 - B.S. Management with a Concentration in Marketing – University of North Carolina
 - M.A. Career and Technical Education – Western Michigan University
 - Teacher Certification, Michigan
- School Location: Mona Shores High School, Room 413
- Planning Period: Second Hour
- School Phone: (231) 780-4711, ext. 8451
- Email Address: hallc@monashores.net

Course Outline - Marketing 1 (subject to change):

Chapter 1	Marketing Concept, Changing Role of Marketing
Chapter 2	Impact of Marketing, Criticisms of Marketing
Chapter 3	Scarcity and Private Enterprise, Law of Supply and Demand
Chapter 4	Planning a Marketing Strategy, Understanding Consumers and Competitors
Chapter 5	Finding and Managing Marketing Information, Using Marketing Research, Collecting Primary Data
Chapter 6	Understanding Consumer Behavior, Influencing Consumer Decisions
Chapter 7	Focusing on Marketing Segments, Positioning for Competitive Advantage,
Chapter 8	E-Commerce, Virtual Marketing and Distribution
Chapter 9	Elements of a Marketing Strategy, Marketing Mix Alternatives, Developing a Marketing Plan
Chapter 10	Components of the Product Mix, New Product Development

COURSE EXPECTATIONS

The following are used to determine a final Marketing grade:

1. Involvement in the operation of the school's coffee shop
2. Completion of assigned homework
3. Tests and quizzes covering assignments
4. Employability skills covering class participation, organizational skills and time management in the classroom, see Classroom Agreement and Employability Skills Evaluation

GRADING

- The final exam is worth 20% of the trimester grade.
- Assignments, tests, projects, and employability/work habit grades are categorized and assigned points. Refer to classroom information and the online gradebook for specifics.

CLASSROOM EXPECTATIONS/ATTENDANCE REQUIREMENTS

- The student handbook outlines exact procedures for these expectations. Since this class is a hands-on computer lab class, attendance is critical. If a student is absent, the student must arrange with the instructor to complete any missed assignments. The curriculum for the class is accessible on any computer with an Internet connection.
- Students are graded on Employability/Work Habits as indicated in the Employability Skills Evaluation/Sailor P.R.I.D.E. explanation below.

SPECIAL NOTE RE: BUSINESS DEPARTMENT COMPUTER LAB

Since this is a Business Department class, students will learn Microsoft Office applications, saving their work to their home directory on the school's network. Only the desktop computers will be used. All work must be accomplished using Microsoft Office products (i.e., Word, Excel, PowerPoint, Publisher, Access).

ROOM 413 COMPUTER LAB/OFFICE SAFETY AND CLASSROOM EXPECTATIONS CONTRACT **(including, but not limited to, P.R.I.D.E. expectations and Employability Skills Evaluation)**

1. Look out for potential safety hazards (i.e., cords coming loose from under the desks, leaning too far back in your chair).
2. Always look at your chair and hold the chair seat before sitting down.
3. Keep your chair in your own work area.
4. Follow the manufacturer's directions when operating any equipment.
5. If you have a tingling sensation, notice smoke, or smell something burning while you are operating office equipment, turn off the equipment and report the problem to your instructor.
6. Know where the power switches are located on all equipment.
7. Do not overload extension cords and power outlets.
8. Stay away from unprotected wires.
9. Properly use classroom computers, printers, desks, chairs, and other equipment. You must have permission to unplug, move, and/or shut off the equipment. This also includes writing on any of the above.
10. You must have the instructor's permission to download files from the Internet or any other source, and to change equipment
11. Please keep your work school appropriate at all times.
12. Log into the desktop computer when given permission by the instructor.
13. You are allowed to log in on the PCs with your student ID and password ONLY.
 - You will use Microsoft Office software in this lab, and save your work to your student directory.
 - Access only those programs approved by the instructor, including approved web sites.
 - All other entries into the computer network will be considered a violation of this policy which could result in my possibly losing credit for this class.
14. You will shut down the PC and clean up your area with no more than two minutes left in class.
 - Exit programs and network properly.
 - Remove any papers, writing utensils, etc. and store them properly.
 - Properly remove any flash drives and store them properly.
 - Push in your chair before you leave.
 - Remain at your seat until dismissed
16. Bottled water is the only food/beverage allowed in the computer labs.
17. **Phones must not be visible nor audible.**
18. Headphones and earbuds **must not be visible** until there is independent work time and permission is given by the teacher.
19. Never use Youtube, games, or other non-educational websites without the teacher's permission.
20. Youtube is not allowed to use for listening to music.
21. Use the class Moodle site for help with instruction and assignments. Crucial information, such as due dates, directions, and helpful resources are stored there. If you do not use it daily, you will miss much needed information for class.
22. If you submit work into Moodle after the due date whether it is late work or from an absence, you must email the teacher with the name of the specific assignment. If you were absent, please indicate that in the email too. Failure to do so, will result in a zero for the assignment.

Failure to comply with these rules or other procedures will result in the appropriate disciplinary action outlined below.

First Offense - Warning (possible office referral depending on severity)

Second Offense - Call home to parent or guardian

Third Offense - Office referral

Fourth Offense - Further administrative action and possible loss of credit for the class



MARKETING
COURSE SYLLABUS/CLASSROOM AGREEMENT
2017-2018
Ms. Hall's Class
Please fill out and return this handout as directed.

STUDENT:

I have carefully read and understand every item on this Marketing Class Syllabus/Classroom Agreement and recognize and accept my responsibility to observe these guidelines throughout this course. The instructor has reviewed the information in class. I will keep this form in my class folder/notebook.

This form is due in class on _____

Student's Name (please print): _____

Student's Signature: _____ Class/Hour _____ Date _____

Email address: _____

PARENT/GUARDIAN:

I have reviewed and understand the instructor's rules and expectations for my student. My student has also signed this form. If we have any questions or concerns, we will call the instructor at the school: 780-4711, ext. 8423, or send an email to hallc@monashores.net

Parent/Guardian's Name (please print): _____

Parent/Guardian Signature: _____ Date _____

Phone Number: _____

Email Address _____

Comments (please include any other information it will be important for the instructor to know):

As a reminder, students will also receive an employability skills/work habits grade. The components are listed below.

EMPLOYABILITY SKILLS/WORK HABITS EVALUATION

Employability skills are those traits that are looked upon favorably by an employer – positive attitude, neat appearance, good work habits, etc. The following traits/behaviors are required in this class to help you toward adulthood. A portion of the trimester grade is based on compliance with these requirements.

- Absences must be properly excused
- Always be on time
- Begin work promptly and be prepared for work
- Always stay on task throughout the class time Always demonstrate positive listening skills
- Demonstrate appropriate behavior (i.e., appropriate interaction with others, be honest, use appropriate language for a business class, treat the substitute teacher with respect, need proper permission if leaving the classroom).
- Assignments are turned in/uploaded on or before the due date.
- Passes are given only at appropriate times (ex: when the instructor, guest speaker, or other students have completed giving information to the class).

