

Hopewell High School

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Marketing I

Office Hours: Mondays and Tuesdays, 2:15- 3:30 pm by appointment

Course Overview:

In this course, students develop an understanding of the processes involved from the creation to the consumption of products/services. Students develop an understanding and skills in the areas of distribution, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students develop an understanding of marketing functions applications and impact on business operations. Mathematics and social studies are reinforced. Work-based learning strategies appropriate include cooperative education, entrepreneurship, internship, mentorship, school-based enterprise, service learning, and job shadowing. DECA (an association for Marketing Education students) competitive events, community service, and leadership activities provide the opportunity to apply essential standards and workplace readiness skills through authentic experiences.

Course Outline:

Marketing is divided into four instructional units. Each unit covers one aspect of the course. As a class, we will focus on one unit at a time followed with a comprehensive assessment and/or project once we have completed each unit. The units are as follows:

- Unit 1: Understand marketing, career opportunities, market planning, and foundation of marketing-information management.
- Unit 2: Understand customer relationships, foundation of quality assurances, and selling.
- Unit 3: Understand product/service management, pricing and channel management.
- Unit 4: Understand promotion, marketing-information management, and selling.

Required Materials:

- Pen & Pencil (mechanical pencils are preferred)
- 1 composition book (or spiral notebook)
- 1 notebook
- 1 highlighter

Classroom Expectations:

It is essential that every student is in class, on time, and prepared to learn every day. This is a course that focuses on lectures, presentations and team work and requires the ability to listen and execute precise directions. By listening intently, asking questions and working together, we will create a class structure of responsible and successful individuals.

Grading Scale and Structure:

- A- 90- 100**
- B- 80-89**
- C- 70-79**
- D- 60-69**
- F- 59 and under**

1st Quarter: 40%

Formal Assessments (Tests and Case Studies)	= 60%
Informal Assessments (Assignments and Quizzes)	= 20%
Midterm	= 20%

2nd Quarter: 40 %

Formal Assessments (Tests and Case Studies)	= 70%
Informal Assessments (Assignments and Quizzes)	= 30%
State Final Exam	=100%

Grading Policies:

Late Work:

- Any assignment submitted 1 day late will receive a 10 point deduction in grade.
- Any assignment submitted 2 or more days late will receive a 20 point deduction in grade.
- If the student was not present in class on the due date because of an **EXCUSED** absence, full credit will be given for the completed work.

- If the student was not present in class on the due date because of an **UNEXCUSED** absence, the work will be considered late.
- **NO NAME, NO GRADE**; this ensures grades are given to the correct student and it also increases the level of accountability for each student.

Make-up Work:

- A student who misses homework, projects or other assignments or due dates because of absences, whether excused or unexcused, will be allowed to make up the work. Arrangements for completing the work should be made within five school days of the student's return to school.
- A student who misses a test or quiz is expected to make up the assessment immediately upon their return.
- The **student** must initiate the contact with the teacher to receive all make-up assignments.
- All assignments are due at the given time; assignments are due when it is collected at the beginning of class and will not be accepted any later. This is a part of being responsible.

Participation:

It is essential that every student is in class, on time, and prepared to learn every day. This is a course that focuses on teamwork and requires the ability to listen to and execute precise directions. By listening intently, asking questions and working together, we will create a class structure of responsible and successful individuals.

Absences:

CMS has a 10-day attendance policy; if you miss more than 10 days of a course (regardless of whether the absence is excused or unexcused), you will not receive credit for the course. Missing assignments due to absences must be handed in within the given time frame. It is the responsibility of the student to provide documentation for the absence, **request makeup work**, and submit that work on time.

Lateness:

If students are not seated and prepared to engage in the class at the time of the final bell they will be considered late-NO EXCUSES!. Upon the first occurrence the student will receive a warning. Upon the second occurrence I will contact the parents or guardian to inform them of this behavior. Upon the third occurrence the student will be assigned after school detention. Upon the fourth and subsequent occurrences the student will receive an administrative referral.

Rules and Regulations:

Each student is guaranteed the right to an education therefore disruptive behavior on the part of any student will not be tolerated. All discipline issues will be addressed according to the CMS Rights and Responsibilities handbook and enforced by the teacher and administration.

Preparation: All students are expected to arrive to class prepared and in possession of all required materials stated in this syllabus. If a student or parent has difficulty purchasing the necessary materials, please contact the teacher directly for assistance. You are to be in your assigned seat **BEFORE** the bell rings and be prepared to work.

- The daily agenda will be on the whiteboard and warm-ups will be posted on the board to complete each day upon arrival to class.

Language: It is expected that all students use language that is appropriate for the classroom. As young professionals you will be judged on your ability to communicate effectively and appropriately. Cursing and obscene language will not be tolerated!

Bullying/Teasing: NO bullying of any sort will be tolerated. This includes “throwing shade” and cyberbullying as well.

Engagement/Sleeping: All students are expected to be engaged in the class activities for the entire period. At no time are students permitted to opt out of an assignment. Sleeping in class is not tolerated at any time.

Cellphone: NO CELLPHONES! Cellphones should not be out during class, for any reason. Cellphones should not be plugged into computers or walls and should not be charged during the day. No texts or phone calls are to be made nor received during class.

Dress Code: All students are expected to adhere to the dress code that is outlined in the student handbook. If a student is in violation of the dress code they will immediately be sent to a member of the administrative team. If you need to touch it or adjust it. **DO NOT WEAR IT.** No leggings, no sagging, jeggings or low cut tops. No halters, spaghetti straps, tube tops or shirts with obscene language.

Electronics: The school wide policy on electronics will be strictly enforced. If a student is found using an electronic device (MP3 players including ear phones, cellular phones, tablets, cameras etc.) in class outside of instruction, the teacher will send the student directly to a member of the administration team for intervention.

Eating and Drinking: There is absolutely no food permitted in my classroom. The only acceptable beverage is water in a clear plastic bottle. This policy is in place to prevent

distractions and to maintain a sanitary work environment. If a student is found with food or drink in the classroom they will be expected to immediately throw it in the garbage. Refusal to do so is considered insubordination.

School Materials: We are fortunate that CMS has provided us with such outstanding materials. You will be expected to use these materials in a respectful manner, as they must last for many years. Inappropriate use of materials will be dealt with accordingly.

Dismissal/ Leaving Class: Students are not to exit class until the bell rings, unless given permission by the teacher. Passes will be given upon the beginning of the semester to grant permission to use the restroom. The student will be responsible for the handling of these passes. Extras will not be given for those that are lost or used before the end of the semester.

Academic Dishonesty:

Honesty and integrity are two of the most important qualities an individual can possess. Any dishonest behavior, including but not limited to acts such as copying another student's work, giving someone your work to be copied, attempting to complete homework during class, forging a signature, or not telling the truth when asked are signs of a lack of integrity and will not be tolerated. Any copied assignments will result in a score of zero for both the student copying as well as the student providing the answers. The honor code will strictly be enforced and consequences for violations of the honor code will be applied.

If found or suspected of copying, talking or any disruptive behavior during testing, the student will receive a score of zero. Additionally the student **will not** be provided an opportunity to retake the test. **The score of zero will be permanent.**

In addition to risking a failing grade there are several other practical reasons not to cheat.

- No grade is worth sacrificing your character.
- You do not have to live with the knowledge that you behaved dishonestly while under pressure.
- You will know that your work is your own.
- Accountants like many professionals must agree to a code of ethics before they can be licensed. Practical ethical behavior becomes easier the more it is practiced. A person does not suddenly become ethical when he or she enters a profession after a lifetime of ethical behavior.

COURSE CONTRACT

In order for everyone involved in the course to be successful, we must all make a commitment to each other and to ourselves. **Please sign and return to Ms. Butler.**

Student Name: _____

I have read and understand the course description and expectations. I understand my roles and responsibilities when it comes to my success. I understand that my teacher will do everything he/she can to not only teach me the content of the course, but to also help me understand the value of social responsibility, social accountability, and the importance of a community. If at any time I have questions or concerns about the class, I will ask my instructor.

Student Signature: _____

Parent Name: _____

I have read and understand the course description and expectations. I understand my roles and responsibilities in helping my student to be as successful as possible. I will do all I can to support my student in this course academically, socially, and behaviorally. If in the event I have any questions or concerns I will contact the instructor to resolve them.

Parent Signature: _____

Parents and/or Guardians please provide your current address and the most reliable phone number in which I can contact you. If you have access to email, please provide your email address.

Address: _____

Mobile Phone: _____

Alt. Phone: _____

Email: _____