

Return with Parent Signature First Quiz Grade

MARKETING PRINCIPLES COURSE SYLLABUS

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COURSE DESCRIPTION

Why did you buy THAT? Do you want to know the REAL reason? Marketing is the business strategy used to get customers like you and your parents to buy goods and services. In this course you will learn what makes buyers tick and how to sell ice to Eskimos. You will not only understand the concepts, but also apply your knowledge and skills in project-based activities.

Mastery of standards through project-based learning and technical skills practice will provide students with a competitive edge for either entry into the education global marketplace and/or the post-secondary institution of their choice to continue their education and training. 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 the employability skills standard for this course.

COURSE GOALS AND OBJECTIVES

Upon completion of this course, the student will be able to:

- ❖ Demonstrate employability skills required by business and industry.
- ❖ Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.
- ❖ Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.
- ❖ Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
- ❖ Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.
- ❖ Present a professional image through appearance, behavior and language.

MATERIALS

- ❖ Instructor prepared materials
- ❖ Internet Sources

SUPPLIES NEEDED

- ❖ Notebook paper
- ❖ Flash drive
- ❖ Writing utensils

EVALUATION

- ❖ Semester Grades (50% of total grade)
 - Daily Class Work 10%
 - Quizzes 10%
 - Work Ethic 5%
 - Projects 50%
 - Tests 15%
 - Mid-term/Final Exams 10%

MISSED WORK DUE TO AN ABSENCE

You will have five (5) days to make up any course work or test(s) missed due to an excused absence. **It is your responsibility to see the instructor upon your return to school and to schedule a time before or after school to make up/present missed work.**

CLASS EXPECTATIONS

- ❖ Be respectful
- ❖ Be prepared
- ❖ Be on time

STUDENT EXPECTATIONS- WORK ETHIC

It is important for you to develop and practice skills that will help you to be successful in the workplace. Listed below are the skills or work habits students in this class are expected to demonstrate.

- ❖ **Attendance-** Attend class daily and be on time. Be seated when the bell rings and on task- logged on, working on the posted assignment.
- ❖ **Be prepared-** with needed materials. **Organize** your materials- keep folders/notebooks up to date. Note: Ten points per day will be deducted for work that is turned in late. After five (5) days, late work will not be accepted.
- ❖ **Use time efficiently** by completing work without distracting or disrupting others in class.
- ❖ **Follow class/school rules.** All food/drinks must be consumed at the center tables, be accountable for your actions, clean up your work station by placing materials and books in the proper place when finished working with them, no Internet use without permission; follow acceptable computer/internet usage policies and follow policies indicated in the student handbook.
Note: Electronic devices- cell phones, MP3/CD players, headphones, or other musical sources not allowed in class unless the GREEN mobile device sign is posted on the board.
- ❖ **Cooperative attitude-** Positive attitude; don't belittle other students, no use of foul language, and listen when others are speaking. Be respectful of self and others.
- ❖ **Submit original (your own) work.** Copying or sharing of work will result in a zero for both parties. Plagiarism of other students or from the Internet will not be tolerated. Parents will be contacted and a discipline referral for academic dishonesty will be sent to the office.

NOTE:

Passes- In general, class will not be interrupted in order to give students **passes** to go to the bathroom, their lockers, etc. If the nature of the class is such that passes may be given **without** disrupting the flow of activities in the class, a pass will be given. Pass privileges may be revoked if abused.

PARENT SECTION

I, _____ have read the syllabus as outlined and understand what is expected of my son/daughter.

SIGNATURE _____ **DATE** _____

HOME PHONE # _____

WORK PHONE # _____

E-MAIL ADDRESS: _____

STUDENT SECTION

Student Name _____ Student Signature _____