***Fall 2016***

***Course Description***

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. Apprenticeship is not available for this course. 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 Objectives***

*Upon completion of this course students will:*

1. Understand marketing, career opportunities, market planning, and foundation of marketing-information management**.**

(15%)

2. Understand selling, customer relations and product management**.** (25%)

3. Understand product/service management, pricing and channel management. (29%)

4. Understand promotion, marketing-information management, and selling. (31%)

***Behavior Guidelines***

* All students have the right to learn, and all teachers have the right to teach!! Therefore, anything that you do that interrupts the classroom environment is considered poor conduct. You will be expected to adhere to the following guidelines, as well as those specifically listed in the student handbook:

**Choose To Be A Leader By Always Exhibiting:**

* **Studious**
  + Participate actively in class
  + Save food, beverages, and gum for another time
* **On Time**
  + Be in your seat rea to begin when the bell rings
  + Wait to be dismissed a the end of class
* **Accountable**
  + Obey all school and district rules including dress code and wearing ID
* **Respectful**
  + Show respect to all people and their ideas
  + Care for the classroom and everything in it

***Classroom Expectations***

* ***Keep your work area neat and clean, and take care of your equipment.***
* Books need to be returned to their proper location in a neat and orderly manner before leaving. Discard all waste materials into the wastebasket before leaving the lab. Paper is the only thing that goes in the recycling bins.
* Table areas and book shelves need to be neat and orderly with chairs pushed in before leaving.
* Please refrain from writing on the computers, tables, etc.
* ***You must also agree to follow the computer lab guidelines found in the Classroom Acceptable Use Policy (AUP)*.**

***Classroom Procedures***

* Per school rule: No one will go anywhere in the first or last 10 minutes of class.

***Google Classroom***

* Students will use Google Classroom daily to obtain class notes, announcements, worksheets, quizzes, etc. Students are expected to log into their Google Classroom account upon entering the class. Class notes and announcements will be updated daily. Assignments, tests, quizzes, and projects will be posted in Google Classroom with due dates and instructions.

***Grading Requirements***

A = 90 – 100

B = 80 – 89

C = 70 – 79

D = 60 – 69

F = Less than 60

***Nine Week Grades Final Semester Grades***

Tests 40% First Nine-Weeks Grade 40%

Classwork 25% Second Nine-Weeks Grade 40%

Projects/Quizzes 35% Semester Exam 20%

* This is a Career and Technical Education class that will give a state adopted exam at the end of the semester. All students are required to take this exam and there are no exam exemptions.
* **Your grades will be posted on PowerSchool on a weekly basis (at a minimum…possibly more frequently).**

***Late Work***

* Late work will be accepted with points deducted. The deductions will increase 10 points for each day late, but deductions will not exceed 60% of the earned grade.
* **It is the student’s responsibility to check Google Classroom and determine any work missed during time of absence.**
* **Students have the number of days they were absent to return the work. Ex: if the student was absent 3 days, the student would have 3 days to make up any work before it is considered late. Exceptions may be made for long-term absences.**

***Retakes***

* A student will be able to make up tests in which they score a 69% or below. The original test and the retest will then be averaged together for the new test grade. Should the retest grade be lower than the original test grade, the original test grade will stand.

***Attendance and Make-Up Work***

* Good attendance is essential for student achievement and success. It is extremely important for parents and students to closely monitor and document all school absences. Excessive absences will have serious academic consequences and may result in grade-level retention.
* Students are responsible for securing make-up work and completing the work in a timely manner. Notes will need to be obtained by using Google Classroom or asking another classmate.
* Students can request to come after school on Tuesday until 3:05pm, or during lunch should they not have to report to other classes, to make up work.

***Tardy Policy***

* Any student who enters the classroom after the tardy bell will need to present a hall pass to enter.
* Tardiness will be recorded in PowerSchool daily.
* Students who arrive more than 10 minutes after the tardy bell will be given a late notice and possibly have a discipline referral submitted for skipping.

***Supplies & Materials***

* USB Drive (optional)

***Special Policy Note***

**In accordance with WCPSS Board Policy 2313/3013/4013 and the 21st Century Act (Public Law No: 110:385, Oct. 10, 2008) all students will be trained annually in internet safety. School districts are required to educate students about:**

* **Appropriate online behavior, including interacting with other individuals on social networking websites and in chat rooms.**
* **Cyber-bullying awareness and response.**

***Additional Documents***

