
















MARKETING PRINCIPLES SYLLABUS NORTHVIEW HIGH SCHOOL FALL 2016

Mrs. Katie Morgan

Room 434

Course Description: Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including our School-Based Enterprises (N Zone Coffee Co.), and FBLA application experiences will be incorporated in this course.

Course Objectives:

-  Students will demonstrate employability skills required by business and industry.
-  Students will 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").
-  Students will acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.
-  Students will implement, modify, and improve business and marketing systems to facilitate business activities.
-  Students will demonstrate an understanding of customer behaviors and the economic environment in which customers function.
-  Students will employ financial knowledge and skill to facilitate marketing decisions.
-  Students will acquire foundational knowledge of marketing information and research to understand its scope on business and marketing decisions.
-  Students will utilize pricing strategies to maximize return and meet customers' perception of value.
-  Students will employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.
-  Students will employ processes and techniques to sell goods, services and ideas.
-  Students will utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.
-  Students will utilize knowledge of distribution to manage supply-chain activities.
-  Students will acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.



Methods of Instructional Learning: The instructor will utilize the following methods for meeting learning objectives for the units of the course:

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| 1. Class lecture/discussion/demonstration | 4. Student projects/reports |
| 2. Question/answer | 5. Group work |
| 3. Guest speakers | 6. Audio-visual aids |

Required Materials:

1. Three ring binder
2. Notebook paper
3. Pen/pencil

Textbook Materials: The basic textbooks used in this course will be:

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|  <u>Marketing Essentials</u> , Glencoe, 2006. | \$54.48 |
|  <u>Marketing Essentials Student Activity Workbook</u> , Glencoe, 2006. | \$12.00 |

Software: We will be using the software: Microsoft Office 2013.



Internet Use: Because the Internet is a vital part of the curriculum for Marketing, Internet use is available and used in all courses.

Grading:

Daily Participation/Work Evaluation	10%
Class Work	20%
Projects	25%
Tests	30%
Final Exam	<u>15%</u>
	100%

- **Daily Participation/Work Evaluation** – Students will be asked to be active participants in class through discussions and remain on task at all times. Also, students will participate in a hands on learning activity in the Marketing program's school based enterprise twice each semester.
- **Class Work** – Students will be asked to print out various assignments at random and turn them in for credit. Students will be expected to keep all daily work in their notebooks for the duration of the semester.
- **Projects** – Several comprehensive projects will be required by each student. Handouts detailing these assignments will be given later in the course.
- **Tests** – Several tests will be given throughout the semester. Students will be expected to keep all tests in their notebooks for the duration of the semester.
- **Final Exam** – One comprehensive final exam will be given at the end of the semester.

Make-up Work/Late Work: Make-up work should be completed before school between 7:50 a.m. – 8:20 a.m., during A/B lunch, or after school by appointment, NOT DURING CLASS. Following an absence, it is the student's responsibility to contact his/her teachers to arrange for make-up work. The contact must be made within one school day of returning. Students are given the same number of days to complete make-up work, as the absence, not including the day of return. Students are allowed to make up work due to an unexcused absence and will receive partial credit of the actual grade. Any project that is made up or turned in late will receive a 20% reduction for each day after the assigned due date. Long-term projects (two or more weeks from the assigned date to the due date) are due on the assigned due date without exception.

Extra Help: Extra help is available during A/B lunch each day in Room 434 and after school by appointment. Please do not just "show up" after school without prior notification to the teacher.

Headphones/iPods/musical or game devices cannot be used in Career Tech classes unless it is part of the course curriculum.

Classroom Rules: Students are expected to follow the rules and regulations that are stated in the Northview High School Student Handbook. Students are expected to:

1. Be on time – **in your seat** when the bell rings.
2. Be prepared – bring supplies to class every day.
3. Stay on task.
4. Be respectful of oneself and others.
5. Leave your work area clean each day – chair pushed under your computer and no paper around the desk/computer.
6. Handle equipment gently. Report any machine problems to the teacher immediately.

Computer Rules: Please refer to the "Computer Rules" handout. Any infraction will result in a private detention, and all instances thereafter will be referred to the principal's office.

Parent/Teacher Communication: Communication with parents about academic progress, behavior and/or attendance is welcomed and will be handled by phone, mail, conference, or a combination of these as the need arises. Home Access Center (HAC) is available for the use of all parents in monitoring a student's academic progress, attendance, or behavior. Please call the main office (770-497-3828) for more information. My email address is morgank@fultonschools.org.

Syllabus Signature Form: A form stating the parent/guardian has read the syllabus must be returned during the first week of class.



COMPUTER RULES

Mrs. Morgan

- 🖨 Put your FULL NAME, THE DATE, THE PERIOD and ASSIGNMENT NAME/DESCRIPTION on all assignments.
- 🖨 Do not send an assignment to the printer without the above information on it! If you turn in an assignment without this information, it will not be graded.
- 🖨 Do not use a color printer unless I specifically tell you to.
- 🖨 Turn sound OFF! The only time you will be allowed to use sound is if an assignment specifically calls for it, and if you are wearing the classroom designated headphones for the purpose of schoolwork.
- 🖨 No inappropriate websites. This includes GAMES, whether on the 'net or stored on the computer, MESSAGING, and MUSIC DOWNLOADING.
- 🖨 No printing anything unrelated to the class. This includes other school assignments. My room is not your personal computer lab and/or print shop. Use the media center!
- 🖨 You may NOT stroll in my room during another class/lunch and ask to use the printer/computers for another class/personal use.
- 🖨 I don't have a problem with you working on other school assignments. However, make sure you are done with my assignment first.
- 🖨 No rolling around the room in chairs!
- 🖨 Make sure chairs are pushed under and books are put away when you are done.
- 🖨 Put everything away 5 minutes before the bell rings. I will tell you when to get off your computers. Do so promptly and quickly.
- 🖨 Do NOT log on as anyone else! Ever!
- 🖨 Do NOT log on to a computer that is not yours! Ever!