## **Marketing Principles**

**Course Syllabus**

**2014-2015**



**“Marketing…the skill used around the world.”**

**COURSE TITLE: Marketing Principles**

**COURSE INSTRUCTOR: Debra Moore (room 242)**

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**COURSE DESCRIPTION:** Marketing Principles is the foundational coursefor 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 the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

All marketing students are expected to join DECA “An Association of Marketing Students”. You may visit www.deca.org to find out more about this international student organization with more than 200,000 members worldwide.

**\*South Forsyth DECA is THE LARGEST DECA chapter in the world\***

**Standards:** Course Standards can be found at [www.georgiastandards.org](http://www.georgiastandards.org/). Standards will be communicated daily to students in the form of lesson objectives.

MKT-MP-1 Demonstrate employability skills required by business and industry.

MKT-MP-2 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”).

MKT-MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and

impact of marketing on the economy.

MKT-MP-4 Implement, modify, and improve business and marketing systems to facilitate

business activities.

MKT-MP-5 Demonstrate an understanding of customer behaviors and the economic environment

in which customers function.

MKT-MP-6 Employ financial knowledge and skill to facilitate marketing decisions

MKT-MP-7 Acquire foundational knowledge of marketing information and research to

understand the scope on business and marketing decisions.

MKT-MP-8 Utilize pricing strategies to maximize return and meet customer’s perception of value.

MKT-MP-9 Employ processes and techniques to develop, maintain, and improve a

product/service mix to utilize market opportunities.

MKT-MP-10 Employ processes and techniques to sell goods, services and ideas.

MKT-MP-11 Utilize promotional knowledge and skill for communicating information to achieve a

desired marketing outcome.

MKT-MP-12 Utilize knowledge of distribution to manage supply-chain activities.

MKT-MP-13 Acquire foundational knowledge of international business and marketing concepts to

understand the scope and impact on the economy.

**Learning Resources/Textbook(s):**

Marketing Essentials, McGraw-Hill-Glencoe 2012.

***With the emergence of technology as a tool for learning, South Forsyth High School will be utilizing various resources to assist with instruction, including online textbooks, and interactive websites.  In addition to these web based instructional tools, this course will also have a classroom set of textbooks.***

**Required Assignments:**

1. Design and market a new product
2. Create an advertising campaign for a local business (TBA)
3. Develop a sales presentation
4. Conduct, analyze, and interpret marketing research

\*We will have guest speakers from various fields of business and marketing.

**Availability for Extra Help:**

I am available to meet with students who need extra help before school each day. Students must schedule help sessions with Mrs. Moore.

**Makeup Work:** All missed work and assessments are the responsibility of the student when they are absent from school. A student who is absent on the class day before a regularly scheduled assessment will be responsible for completing the assignment on the regularly scheduled day and time. Students who have been absent more than two consecutive days (including the assessment day) will be given five (5) school days to make up the assessment and/or other assignments. This does not include major projects, research papers, etc., where the deadline has been posted in advance. The teacher has the discretion to grant a longer period of time to make up work if there are extenuating circumstances.

\*Each student must choose a Marketing class study buddy. The “buddies” will inform each other of assignments that are missed when absent.

**Grading Calculations:**

**EOCT Course Average** = 40% (1st Sem. Course Work) + 40% (2nd Sem. Course Work) + 20% EOCT

1st & 2nd Semester Course Work = 75% Summative + 25% Formative

**Non-EOCT Course Average** = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

1st and 2nd Semester Course Work = 75% Summative = 25% Formative

Concept of formative assessment: http://pareonline.net/getvn.asp?v=8&n=9

**Grading Policy:**

A = 90 – 100

B = 80 – 89

C = 70 – 79

Failing = Below 70

*\*Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/ research papers/presentations.*

*\*Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentations*

**Class rules:**

1. Please be in your seat when the bell rings and ready to begin class. The SFHS tardy policy will be enforced.
2. You may leave the classroom only with teacher permission and using a written pass. **You should have the destination and time filled in on your pass before asking the teacher to sign it.**
3. You are not allowed in the storage areas of the classroom without permission.
4. 4 You should keep a notebook for this class and keep all graded assignments (3 ring

binder with pockets). Tabs should include: daily assignments, notes, projects,

tests, DECA, and other. (WHITE Binder)

1. Do not form a line at the door at the end of the period. You should remain seated until the dismissal bell rings.
2. The dress code will be enforced.
3. No hats or caps permitted.
4. Cell phones or iPods are allowed only when specified by Mrs. Moore.
5. Water is the **only** drink permitted in class. You may not eat in the classroom or computer lab.
6. Show respect to others at all times.

Student signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_

**\*Return your signed syllabus tomorrow and place it in your notebook as page 1\***

**\*First Notebook Check-Monday, August 11th\***