**Marketing and Entrepreneurship**

**(Formerly known as Advanced Marketing)**

**Course Syllabus**

**2014-2015**

***MC900055157[1]***

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

**770-781-2264x100242**

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**COURSE TITLE: Marketing and Entrepreneurship**

**PROGRAM CONCENTRATION: Marketing, Sales & Service**

**CAREER PATHWAY: Marketing & Management**

**PREREQUISITE: Marketing Principles is the foundational course required**

**for all pathways in Marketing, Sales & Service.**

**COURSE DESCRIPTION:** Advanced Marketing builds on the principles and concepts taught in Marketing Principles. Students assume a managerial perspective in applying economic principles in marketing, analyzing operations needs, examining distribution and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also deals with global marketing in that students analyze marketing strategies employed in the U.S. versus those employed in other countries.

In order to increase the number of application experiences, students **are expected to join DECA**, An Association of Marketing Students. Dues are $20 and include membership on the local, state, and national levels. To learn more about DECA, visit [www.deca.org](http://www.deca.org)

**\*SFHS DECA is home of the World’s Largest DECA chapter\***

**Standards:** *Course Standards can be found at* [*www.georgiastandards.org*](http://www.georgiastandards.org)

**APPLYING ECONOMICS IN MARKETING**

**MKT-AM-1 Utilize social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.**

**EXAMINING DISTRIBUTION**

**MKT-AM-2 Utilize distribution knowledge and skill to manage supply-chain activities.**

**FINANCE**

**MKT-AM-3 Evaluate financial systems to enhance their impact on business**

**and marketing operations and decisions.**

**MANAGING MARKETING INFORMATION**

**MKT-AM-4 Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.**

**PRICING PRODUCTS AND SERVICES**

**MKT-AM-5 Utilize pricing strategies to maximize return and meet customers’ perceptions of value.**

**EXAMINING MARKETING AND BUSINESS**

**MKT-AM-6 Examine marketing activities and related legal considerations to**

**facilitate business development and growth.**

**DEVELOPING PRODUCT/SERVICE PLANNING SKILLS**

**MKT-AM-7 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.**

**PURCHASING PRODUCTS AND SERVICES**

**MKT-AM-8 Utilize purchasing and pricing strategies to maximize return and meet customers’ perceptions of value.**

**SELLING PRODUCTS AND SERVICES**

**MKT-AM-9 Utilize sales knowledge and skill to determine client needs and wants and to respond through planned, personalized marketing communications.**

**PROMOTING PRODUCTS AND SERVICES**

**MKT-AM-10 Utilize promotional knowledge and skill for communication information to achieve a desired marketing outcome.**

**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:**

* Design and implement various marketing projects for business clients including: (The Collection at Forsyth and Mentor Me North Georgia)
* Conduct marketing research for local businesses:
* Develop a business plan
* Deliver various sales presentations to business professionals

\*Guest speakers from various fields of marketing and management will be utilized throughout the school year.

**Availability for Extra Help:**

I am available to meet with students who need extra help before school each day.

**Makeup Work:** All 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.

**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:**

* Please be in your seat when the bell rings and ready to begin class. The SFHS tardy policy will be enforced.
* You may leave the classroom only with teacher permission and using a written pass. **You should have the destination and time filled in before asking the teacher to sign your pass.**
* You are not allowed in the storage areas of the classroom without permission.
* 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. (BLUE BINDER)
* Do not form a line at the door at the end of the period. You should remain seated until the dismissal bell rings.
* The dress code will be enforced.
* No hats or caps permitted.
* Cell phones or iPods are allowed only when specified by Mrs. Moore
* Water is the **only** drink permitted in class. You may not eat in the classroom or computer lab.
* Show respect to others at all times.

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

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

**\*\*Return your signed syllabus tomorrow. The syllabus should be the first page in your marketing notebook.**

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