

# 6621 Marketing Course Syllabus

**Instructor:** Natalie Gabriel

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Room # B 114 / 2nd Block Planning

## 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.

## Course Goal:

To prepare students to meet the North Carolina State Board of Education's Guiding Mission "that every public school student will graduate from high school, globally competitive for work and postsecondary education and prepared for life in the 21st century."

## Grading policy:

Tests 40%, Computer Assignments/Projects 30%, Quizzes/Notebook 20%, Participation 10%

**Final Semester Grade:** 1<sup>st</sup> Nine Weeks 37.5%, 2nd Nine Weeks 37.5%, VOCATS Exam 25%

**Progress Reports:** Sept 13 / Oct 4 / Nov 29 / Jan 4

**Report Cards:** Nov 8 and Jan 24

**Grading scale:** A 93-100      B 85-92      C 77-84      D 70-76      F Below 70

## Absences and late assignments:

Each student is responsible for completing all work missed during any absence from class.

## Class Rules and Expectations:

- Be Prepared, Prompt and Polite
- Respect yourself, classmates and teacher
- Participate in class activities and discussions
- **NO Food, Drinks, Cell phones, iPods, etc...**
- Computer usage sheet must be followed
- NO profanity, vulgar or derogatory language
- Sit in assigned seat daily and stay in your seat until the bell rings

## Consequences:

- Please refer to the SIHS handbook and computer usage agreement regarding violations and consequences

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**Please sign below** to indicate that you have read and understand the course objectives, grading policy, class rules and the computer usage agreement. Please return signed syllabus to school by Wednesday, August 29. **Parents, please feel free to email me with questions or concerns. I am looking forward to a fantastic year! Thank you for your support!**

**Student Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Parent Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_

## Parent Contact Info:

**Email:** \_\_\_\_\_

**Phone:** \_\_\_\_\_