

COURSE SYLLABUS

ARDREY KELL HIGH SCHOOL

CTE 6621 Marketing
Room #B301
Ms. Suzanne M. Lauth

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Phone: (980) 343-0860

Tutoring: B301 6:55am -7:15am & 2:15pm- 3:00pm

Course Description

Offering instruction in Marketing, Economics, and Management; as well as, other business related topics that help prepare students for workplace and post-secondary success. Emphasis on math and social sciences are reinforced. Students are encouraged to pursue cooperative education, entrepreneurship, internship, community service, job shadowing and service learning opportunities. Membership in DECA is highly recommended for leadership and career growth.

Most assignments are project-based with an emphasis on technology and communication provided. The most common concepts covered throughout the year include but are not limited to Advertising & Promotion, Selling & Customer Service, Pricing, Market Research, Distribution, Economics, Ethics, & Career Development.

Course Outline for the Remainder of the Year

Unit 5	Understand selling and pricing: Pre-test, a minimum of one formal quiz and a unit exam
Unit 6	Understand Channel Management: Pre-test and a unit exam
Unit 7	Understand Promotion: Pre-test, a minimum of one formal quiz and a unit exam
Final	The final exam is a cumulative state assessment

DECA

DECA is an association comprised of current and prospective marketing students. This organization allows students to attend field trips, conferences, & competitions that build character, networking, & leadership skills. Marketing students are not required to be in DECA; however, this program is a key component of the curriculum of this course. An Information meeting will be held on Thursday August 27th, 2015 after school, location TBD.

Required supplies

To do well in Marketing the following are necessary:

- A Pen/Pencil DAILY
- A 2" binder
- Loose leaf paper
- Binder Dividers – (8 tabs)
- Colored Pencils or Markers (Optional)
- Workplace Soft Skills: A Good Personality, A Positive Attitude, & A Strong Work Ethic
- An ability to follow all school-wide policies regarding computer use, attendance, tardies, & discipline

Remind 101

I will use Remind 101 to send out texts with important class reminders from time to time. Please sign up for your class period.

Marketing Period 2B: text @mktg2b to 81010
Marketing Block 3A: text @mktg3aday to 81010

Class Expectations

- When arriving to class be prepared, professional and positive. Have all necessary supplies and class work. You are to be in your assigned seat **BEFORE** the bell rings.
- The daily agenda will be posted. Complete the **Bellringer** worksheet immediately, and the warm-up will be posted to work on.
- Students are expected to participate in class activities and discussions
- Students are responsible for making arrangements to complete work missed due to school attendance.
- Students are expected to complete and turn in their own work. Any plagiarism or copying of any kind will result in loss of credit and may be subject to further disciplinary action.
- Students are expected to use class computers and the Internet wisely and for educational purposes only.
- All AK polices listed in the handbook will be upheld throughout the school year. This pertains to all rules with a special emphasis on dress code, technology use, cell phones, & food in the classroom.
- ANY form of plagiarism will result in a 0 and a referral will be written for an honor code violation.

Consequences for Violating a Class Policy

The teacher reserves the right to discipline a student according to behavior. The student has a right to one verbal warning before action is taken in less severe cases. Consequences include, but are not limited to, movement to another seat, additional writing assignments, parent contact, and discipline referral. Arguing with the teacher is not permitted. If you feel that you are being treated unfairly, arrange to meet with the teacher after class. The teacher will make every effort to resolve a situation with a student without involving a third party.

Late Work

It is the students' responsibility to speak with the instructor about any missed assignments. If an assignment is due on the date you are absent, it is due the DAY YOU RETURN. You do not get additional time to complete assignments assigned before your absence. Make-up tests and quizzes will be made up before school or after school - depending on instructor availability. No make-up work is accepted for a grade after 5 school days of your return to school.

Grading

- **Formal Assignments (test and quizzes) 70%**
- **Informal Assignments (classwork and homework) 30%**

The grading scale is as follows:

90 – 100 = A 80 - 89 = B 70 - 79 = C 60 – 69 = D Below 59 = F

Please return this syllabus by Tuesday, January 26, 2016. A copy of the information provided is available on my website. You are to keep the signed copy in your binder as a reference and reminder.

Parent or Guardian signature: _____

Date:

Please **PRINT**

Name: _____

Parent Email Address:

Parent

Phone: _____

Student signature: _____

Date:

Please **PRINT** Student
Name: _____