

Marketing I -- Mr. Howell

“A reader lives a thousand lives before he dies. The man who never reads lives only one.” – George R.R. Martin



Course Name: Marketing I
Business/Marketing
Ruskin High School



COURSE SYLLABUS

Instructor: Mr. Howell

Google Classroom Code:

Plan Time: A Day 9-10:25 am

B Day 7:30-8:55 am

Room Number: Media
Center Computer Lab
Phone: 816-316-7416

3rd Period:
4th Period: czds5js

Tutoring Hours: Plan Time or by appt.

E-Mail: jeremiah@hickmanmills.org

- I. **Course Description:** This is a full year course designed for students who are interested in a career in marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an introduction to the American free enterprise system. Membership in DECA is strongly recommended.
- II. **Course Prerequisites:** Introduction to Business
- III. **Supplies Needed:** Pen, Pencil, Notebook, School Issued Devices - Some items will be checked out to students and they will be responsible for repair or replacement if lost or damaged.
- IV. **Instructional Resources:** Zoom, Google Classroom, Nearpod, Website Modules

Grading Scale

90%-100%	A = Excellent
80%-89%	B = Above Average
70%-79%	C = Average
60%-69%	D = Below Average
59% or less	F = Failing

A six-week progress report will be issued to reflect the percentage in class. For high school, semester grades are recorded on students' transcripts and reflect letter grades and GPA.

>7 Absences = NO CREDIT FOR CLASS - students will be given opportunity to attend recovery sessions on Tuesday and Thursday.

V. Gradebook Categories and Breakdown

The total grade for the course will be broken into

Category	Percent of Final Grade
Assessments	60%
Classwork/Homework	30%
Other	10%
	100%

I have read and will follow the objectives, expectations, and course syllabus for Marketing I.

STUDENT SIGNATURE & DATE

PARENT SIGNATURE & DATE

ABSOLUTELY NO FOOD OR DRINK ALLOWED IN MEDIA LAB!

NO EARBUDS IN DURING INSTRUCTION TIME

Hall Freeze EVERY Hour EVERY Day even if not announced

The teacher reserves the right to alter this syllabus at any time during the course.

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VI. Grade Dissemination and Communication

Parents and students can access grades through the Infinite Campus Portal. Grades are updated every Monday. Parents and students may expect to receive a return call to any messages within 24 hours. Calls are made at the end of the school day unless otherwise specified. Teacher emails are checked daily and generally allow for a quicker response to any question. **STUDENTS ARE NOT & WILL NOT BE GIVEN GRADES**

VII. Assignment Makeup and Late Work

Students who miss class are given the number of days they missed to make up the work. It is the responsibility of the student to ask the instructor for materials. Late work will be accepted only until the end of the quarter and 20% deduction is applied to all points earned on the late assignment.

VIII. Classroom Expectations

Be **RESPECTFUL**.

Follow the classroom SOP's and school wide SOP's.

Do Not Use Profanity, this is a violation of school policy and will be handled by an administrator.

Be prepared with all materials at the beginning of class.

You are considered tardy if you are not physically in the classroom when the bell rings.

Passes are not given a pass for the first or last twenty minutes of class, and only during student work time.

Cell phones and other electronic devices are to be used at the discretion of the instructor.

IX. Course Objectives

- A. To provide an understanding of the principles of marketing.
- B. To help introduce students to dynamic processes and activities in marketing and their impact on business operations.
- C. The course also develops student understanding and skills in customer relations and communication skills.

MAJOR COURSE ASSIGNMENTS/PROJECTS:

1. **UNIT 1: BUSINESS & MARKETING:**
Marketing Plan - 100pts
DECA Quality Burger - 100 pts.
2. **UNIT 2: MARKET RESEARCH:**
SWOT Analysis - 100 pts.
DECA Fiesta - 100 pts.
3. **UNIT 3: MARKETING MIX:**
Dragon's Den Challenge - 100pts
DECA Pointe Place - 100 pts.

EXTRA CREDIT - Rich Dad Poor Dad for Teens by Robert Kiyosaki
10pts for each 100 word chapter review.

Make sure you review and adhere to “Expectations for Students when Distance Learning”

DO NOT BRING FOOD OR DRINK
INTO THE CLASSROOM.

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