

# 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

Room Number: 220

3rd Period: 5ve4wkt

B Day 7:30-8:55 am

Tutoring Hours: Plan Time or by appt.

Phone: 816-316-7416

4th Period: ueirbqr

8th Period: 4nuhwwu

E-Mail: jeramieh@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. PERSONAL devices are not needed and if seen during class gives Mr. Howell permission to ZERO classwork points.
- IV. **Instructional Resources:** Zoom, Google Classroom, Nearpod, Website Modules
- V. **Grading Scale:**  
A ..... 100-95   A- ..... 94-90   B+ ..... 89-87   B ..... 86-83   B- ..... 82-80   C+ ..... 79-77  
C ..... 76-73   C- ..... 72-70   D+ ..... 69-67   D ..... 66-63   D- ..... 62-60   F ..... 59-00  
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. STUDENTS ARE NOT & WILL NOT BE GIVEN GRADES  
**>7 Absences = NO CREDIT FOR CLASS** - students will be given opportunity to attend recovery sessions on Tuesday and Thursday.

VI. **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 CLASSROOMS!***  
***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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## VII. 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.

## VIII. 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.

## IX. 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.

## X. Course Objectives/I Can Statements and Pacing Schedule

- 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. **Chapter 13: INTRPRSNL:**

LEARN Edpuzzle - 100 pts.

DECA Garnet - 100 pts.

### 2. **Chapter 1: BUS & MARK:**

Marketing Plan - 100 pts.

DECA Quality Burger - 100 pts.

### 3. **Chapter 3: EVO SOC MED:**

FIRST BEST YOUR app - 100 pts.

DECA Around Town Bank - 100 pts.

### 4. **Chapter 7: MIM:**

Build It (Mktg Research) - 100 pts.

DECA Local Hardware - 100 pts.

### 5. **Chapter 8: TARGET MARK:**

Target Market People - 100 pts.

DECA Cost Less Shoes - 100 pts.

### 6. **Chapter 9: PRODUCT MIX:**

Build It (Product Mix) - 100 pts.

DECA Big AI's - 100 pts.

### 7. **Chapter 10: PROD STRAT:**

Battle Brands (Ruskin v ?) - 100 pts.

DECA Evexia - 100 pts.

### 8. **Chapter 11: DET. PRICE:**

Shifts in the Supply Curve - 100 pts.

DECA Larson Foods - 100 pts.

### 9. **Chapter 12: PRICE STRAT:**

Build It (Pricing Strategy) - 100 pts.

DECA Beyond Bedroom - 100 pts.

### 10. **Chapter 13: PLACE:**

Build It (Dist Strategy) - 100 pts.

DECA Cleanse - 100 pts.

### 11. **Chapter 14: PROMO & ADV:**

Build It (Promotional Plan) - 100 pts.

DECA Bellyful - 100 pts.

### 12. **Chapter 15: PERSON SELL:**

C & D Infographic - 100 pts.

DECA Urban Outfitters - 100 pts.

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

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