**Marketing**

**Mr. Helke**

**Course Syllabus**

**Course Description:** Students learn about promotion, management, merchandising, buying, selling, and distribution of products and services through classroom projects and research. Students explore careers in the following marketing areas:

* Marketing Specialists
* Sales Representatives/Sales Management
* Retail Merchandising
* Promotion Director
* Apparel Management
* Restaurant and Food Marketing Management.

**Objectives:** Through success completion of this course students will have gained the following:

1. Identify key components of stimulating marketing
2. Differentiate between types of advertising
3. Recognize various career opportunities in all aspects of marketing
4. Analyze the impact of entrepreneurs on society
5. Explain the process of developing a business plan
6. Identify the main concepts of the marketing mix

**Grading:** We will follow the grading scale set forth in the student handbook. It is the responsibility of the student to communicate with the teacher to get instruction on course work. Every assignment will be listed on the MOODLE site for this course.

**Late Work:** Students should put forth their best effort to submit course work on time. Late work will be accepted but there will be 10% penalty per class period that it is late. The maximum penalty is 50%. Students submitting late work must notify the teacher that there has been late work submitted.

**Computer Use Policy:** Beyond the rules set by the Student Handbook, students intended use of the computers is for school related activities. The primary use of the computers in the class is to complete course related assignments or to conduct research. Therefore, any student going on to such sites as Facebook or Youtube is strictly prohibited. If you are not sure what a proper website would be please check with the teacher for further clarification. Please be aware that any physical damage caused by any student will be reported to administration and further action will take place including but not limited to paying to place the damaged computer part or parts.

Food and drink are not allowed in the computer lab by students unless there are special conditions for that student.

**Classroom Management Plan:** Students are expected to be respectful at all times to the teacher and one another. If there are occurrences where the student is misbehaving (includes but is not limited to verbal and physical abuse, not following instruction, disrespect, use of profanity) the following procedures will be set forth:

1. Verbal Warning
2. Written warning to the student and parents that the student must return signed by the parents.
3. Call to the parents.
4. Administrative action will be taken.