

Marketing**Course Expectations & Academic Syllabus**

“Most people give up right before they get what they want” – Mike Barwis

A. Course Objectives

Students will develop an understanding of the 4 P's. Students will understand how Marketing will affect personal decisions as a consumer, as well as the career they may choose. Intro to Marketing will place emphasis is creating a marketing plan.

Course Description

Marketing will discuss in detail the 4 P's (Product, Price Place, Promotion) as well as how research is conducted and applied to make solid business decisions. One of the major goals is to create a marketing plan. Starting at the end of Unit 1, students will begin writing a Marketing Plan for a business they have chosen. By the end of the course students will have completed the Marketing Plan. The building the Marketing Plan Project addresses these 21st Century skills: creativity & innovation; critical thinking and problem solving; and communication & collaboration.

B. Textbook

Login www.g-wonlinetextbooks.com

C. User Name: muhsd11 Password: mdyn19

D. It is expected that these will be kept for purposes of further study and review.

E. Materials Students will need to bring EVERY DAY:

- An open mind
 - ◆ Notebook (Online version is ok)
 - 1 – HW
 - 2 – Notes...PowerPoints available online
 - 3 – Classwork
 - 4 – Projects

F.

- Charged Chromebook
- Pencils (mechanical are strongly recommended) AVOID PEN!
- Lined Paper & Calculator

G. Homework

Homework will be assigned and checked several times a week. It must be 100% finished by the beginning of class on due date to receive full credit, otherwise it is late. Late HW can only be turned in with for partial credit.

H. Testing

Quizzes and tests will be given throughout each of the units. There will also be one benchmark test per unit, as well as a final at the end of each semester.

I. Method of Grading and Scale (Approximately):

| | |
|---|-------------|
| 40% Quiz Tests (including: Benchmarks & Finals) | 90-100% = A |
| 20% Class / Homework | 80-89% = B |
| 20% Projects | 70-79% = C |
| 20% Class Participation & Notes | 60-69% = D |
| | 0-59% = F |

J. Classroom Rules

- a. Be in your seat and prepared to work **when the bell starts to ring**. Failure to do so results in a tardy.
- b. Come prepared with all class materials.
- c. **RESPECT** yourself and all others in the class.
- d. Contribute positively to the learning environment.

K. Absences

There is no substitute for regular class attendance. In the event of an absence, you need to do the following:

1. See Mr. Fitzgerald **before school** to pick up missed work, or **check the WEBSITE**.
2. Get a copy of the missed class notes from a fellow classmate
3. You have 2 days per verified day absent to turn in missed HW (example: absent Mon, work due Wed.)
4. Any assignments due prior to absence are due on first day back, or they will be late.
5. Missed quizzes and tests will need to be made up before/after school or lunch. It is **your responsibility to schedule this time with Mr. Fitzgerald before school / class or after school / class**.

L. Miscellaneous

- *Tardy means you are not in your seat ready to work when the bell rings.*
- All notes, homework, quizzes, and tests will be done in **pencil**. Work done in pen will be ignored.
- Cheating will result in an automatic grade of zero, a teacher detention, a call home, and maybe administrative discipline up to a F for the semester.
- **Water is OK; all other foods/drinks are not allowed.**
- **Inappropriate behavior, in the presence of a substitute teacher, will result in a teacher detention and a zero for the day's participation points.**
- Disruptive behavior (including but not limited to: talking, being out of seat, applying make-up/lotion, etc) will not be tolerated. No one will interfere with the learning environment.
- **ALL PERSONAL ELECTRONIC DEVICES ARE TO BE OFF AND OUT OF SIGHT unless otherwise directed by Mr. Fitzgerald. This is your warning. Devices being used in class will be dealt with by Student Services.**
- **Make sure to follow all school rules.**

M. Tutorial and Teacher Hours

I am looking forward to working with you and helping you succeed! To do this, I offer weekly opportunities for you to get extra support for any questions you may have.

WHEN

Before School (7:30 - 8:00 am)

WHERE

Classroom F-14

DAYS

M&T TH&FR

To help start the year, you can receive 25 Test points for turning in the next page:

TURN IN THIS PAGE ONLY.

Name:
Date:
Per.:

By signing, I acknowledge I have read this syllabus with my parent(s)/guardian(s), and I agree to follow these procedures.

Student Name: _____

Student Signature: _____

For Parents:

Please sign this handout indicating that you have read and understand the class rules. If you have any questions or concerns during the year, feel free to contact me by calling the school and leaving a message (209-325-1402) or through e-mail (Wfitzgerald@muhsd.org). I will try my best to get back to you within 24 hours.

Parent/Guardian Name(s) _____ *Circle:* (mom / dad / other)

Parent/Guardian Signature: _____

Parent E-mail Address: _____

Parent Phone#: _____ (home)

_____ (cell)

_____ (other)

Best time to call: _____

Comments, or anything you feel I should know about your student:

