*Grady High School*

2020-2021 COURSE SYLLABUS

**Marketing Principles**

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| Teacher: James Dunton | Phone Number: 678-428-5329 |
| Room Number: E-210 | Email: jdunton***@apsk12.org*** |
| Semester: ***Fall 2020*** | Tutorial Days: ***Monday 3:30*** |
| Zoom link: | Website: |
|  | Google Classroom code: |

**Course Description:**

Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies.

Course Content Standard - (www.georgiastandards.org):

MKT-MP-1 Demonstrate employability skills required by business and industry.

MKT-MP-2 Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).

MKT-MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.

MKT-MP-4 Implement, modify, and improve business and marketing systems to facilitate business activities.

MKT-MP-5 Demonstrate an understanding of customer behaviors and the economic environment in which customers function.

MKT-MP-6Employ financial knowledge and skill to facilitate marketing decisions.

MKT-MP-7 Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.

MKT-MP-8 Utilize pricing strategies to maximize return and meet customer’s perception of value.

MKT-MP-9 Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.

MKT-MP-10 Employ processes and techniques to sell goods, services and ideas.

MKT-MP-11 Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.

MKT-MP-12 Utilize knowledge of distribution to manage supply-chain activities.

MKT-MP-13 Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.

Course Outline:

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| Week 1: | Marketing terminology |
| Week 2: | Business and Management terminology |
| Week 3: | Customer behavior/economics |
| Week 4: | Finance |
| Week 5: | Marketing Information Management |
| Week 6: | Pricing |
| Week 7: | Product Service Management/Branding I |
| Week 8: | Product Service Management/Branding II |
| Week 9: | Selling I |
| Week 10: | Selling II |
| Week 11: | Promotion I |
| Week 12: | Promotion II |
| Week 13: | Promotion III |
| Week 14: | Distribution |
| Week 15: | International Business |
| Week 16: | Soft Skills |
| Week 17: | Employability skills |
| Week 18: | Employability skills |

**Evaluation and Grading:**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Course Components** | **Weights** | |  |  | | --- | --- | | **Grading Scale** | | | 100-90 | **A** | | 89-80 | **B** | | 79-70 | **C** | | 69-0 | **F** | | Not Evaluated | **NE** | |
| Daily classwork | 45% |
| Projects | 45% |
| Capstone | 10% |
|  |  |
| **TOTAL** | **100%** |

# **Campus Portal for Parents and Guardians:** Visit - ***https://ic.apsk12.org/portal*** to view class schedules, attendance records and grades. To activate your account, visit the school to receive your login (activation key).

# **Required Materials:**

Binder and flash drive

## School-wide Behaviorial Expectations: be present; be respectful; be responsible; be on task; be peaceful, productive problem solvers.

## Classroom Expectations:

1. Be seated in the classroom before the bell rings.
2. Be prepared to work from bell to bell.
3. Be respectful of peers, teachers, and guest speakers
4. Treat laptop computers carefully and delicately
5. Use the laptop computers for instruction and not entertainment
6. Be willing to ask questions for clarification.
7. Be willing to ask for help when you are “stuck”.
8. Be responsible for keeping your work organized and submitting it in a timely manner
9. Because we use computers, no food will be permitted in class.
10. Your cell must not be visible on the desk unless you are using it for an assignment

DECA is the marketing club. It is designed to enhance the curriculum by providing students with real life experiences that tie into marketing and develop strong leadership skills.

**LATE ASSIGNMENTS:**It is important that students are responsible and meet established due dates for assignments. A late assignment is defined as work submitted after the teacher collected the assignment.  ***All missing/not turned in assignments will be recorded in Infinite Campus with an "M-Missing" designation.***

**MISSING ASSIGNMENTS (late assignments or unexcused absences):** Students with late assignments or unexcused absences will be expected to submit missed work within two weeks of the end of the grading periods.  The deadlines for missing assignments are as follows:

* Mid of part A/quarter classes is 9/30.  Deadline 9/21 for assignments from 8/24-9/18.
* End of part A/quarter classes is 10/23.  Deadline 10/14 for assignments from 9/21-10/9.
* Mid of part B/quarter classes is 12/2.  Deadline 11/16 for assignments from 10-14-11/13.
* End of part B/quarter classes is 1/15.  Deadline 1/5 for assignments from 11/16-12/18.

*As noted above, all missing/not turned in assignments will be recorded in Infinite Campus with an "M-Missing" designation.*

***Late assignments will be assessed a 20% penalty.***

**MAKE-UP ASSIGNMENTS (Excused Absences):** Students with an excused absence will be expected to submit missed work on or before the third class meeting after the absence. Pre-announced assignments are due upon return to school.

**REASSESSMENT OPPORTUNITY:** Reassessment opportunities are available for all students on tests when they scored 69% or below. There will be only one reassessment opportunity on tests. This reassessment will be a newly generated teacher assessment and the reassessment score **will replace the original score.**

**School-wide Expectations**:

**MASTERY LEARNING:** With mastery learning, a unit of material is taught, and student understanding is evaluated before students are able to move on to the next unit. Students who have not shown mastery for a particular unit will receive feedback and support in reaching mastery. They may be given practice exercises, study guides, group work or complementary resources to help them improve and achieve mastery. Students who demonstrate mastery of the content for a particular unit are given enrichment exercises like special projects, tasks or academic games to further or broaden their knowledge of the material.

**PROGRESS REPORTS:** Parents and guardians are informed when students are making unsatisfactory progress in classes. Poor performance will be reported to parents and guardians as soon as problems are evident. Progress reports with plans for remediation will be provided for all students making unsatisfactory progress, and parent-guardians conferences must be scheduled. Unsatisfactory grades should never come as a surprise to parents, guardians, or students. Also, see Board Policy Administrative Regulation IHA-R(1) under “Students in danger of not meeting academic expectations” for further information. Teachers will:

* Contact parents/guardians early in the semester if academic, attendance, or behavioral difficulties are apparent.
* Notify the counselor, Student Support Team (SST)/Response to Intervention (RTI) Chair, and/or an Assistant Principal of serious problems that are affecting classroom performance.
* Set up parent conferences as necessary.

**ATHLETIC ELIGIBILITY:** Students wanting to participate in athletic programs governed by the GHSA and extracurricular activities must meet eligibility requirements to participate. The Athletic Director (and the Extracurricular Activities sponsors) will collaborate with teachers to monitor and to identify students in danger of failing courses. A master list of students participating in extracurricular activities and athletics under the auspices of the GHSA will be available to all staff.

**Our Vision**: A high-performing school where educators inspire, families engage and students love to learn.

**Our Mission**: Every student will graduate college and career ready with a dedication to community involvement and service.

**Our Motto**: Individually we are different; together we are Grady.

**Grady Graduate Profile (5 Cs)**: creative, collaborative, critical thinker, communicative, and a good citizen.



**Receipt of Syllabus**

**Course Name:** Marketing Principles

**Teacher Name:** James Dunton

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*Student Signature**Parent/Guardian Signature*

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*Date**Date*