

Marketing I Course Syllabus

Location: Room A403

Times: Period 1

Instructor: Mr. Jones / michael.a.jones@k12.sd.us

Textbook: Marketing Essentials, McGraw Hill 2012

Course Description:

Students enrolled in Marketing I at Lincoln High School will develop skills related to the operation of the school store and working in retail occupations. Students will also develop skills that pertain to job seeking through the completion of a letter of application, resume, completion of job applications, and practice interviewing techniques.

Additionally, students will study marketing and business concepts including management, production, accounting, ownership, and the relationship of business and society. Once completing this course, students will be able to apply basic concepts of economics to student store operations and retail occupations to include goods and services, resources, price, supply and demand, and overall marketing of student stores. .

Requirements:

The requirements for this class are to bring your book, notepaper, and a writing utensil and your Chromebook to class every day. The expectation is that you that you show up every day willing to learn, share your experiences in retail marketing and actively participate in class.

Instructional Methods:

The materials and information in this course will be delivered by lectures, readings in the text, student participation in discussions and student involvement in the Lincoln High School Store. Students must read the chapters that assigned in the Marketing Essentials book and will be held accountable for all information within the text book regardless if it has specifically been spoken to in class.

Significant Task:

All students will need a spiral notebook to complete their significant task for Marketing 1. The students will create a project within the student store that they will implement, manage and be responsible for throughout the semester. Students will document weekly progress and at the end of the semester they will present what their task was, how they went about addressing the task, the challenges and successes of the project, and the affect their project had on sales within the school store. All students will attain approval from the instructor prior to the end of the fourth

week of school for their significant task. A rubric will be provided to the students identifying the expectations for the project and presentation.

Student Store

Students enrolled in Marketing I will be required to work a minimum of 40 minutes every week (360 minutes per quarter) through the semester in order to receive full credit for this portion of students' grades. If unable to work a required shift, the student must find another student to work for him/her and **must** notify the instructor at least a day in advance. Failure to take this action will result in a reduction in grades with no opportunity for makeup. It is very difficult for the instructor to schedule over 60 students every week in the student store so a sign-up sheet will be sent around every Friday to allow students to schedule themselves to fit around their busy schedules. If absent, students must see the instructor for the sign-up sheet and will have to adjust their schedules to fit any vacancies on the sign-up sheet.

Grading:

This class will utilize the Sioux Falls School District adopted grading policy. The policy is as follows:

A = 93 – 100
B = 85 – 92
C = 76 – 84
D = 65 – 75
F = 64 and below

The itemization of semester student grades will be as follows:

15 % = Semester Test
42 ½ % = 1st Quarter Grade
42 ½ % = 2nd Quarter Grade

The analysis of 1st and 2nd Quarter grades will consist of an accumulation of student activities performed in the classroom, in the student store, and outside the classroom, to include but not limited to the following items:

Tests
Quizzes (Announced & Unannounced)
Operation of the Student Store
Journaling
Daily Assignments
Guest Speakers
Leadership Activities
The Myers Briggs Test

Late assignments are accepted at a rate of a 10% reduction for the first week the assignment is late, and 10% reduction for every additional week the assignment is late. After two weeks, no late assignments will be accepted.

Attendance

In order to succeed in high school and in life, regular attendance is mandatory. This class will follow the attendance guidelines set forth by the Sioux Falls School District which can be found in your student handbook on page 5. If you are required to miss a class for any reason, the instructor must be notified either prior to the absence, or the next day that the student is in school.

Participation points will be given every day that you are in class and participate. You will not be given participation points for days that your absence is listed as unexcused or unknown or if you fail to actively participate in class. It is the student's responsibility to correct any erroneous absences with the office.

In order to avoid being swept, students must be located inside the classroom before the bell rings. Upon being swept, students will be sent to the cafeteria and will receive a zero for that day's assignment. **No exceptions!**

Instructor Expectations

It is expected that all students will come to class prepared to learn. You will be called upon in class to give relevant discussion to the topic at hand. You will be treated courteously and the expectation is that you will treat the instructor and your fellow classmates with courtesy. You will be held accountable for your actions, both positively and negatively.

ADA Policy

If you are a person with a disability and anticipate needing any type of accommodation in order to make this a successful learning experience, please come and talk to me as soon as possible and make the appropriate arrangements with the counselors office and the instructor.