

2009-2010 MARKETING I COURSE SYLLABUS

Grade; 9-12
Room- A103

Teacher: Mrs. Boren

Course Description: This course introduces the student to the field of marketing. The student will cover such topics as marketing concepts, economics, advertising, selling, market planning, human relations/communications and the employment process. This course will include individual and group projects, role playing, guest speakers, leadership activities, and DECA competition. Membership in DECA is required. See instructor.

Instructional Philosophy: Marketing Education is a part of the career development continuum, which includes education for the marketing occupations ranging from career motivation, career orientation, and career exploration through career development. The goal is to teach students who pursue entry-level jobs and entrepreneurship in marketing. Students will develop awareness that work is society's way of creating, preserving, changing and improving their environment. Provisions will be made to allow for individual differences in all cooperative, on-the-job and classroom experiences.

Major Course Goals: To master the competencies of the basic marketing concepts and better prepare students to enter the workplace.

Major Course Projects and Instructional Activities: This course involves mostly in-class and hands-on creative projects that help students to better understand some of the basic concepts of marketing. We will make posters, sample print advertising, and a packages product. I will present material through lectures, text review, presentations and current event discussion.

Major Course Objectives /Benchmarks by Quarter:

- 1st quarter:* 1). Analyze the Marketing mix
2). Identify marketing strategies
- 2nd quarter:* 1). Identify ethical and social responsibility of marketing.
2). Describe importance of International marketing
- 3rd quarter:* 1). Use written and oral communication in marketing.
2). Evaluate and manage promotional activities.
- 4th quarter:* 1) Plan for products and services in the marketplace.

Recommended /Required Readings:

Bait and Switch, by Barbara Ehrenreich
Magazine: Ad Age, or online at www.adage.com

Course Assessment Plan: There will be short tests and/or quizzes after chapters or other material is presented. Students will also be graded on class assignments and projects. Students also need to participate in group or class discussion as part of their grade.

Classroom Expectations: First of all, I expect students to come to class and be prepared (bring textbook, pencil/pen, and paper) to work hard and put forth their best effort. As for classroom behavior, I expect students to be courteous, kind, and respectful to me, other students and the classroom equipment and property. See my copy of classroom rules and policies.

Supplies and Materials Needed: Pencil/pen, paper, and other inexpensive items throughout the year (i.e. posterboard, etc.) . I will give sufficient notice when other materials are needed

Homework Policy and Grading Scale: Please refer to the Student Handbook for the Homework Policy. The grading scale is as follows:

A.....	100-95	C.....	76-73
A-	94-90	C-	72-70
B+.....	89-87	D+	69-67
B.....	86-83	D.....	66-63
B-	82-80	D.....	62-60
C+	79-77	F	59-0

Extra Help: I am always available to students who need help, just contact me and I will be happy to set up a time to work individually with a student. Central High School also has the P.A.S.S. program that is available to students. Just check with the counselors for the day I will be available after school.

Time and Place to be Reached by Parent: I am available at the school most weekday mornings from 7:45 a.m. to 8:30 a.m. I can also be reached most afternoons from 2:00 p.m. to 2:41 p.m. or by appointment. I can be contacted at 431-2612, ext. 4170.