

## 2009-2010 MARKETING II COURSE SYLLABUS

Prerequisite- Marketing I  
Room- A103

Teacher: Mrs. Boren

**Course Description:** This course is designed to provide in-depth study to the various aspects of marketing and the related college and career fields. Students will cover such topics as promotional concepts and strategies, visual merchandising, various mediums of advertising, marketing research and product planning. Class activities are designed to encourage decision-making skills, creativity and personal leadership development. This course will include individual and group projects, leadership activities, a research paper, and DECA competition. This class will prepare students for the Marketing Education Internship. Also, students are eligible to receive 6 college credits after completing Marketing I and II.

**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 an 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 as indicated by the Show-Me standards as well as the Marketing Education Outcomes as specified by the Division of Vocational and Adult Education and to better prepare students to enter the workplace.

**Major Course Projects and Instructional Activities:** Students will write a career research paper and assist *The Centralian* newspaper staff in advertising sales. I will present material through lectures, text review, presentations and current event discussion.

**Required/Recommended Readings:**

*Sam Walton: Made in America* by John Huey

*McDonalds: Behind the Arches* by John Love

**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. poster board, 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 student's 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.