**FERN CREEK TRADITIONAL HIGH SCHOOL**

**COURSE SYLLABUS – 2019-2020**

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| **Instructor:** | Doug Schneider |

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| **Course Title:** | | Principles of Marketing |
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| **Course**  **Description:** | | Marketing Principles introduces students to the dynamic processes and activities in marketing. The course develops student understanding and skills in the functional areas of marketing, as well as business law, communication skills, customer relations, economics, human resources management, and operations. Current technology will be used to acquire information and to complete activities. Throughout the course, students are presented ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills. Leadership development will be provided through FBLA (Future Business Leaders of America) and/or DECA. |

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| **Text:** | Marketing Dynamics, 4th Edition |
| **Website:** | www.fctigerstech.weebly.com |

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| **Materials Needed:** | Pen (Blue or Black Only!)  USB Flash Drive (recommended) |

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| **Instructional**  **Philosophy:** | * *Project based learning* * *Hands-on activities* * *Reading, writing, speaking and listening* * *Work based learning opportunities* * *Critical thinking and problem solving* * *Real world applications* |

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| **Course**  **Standards:** | * Apply knowledge of business ownership to establish and continue business operations. * Acquire foundational knowledge of channel management to understand its role in marketing. * Read to acquire meaning from written material and to apply the information to a task. * Apply verbal skills to obtain and convey information. * Record information to maintain and present a report of business activity. * Foster positive relationships with customers to enhance company image. * Resolve conflicts with/for customers to encourage repeat business. * Reinforce company's image to exhibit the company's brand promise. * Acquire knowledge of the impact of government on business activities to make informed economic decisions. * Analyze cost/profit relationships to guide business decision-making. * Manage staff growth and development to increase productivity and employee satisfaction. * Acquire foundational knowledge of marketing-information management to understand its nature and scope. * Understand marketing's role and function in business to facilitate economic exchanges with customers. * Develop marketing strategies to guide marketing tactics. * Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). * Adhere to health and safety regulations to support a safe work environment. * Implement safety procedures to minimize loss. * Implement security policies/procedures to minimize chance for loss. * Comply with security rules, regulations, and codes (property, privacy, access, confidentiality) to protect customer and company information, reputation, and image. * Implement purchasing activities to obtain business supplies, equipment, resources, and services. * Understand production's role and function in business to recognize its need in an organization. |

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| **Academic Expectations:** | * **Students are expected to attend class regularly and participate.** * All work should be completed and turned into the teacher by the due date. * Students having difficulty should make arrangements to get help from the teacher. * For extended excused absences, the teacher, student, and parent will collaborate to assist the student in making up missing work. |

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| **Classroom Standards:** | * Students are expected to behave in a mature and respectful manner in the classroom. Students must show respect for themselves, each other, the equipment, and anyone who enters the classroom. * Tardiness will not be tolerated and such students must go to tardy hall. * Students are expected to comply with all rules and regulations set forth in student handbook and must have student handbook with them each day. * Consequences for failure to follow classroom procedure include: verbal reprimand, parent/guardian contact, or disciplinary referral. |

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| **Instructional Sequence** | | | |
| **Section** | **Unit/Topics** | **Time Frame** | **Lessons** |
| **A** | * Unit 1 Marketing Dynamics   1 - Introduction to Marketing  2 - Marketing Plan  3 - Business Basics  4 - Ethics and Social Responsibility   * Unit 2 Economics   5 - Economic Principles  6 - Economic Activity  7 - Global Trade   * Unit 3 Marketing-Information Management   8 - Marketing Research  9 - Targeting a Market  10 - Understanding the Customer   * Unit 4 Product   11 - Product  12 - Branding   * Unit 5 Price   13 - Price  14 - Pricing Product   * Unit 6 Place   15 - Place  16 - Purchasing and Inventory Control   * Unit 7 Promotion   17 - Promotion  18 - Advertising  19 - Visual Merchandising  20 - Personal Selling   * Unit 8 Management   21 - Marketing Management  22 - Soft Skills  23 - Communication in the Workplace   * Unit 9 Entrepreneurship   24 - Entrepreneurship  25 - Risk Management  26 - Business Funding   * Unit 10 Preparing for a Career   27 - Planning for Success  28 - Preparing for Your Career  29 - Digital Citizenship | **36 weeks** | **G-W online learning suite** |

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| **FCTHS Grading Format** | | **JCPS Grading Scale** | |
| 20% | Learning Targets/Reflections – Student Performance | A | 90-100% |
| 30% | Formative Assessments – Steps, Quizzes, Checkpoints | B | 80-89% |
| C | 70-79% |
| 50% | Proficiency Exams – 3 week exams, Projects | D | 60-69% |
| U | 59% and Below |

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| **Course Grade Composition** | | |
| **Total Points** | **Component** | **Category** |
| **10 - 20 pts. each** | Daily Assignments | Journaling/Formative |
| **10 Point scale each** | Projects | Proficiency |
| **100 pts. each** | Tests | Proficiency |
| **Passing 100 pts. each** | Mastery Exam (MOS) | Proficiency Exam |

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| **Content Area Writing** | Reflections are given after each lesson. |

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| **Re-Do Philosophy:** | The faculty expects all students to succeed. Students who need additional help or need to re-do assignments will be afforded those opportunities to show their mastery of concepts in class. |

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| **Extra Help:** | Extra help will be given in the form of in-class peer collaboration. After school help can also be worked out w/teacher on an as needed basis. Students need to conference w/teacher about staying **one day** in advance. |