



COURSE SYLLABUS:

MARKETING I

Instructor's Name: Mrs. Miller
Email Address: mmiller2@isd726.org
Academic Assistance Time: Before school--7:30 a.m.-8:00 a.m.—M, Th, F
After School: By Appointment

Course Description

This course is designed for students interested in the fast growing fields of marketing, sales or business. Some activities include using social media in marketing, creating presentations and commercials, and designing advertisements.

Marketing I is offered to grades 10-12.

Course Prerequisites

None.

Student Learning Objectives/Outcomes

Students will identify customer needs and reasons why customers return to the same business.
Students will describe the impact of consumer differences on buying decisions.
Students will explain the marketing mix and identify key methods to reach potential customers.

iPad Textbook and Content Covered

"Marketing Essentials", by McGraw-Hill Education, 2016.

Suggested Course Materials

Student needs: iPad, notebook, pen or pencil

Grading Scale and Information

BHS Unified Grading Scale

A	100-93%	C	76-73%
A-	92-90%	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% and below.

Other grading information:

Daily Assignments, Time Management, Participation	40%
Tests & Projects	60%

Course Policies

DAILY ASSIGNMENTS, LATE WORK POLICY, CLASSROOM RULES

1. Work must be handed in on time and complete. **Written and homework assignments are to be completed by the student independently.**
2. Assignments and tests coming in late receive only half credit.
3. Bring appropriate materials to class--books, pencils, iPads, etc.
4. **ABSOLUTELY NO FOOD OR BEVERAGES IN THE CLASSROOM.** Only water bottle allowed in classroom. No cans are allowed in classroom.
5. Cell phones, headphones, iPods, etc. should not be used or visible in the classroom.
6. No backpacks allowed in classroom.
7. See student handbook for tardy policy.
8. **EXTRA CREDIT AVAILABLE IF YOU HAVE A SPEAKER PRESENT TO OUR CLASS ABOUT HIS/HER JOB. JOB MUST INVOLVE ASPECTS OF MARKETING TOPICS SUCH AS SALES, ADVERTISING, SOCIAL MEDIA, RESEARCH, ETC.**

TESTS & PROJECTS

1. If you miss class on a test day, the test must be made up the next day providing you were in school when the test was announced and only missed one day prior to the test.
 2. If you miss more than one day prior to the test, you have two days per one day missed in which to make up the test. Unexcused absences receive no credit.
 3. Tests or quizzes on iPads will be taken with the iPad lying flat on desk so cheating can be prevented.
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Homework Expectations

Assignments and tests coming in late receive half credit. Unexcused absences receive a zero. Any plagiarism receives a zero.

MAJOR PROJECTS

End-of-Chapter Quizzes or Tests
Social Media Keynote Presentation
iMovie Commercial
Print Ads in Photo Editor Apps