















**MARKETING MANAGEMENT SYLLABUS
NORTHVIEW HIGH SCHOOL
FALL 2017**

Mrs. Katie Morgan

Room 434

Course Description: Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries. In order to increase the number of application experiences, students should participate in Future Business Leaders of America (FBLA) competitive events that are directly aligned with course standards and a School-Based Enterprise.

Course Objectives:

-  Demonstrate employability skills required by business and industry.
-  Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.
-  Examine marketing activities and related legal considerations to facilitate business development and growth.
-  Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.
-  Evaluate financial systems to enhance their impact on business and marketing operations and decisions.
-  Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.
-  Apply pricing strategies to maximize return and meet customers' perceptions of value.
-  Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.
-  Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.
-  Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.
-  Explain distribution knowledge and skills to manage supply-chain activities.
-  Understand the marketing concepts as they relate to international trade.

Methods of Instructional Learning: The instructor will utilize the following methods for meeting learning objectives for the units of the course:

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| 1. Class lecture/discussion/demonstration | 4. Student projects/reports |
| 2. Question/answer | 5. Group work |
| 3. Guest speakers | 6. Audio-visual aids |

Required Materials:

1. Three ring binder
2. Notebook paper
3. Pen/pencil

Software: We will be using the software: Microsoft Office 2016.

Internet Use: Because the Internet is a vital part of the curriculum for Marketing, Internet use is available and used in all courses.

Grading:

Daily Participation/Work Evaluation	10%
Class Work	20%
Projects	25%
Tests	30%
Final Exam	<u>15%</u>
	100%



- **Daily Participation/Work Evaluation** – Students will be asked to be active participants in class through discussions and remain on task at all times. Also, students will participate in a hands on learning activity in the Marketing program’s school based enterprise twice each semester.
- **Class Work** – Students will be asked to print out various assignments at random and turn them in for credit. Students will be expected to keep all daily work in their notebooks for the duration of the semester.
- **Projects** – Several comprehensive projects will be required by each student. Handouts detailing these assignments will be given later in the course.
- **Tests** – Several tests will be given throughout the semester. Students will be expected to keep all tests in their notebooks for the duration of the semester.
- **Final Exam** – One comprehensive final exam will be given at the end of the semester.

Make-up Work/Late Work: Make-up work should be completed before school between 7:50 a.m. – 8:20 a.m., during A/B lunch, or after school by appointment, NOT DURING CLASS. Following an absence, it is the student’s responsibility to contact his/her teachers to arrange for make-up work. The contact must be made within one school day of returning. Students are given the same number of days to complete make-up work, as the absence, not including the day of return. Students are allowed to make up work due to an unexcused absence and will receive partial credit of the actual grade. Any project that is made up or turned in late will receive a 20% reduction for each day after the assigned due date. Long-term projects (two or more weeks from the assigned date to the due date) are due on the assigned due date without exception.

Extra Help: Extra help is available during A/B lunch each day in Room 434 and after school by appointment. Please do not just “show up” after school without prior notification to the teacher.

Headphones/iPods/musical or game devices cannot be used in Career Tech classes unless it is part of the course curriculum.

Classroom Rules: Students are expected to follow the rules and regulations that are stated in the Northview High School Student Handbook. Students are expected to:

1. Be on time – **in your seat** when the bell rings.
2. Be prepared – bring supplies to class every day.
3. Stay on task.
4. Be respectful of oneself and others.
5. Leave your work area clean each day – chair pushed under your computer and no paper around the desk/computer.
6. Handle equipment gently. Report any machine problems to the teacher immediately.

Computer Rules: Please refer to the “Computer Rules” handout. Any infraction will result in a private detention, and all instances thereafter will be referred to the principal’s office.

Parent/Teacher Communication: Communication with parents about academic progress, behavior and/or attendance is welcomed and will be handled by phone, mail, conference, or a combination of these as the need arises. Home Access Center (HAC) is available for the use of all parents in monitoring a student’s academic progress, attendance, or behavior. Please call the main office (770-497-3828) for more information. My email address is morgank@fultonschools.org.

Syllabus Signature Form: A form stating the parent/guardian has read the syllabus must be returned during the first week of class.



COMPUTER RULES

Mrs. Morgan

- ~ Put your FULL NAME, THE DATE, THE PERIOD and ASSIGNMENT NAME/DESCRIPTION on all assignments.
- ~ Do not send an assignment to the printer without the above information on it! If you turn in an assignment without this information, it will not be graded.
- ~ Do not use a color printer unless I specifically tell you to.
- ~ Turn sound OFF! The only time you will be allowed to use sound is if an assignment specifically calls for it, and if you are wearing the classroom designated headphones for the purpose of schoolwork.
- ~ No inappropriate websites. This includes GAMES, whether on the 'net or stored on the computer, MESSAGING, and MUSIC DOWNLOADING.
- ~ No printing anything unrelated to the class. This includes other school assignments. My room is not your personal computer lab and/or print shop. Use the media center!
- ~ You may NOT stroll in my room during another class/lunch and ask to use the printer/computers for another class/personal use.
- ~ I don't have a problem with you working on other school assignments. However, make sure you are done with my assignment first.
- ~ No rolling around the room in chairs!
- ~ Make sure chairs are pushed under and books are put away when you are done.
- ~ Put everything away 5 minutes before the bell rings. I will tell you when to get off your computers. Do so promptly and quickly.
- ~ Do NOT log on as anyone else! Ever!
- ~ Do NOT log on to a computer that is not yours! Ever!