

SDC -Marketing and Management II, Advanced Strategies– Columbia Central High School

Course Title: Marketing and Management II, Advanced Strategies

Course Description: This is a study of marketing concepts and principles used in management. Students will examine the challenges, responsibilities, and risks that managers face in today's workplace. Subject matter includes finance, business ownership, risk management, marketing information systems, purchasing, promotion, and human resource management. Students will develop critical documents to prepare them for careers in marketing management, including a marketing plan, institutional promotional plan, and human resources materials. Upon conclusion of this course, proficient students will understand key management functions, promotional concepts, pricing and purchasing, risk management, and legal and ethical issues, as well as engage in marketing research and develop key financial documents related to marketing management.

Students in this course will be actively involved in the management and running of the Columbia Central School Store.

Teacher: Christi Smith Bachelor of Science – Political Science and Communications,
Berry College, 1998
Master of Arts in Teaching – Secondary Education, US and World
History,
Liberty University, 2020

Materials: Charged Laptop – EVERYDAY WE WILL USE IT

Something to write with – Pen or pencil

Folder or 1' notebook to keep work and handouts in

Any other materials I ask you to bring in throughout the year

Outline of Course (we may go faster or slower depending on how quickly the class understands material)	
1st Grading Period - Management Functions	2nd Grading Period – Purchasing, Pricing and Promotions

Role of Marketing in Business	
3rd Grading Period – Marketing Research and Information Management Risk Management and Human Resources	4th Grading Period – Economics in Marketing Legal and Ethical Issues

Assessment Types: Most assessments will be announced unit/ topic tests. This course is very project/hands on oriented, therefore many assessments will be in the form of projects or presentations.

CareerSafe Industry Certification: Students will complete a 20 hour module and complete the final assesment to receive their Employability Skills Certification. This will count as the final exam for First Semester (15% of grade)

Activities: This is a CTE course which is extremely hands on. There will be guest speakers and field trips taken throughout the year. There is also the opportunity to participate in regional and national competitions through DECA, a marketing club for students. Students will be required to complete reflection logs for each of these types of activities/ events.

Standardized Testing Preparation: As a part of this course, you will be asked to complete practice ACT questions every week. These questions are part of your grade.

Grading Scale and Policy:

Grades are weighted as follows:

Tests and Tier 2 assignments:	60%
Tier 1 assignments, notes:	15%
Being on time and Participation	10%
Final Exam:	15%

Numerical Scale Reporting Grade

90-100 A

80-89 B

79-70 C

69-60 D

59-0 F

***It should be noted that being on time and participation in class are important and are counted as part of the points to be earned in a class.**

Types of Assignments:

You will have two types of assignments: Tier 1 and Tier 2.

Tier 1: Daily work and in class activities, reflection logs

This means you can turn these assignments in late... however a 10% reduction per day will occur for turning in the assignment late.

Tier 2: Any assignment that is a presentation or we have worked on in class more than one day. Industry Certification tests.

These assignments cannot be turned in late and will go in as a zero.

Test Retakes: Failing tests is not an option. If you fail a test, you must do make up work of the teacher's choosing. Once you have completed this, a make-up test will be granted. You have until the end of that grading period to retake your test. If you do not make up the test by that time, the test grade will not be changed.

It is to your advantage to make it up as soon as possible.

Optional retakes for non-F tests. If you want to retake a test and you did not fail it, you can. You must do the make up work and complete the retake by the end of the quarter. Don't make this a cop-out. Studying for tests is important and blowing off a test just because you can retake it will not help you. Remember, in college, there are no retakes.

Student/ Parent Vue: You and your parents should monitor your grades regularly by accessing Student Vue/ Parent Vue. I will update this every Friday afternoon.

Format for Primetimes: There will be questions on the board every class period; you have 5 minutes to answer them in the following format:

Date:

Class:

Write the answer to the question in a complete sentence.

Example:

Question on the board reads: What are two factors of production?

Date: August 25th, 2012

Class: Intro to B&M 8th

Two types of resources are tangible and intangible. Tangible resources are ones you can see such as land or timber. Intangible resources are labor and entrepreneurship.

You will keep one sheet of paper and complete the entire week's Primetime before turning it in on Friday.

Absences: If you are absent you are responsible for getting your make up work. Daily questions will be printed out and placed in the Daily Question folder in the front. Any other work will be provided in the make up folder in the front of the room; notes should be copied from a classmate.

Contact Information:

E-mail: cnsmith@mauryk12.org

Phone: 931.381.2222 ext. 1131

This syllabus is a tentative outline of this course and may be changed as deemed necessary by the instructor. I have read and understand the syllabus for Ms. Smith's Marketing class.

Student signature

Date

Parent/Guardian signature

Date