# Marketing and Management I- Columbia Central High School

**Course Title:** Marketing and Management I, Principles

<u>Course Description:</u> This course offers a more indepth investigation of industry relevant content through classroom experience, guest speakers, involvement in DECA and work based learning activities. Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

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

<u>Teacher:</u> 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 ~	2nd Grading Period –	
Role of Marketing	Economics	
Marketing Mix	International Marketing and Global	
	Marketplace	
3rd Grading Period –	4th Grading Period –	
Distribution and Channel Management	Introduction to Promotion	
Selling	Career Development	
Product Development, Branding, Packaging and Labeling		

<u>Assessment Types:</u> 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 assessment to receive their Employability Skills Certification. This will count as the final exam for First Semester (15% of grade)

<u>Activities</u>: 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.

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

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### 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

\*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.

<u>Test Retakes:</u> 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.

<u>Student/ Parent Vue:</u> 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:
Date:	Classi

Write the answer to the question in a complete sentence.

Example:

Question on the board reads: What are two factors of pr	roduction?
Date: August 25th, 2012	Class: Intro to B&M 8th
Two types of resources are tangible and intangible. Tang such as land or timber. Intangible resources are labor ar	·
You will keep one sheet of paper and complete the entire on Friday.	e week's primetime before turning it in
Absences: If you are absent you are responsible for gettin will be printed out and placed in the Daily Question fold provided in the make up folder in the front of the room; classmate.	der in the front. Any other work will be
Contact Information:	
E-mail: <a href="mailto:cnsmith@mauryk12.org">cnsmith@mauryk12.org</a>	
Phone: 931.381.2222 ext. 1131	
This syllabus is a tentative outline of this course and may the instructor. I have read and understand the syllabus i	• • • • • • • • • • • • • • • • • • • •
Student signature	Date
Parent/Guardian signature	Date