*Dear Students and Parents,*

*Welcome to Marketing 1. I feel very fortunate and excited to be working with you and your student and look forward to all of the opportunities this year will hold. I would also like to take this opportunity for you to become aware of our classroom curriculum, procedures, and expectations so that we have a mutual understanding of what is to be expected from your son or daughter.*

*Marketing 1 is the foundational course on which all other marketing courses are based. To move on to any of the upper level marketing courses, students must make a “C” average or better in marketing 1. Over the course of this semester, students will be assigned hands-on, in-depth, critical thinking activities and to deepen their understanding of the material, and engage them in ways that will encourage exploration. Please look over your student’s notebook regularly and discuss assignments with your student.*

*Please know that the lines of communication are always open. Please do not hesitate to email me with questions, as well as sign up for our Remind 101 updates for information regarding our class.*

*Mary Beth Allen☺*

## Curriculum

# Welcome to Marketing 1!

Marketing 1 Syllabus



Important Information at a Glance:

Email:

marybeth.allen@sumnerschools.org

Please allow 24-48 hours for response

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Page 1:

Welcome Back!

Curriculum:

 A description of the curriculum is presented as well as the reasoning by the presentation of it.

Page 2:

Information & Supplies-

An overview of where to find important school information and materials needed. Additional explanations of some new class procedures will also be included

Page 3:

Grading & Expectations :

A breakdown of grading as well as what is to be expected from your son or daughter

Page 4:

Classroom Procedures and **Parent Signature**

**Marketing 1 focuses on the study of marketing concepts and their practical application. Students will examine risks and challenges marketers face to establish a competitive edge in the sale of products and services.**

**Topics covered include foundational marketing functions such as product/service development, branding, promotion, pricing, distribution, marketing research and selling, as well as coverage of economic fundamentals, international marketing, and career development.**

**This course will utilize journal topics, lecture, demonstrations, hands-on-activities, web searches, projects, reading in the content area, group discussion, written and oral presentations, and Socratic seminar to teach material.**

**Ms. Allen**

**Room #603**

### Fall 2015

Inside this issue:

## Materials

## DECA

The following materials are required for this class, will keep you organized, and will make all your lives much easier!! **Please make sure to have these materials with you in class on a daily basis:**

* **1 inch or larger binder to keep class materials and notes! (Notes may be taken up at any time for a grade!)**
* **Notebook paper**
* **Writing Utensil (Pencil or Black or Blue Ink Only)**
* **Few additional project materials may be required throughout the semester, but most materials are provided by the teacher.**
* **Flash Drive- optional, but your student may want one to save their work to take home.**
* **$15 Class Fee (This was not part of the $50 fee paid on One Stop Night.)**

It is my desire to have open communication with you and to keep you informed of your child’s progress, as well as answer any questions your children may have via email. Since this often requires many additional hours following the conclusion of the school day, please allow me 24 to 48 hours to respond.

**Check our Class Website often for updates: phsmarketing-allen.weebly.com.**

**In addition, parents and students can sign up for Remind 101 class updates. I use the Remind 101 system to send out text reminders about assignments and tests. Instructions for signing up for the text reminders are included in the syllabus.**

## Lab Hours

## What Can Parents Do to Help?

Much of the work completed in Marketing 1 is done on the computers in the classroom. If your student does not have access to a computer at home, he or she can make arrangements to come to school early or stay late to work on assignments.

**Lab Hours:**

Monday-Thursday:

 Before school: 7:30 a.m.-8:00 a.m.

After school: 3:00-4:00 p.m.

\*\*Please note that not having a computer at home will not be accepted as an excuse for late assignments because computer usage opportunities have been provided.\*\*

DECA, an association of marketing students, is the Career and Technical Student Organization that aligns with marketing courses. DECA prepares emerging leaders in the areas of marketing, management, finance, hospitality, and entrepreneurship. This organization is an integral part of the class. Among other activities, students may be allowed to participate in the following: field trips, leadership conferences and competitive events on the regional, state and national levels, socials, and civic projects.

The fee to join DECA is $20.00. The $20.00 covers state dues ($7), national dues ($8), and the chapter t-shirt ($5). (***Membership fees for DECA are in addition to the $15 class fee***.) Membership is optional, but highly encouraged!

DECA looks great on a college resume or job application. For more information on DECA, visit www.deca.org

## About My Teacher…

## Expectations

## Late & Missing Work Policy

## Grading

**Grading Scale:**

**A = 93 - 100**

**B = 85 – 92**

**C = 75 – 84**

**D = 74 – 70**

**F = 69 and below**

\*\*All grades for this course are recorded using a points possible system. You should do your best work on all assignments! Tests and projects are worth the most points. Notes, assignments & activities, and participation points are also awarded based on the difficulty and length of the activity.

We need to work together (parents, teachers and students) to help our student’s achieve their full potential. Parents and students are able to access the iNow grading portal site 24 hours a day, to view their current grades and any missing assignments that they might have.

During my time as a marketing teacher/DECA Advisor I have:

* Advised a national winning DECA chapter, taking a 1st place International Championship in Spring 2014 for my school.
* Won chapter awards for the National DECA Membership Campaign, Community Service Campaign, and Promotion Campaign
* Published lessons in Best Practices for Marketing Teachers Volumes 5 & 6
* Coordinated events at the Tennessee District 3 and State DECA Competition
* Started the Portland High School DECA Chapter, Fall 2014.

I look forward to new DECA traditions and winning many competition awards with PHS DECA!! ☺

Due to the implementation of more project-based and cooperative learning, it is imperative that students are present and active within the classroom setting. This means that it will be quite difficult for students to complete assignments at a later time. Therefore, students may make up any EXCUSED absent work for full credit if it is turned in within **3 days** of returning to school. Students will have **until the Friday of the week it is assigned to turn in any late, missing, absent, or incomplete work for PARTIAL credit**. After that time, the work will be counted as a **ZERO** and **will not be accepted**.

Late projects will lose 10 points for every day that they are late! **If you are absent you will suffer the same penalty! NO EXCEPTIONS!**

* **Be prompt**
* Be ready to learn and **in your seat** when the bell rings.
* **Show Respect**
* Have ALL materials with you and know due dates.
* Value yourself
* Treat all members of the school community and visitors with politeness and respect
* Be honest and ethical
* Honor the ideas of others and their opinions
* **Be productive**
* Turn in work on time, and always do your best.
* **Listen attentively to the instructions**
* **Work on assigned tasks in class.**
* **Complete outside reading assignments and homework as assigned.**
* **Participate in class discussions, group activities, etc.**
* **Clean up around you**
* You are dismissed by the TEACHER, not the bell!
* **No food, drinks, or GUM is allowed! (Water is the EXCEPTION!)**
* **FOLLOW ALL SUMNER COUNTY AND SCHOOL POLICIES.**
* **No electronic devices ( cell phones, IPODS, gaming devices, etc.) without permission from Ms. Allen. This also applies to charging electronic devices.**
* If seen, they will be taken up and given to Mr. Woods!

 **Consequences will follow inappropriate behavior.**

The consequences depend upon the severity and the number of repeated offenses.

 **Your student’s first 25 point grade will be returning this portion of the syllabus signed by you & your student!**

 **Signatures:**

I have read and understand the requirements for the Marketing I course.

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 Student Signature/Date Parent Signature/Date

1. Use the restroom facilities during your break between classes ( you have 10 minutes!). If you must leave the classroom, you must receive permission and take a hall pass with you.
2. We begin class at the proper time. Be in your seat ready to go when the bell rings!
3. Listen to all announcements. Absolutely NO talking during announcements!
4. If homework was assigned, it should be turned into the designated area **BEFORE** class begins. All work (homework and class work) should be written legibly (neatly enough that I can actually read it), and in dark black or blue ink or pencil. Work turned in that is impossible to read or that is written in a color other than dark black or blue ink will not be graded, and you will have to redo the work to get a grade.
5. Food or drink is **NOT** allowed near the computers!
6. **YOU ARE RESPONSIBLE FOR ASKING FOR YOUR MAKEUP WORK!** I will NOT hunt you down to give you work. Makeup work must be asked for within 24 hours of returning to school and turned in within 3 days of your return to school.
7. Do not take anything from Ms. Allen’s cart or desk area or place anything on Ms. Allen’s cart or desk area without asking permission. If you need something, ask me. There is an entire cabinet of student supplies that you are welcome to use, so please don’t steal mine.
8. If there are notes given to you, you should be taking notes! **The notes you take in class WILL be taken up for a grade!**
9. Do not sit on the tables. Be sure that all four chair legs are on the floor at all times. Rolling chairs were not created so that you can roll around the room. This is why you have legs. I reserve the right to revoke your rolling chair privileges.
10. You should not be on computers unless the class is doing an activity using the computers. Do not unplug any part of the computer!
11. Please do not talk or distract other students from listening while the teacher or another student has the floor.
12. Do not wait at the door for class to end.
13. When you are given class time to work on an assignment, use the time you have been given wisely. It may be graded time.
14. **APPROPRIATENESS:** If at any time, you are unsure if the quality of your work is appropriate, please ask Ms. Allen immediately! If projects are turned in with inappropriate words or ideas, the grade will reflect the use of such. If in doubt, use something else!
15. Cooperate with your group. Your ideas will not always be the most popular; be willing to compromise. ☺
16. Have fun! Most learning occurs when have fun and are creative with the work they are assigned! This is a class where creativity is encouraged and highly valued!

## Marketing Classroom Procedures