

**MARKETING
INDEPENDENCE HIGH SCHOOL
SYLLABUS – FALL 2016
MR. BUTLER**

Email: kamarco1.butler@cms.k12.nc.us

Location:

**1ST BLOCK- RM 308
3RD BLOCK- RM 142
4TH BLOCK- RM 144**

COURSE DESCRIPTION

In this course, students develop an understanding of the processes involved from the creation to the consumption of products/services. Students develop an understanding and skills in the areas of distribution, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students develop an understanding of marketing functions applications and impact on business operations.

COURSE OUTLINE

M-1.00	Understand marketing, market planning, and foundation of marketing-information management.
M-2.00	Understand customer relationships, foundation of quality assurances, and selling.
M-3.00	Understand product/service management, pricing and channel management.
M-4.00	Understand promotion and intermediate uses of marketing-information.

MATERIALS NEEDED:

- Spiral bound notebook – college rule (11in x 9in 3-5 subject/150-200 sheets works best)
- Pencils/Pens and Highlighters
- 3-pronged folder
- Notebook Paper (College Rule)
- Flash Drive

GRADING POLICY:

Grades for this course are calculated on a standard 100-point scale. The final grade is a combination of scores made up from daily participation, quizzes, homework, notebook checks, projects and tests.

Assignment Weights:

Formal Assessments	70%
Informal Assessments	30%

Grading Scale:

A = 100 – 90 C = 79 – 70 F= 59 and below
B = 89 – 80 D = 69 - 60

Interactive Marketing Notebooks – Throughout the semester students will create an Interactive Marketing Notebook with a Marketing Dictionary. Students are expected to keep a neat and organized notebook, and will be provided detailed instructions about how to do so. All students are responsible for keeping their notebooks current and up-to-date. Notebook checks will be conducted at random throughout the semester as an informal assessment, and at the end of units and the semester as a formal assessment.

Formal Assessments include, but are not limited to:

Tests – Tests will be given throughout the semester following the completion of each unit. In addition to each unit test, both a midterm and final exam will be administered.

Projects and Papers – Throughout the semester students will be assigned papers as well as group and individual projects. All due dates and details will be discussed at length as the assignments are given.

Informal Assessments include, but are not limited to:

Daily Assignments – Homework, warm-ups, class activities, and binder/notebook checks (including notes taken from instructions) are all apart of Daily Assignments. All daily assignments are graded based on completion, unless otherwise noted, and will be collected periodically. In order to receive full credit for these assignments, work must be complete, demonstrate a genuine effort, and submitted on time. Failure to submit work will result in no credit for the assignment.

Class Participation – Daily participation in class is essential to learning. Students must actively participate and contribute to class discussions and activities in a productive and positive manner in order to receive credit.

Quizzes – Quizzes will be given frequently throughout the semester, and will be both announced and unannounced. You should prepare to be quizzed on content from class lectures, readings, presentations, and vocabulary.

Make-up Work

Students who are absent are responsible for making arrangements to make-up any missed assignments and tests within five school days. Make-up work and instructions can most often be found in the make-up work binder. Students are also responsible for turning in any homework assignments that were due on the day that he/she missed the day he/she returns.

Late Work

All assignments must be turned in complete and on time. To be regarded on time, work must be completed by the beginning of the period on the day it is due. Late work will be accepted with an automatic 20 points penalty plus deductions for incorrect, incomplete or substandard work.

Retest/Test Corrections

Students will have the opportunity to complete test corrections for unit exams that they feel they did not perform well on. For each incorrect question, students can receive half credit by providing the correct answer with an explanation of why that is the correct answer. Retest opportunities will be given to students after he/she completes test corrections and must be completed after school by appointment.

DAILY CLASSROOM PROCEDURES:

- Be on time to class! This means that you are in your seat when the bell rings and working on the warm-up.
- Always include each of the following in the right hand corner on every assignment turned in (unless otherwise noted): Name, Date, Block, and Assignment Name
- Always include an assignment title and date at the top of each notebook page.
- When responding to questions and participating in class discussions raise your hand or talk one at a time. Do not interrupt others before they are finished.
- Bathroom passes will not be given during the first and last fifteen minutes of class, so do not ask. Students are expected to use the restroom, get water, and complete any other personal business between classes.
- Always leave the classroom in better condition than you found it. The bell does not dismiss you, I do. You are to remain in your seat until I dismiss you. No student will be waiting by the door for the bell to ring. No student will be dismissed unless everyone is seated.

CLASSROOM RULES AND EXPECTATIONS:

To make this semester in Marketing productive and enjoyable, I have developed a few simple rules for my classroom. Following these will help you to be an active learner and an asset to the learning environment.

1. Come to class prepared and ready to learn.

- **What does prepared look like?** Students are expected to arrive to class on time with a pen/pencil, paper, and notebooks and be in their assigned seat working on the warm-up when the bell rings.
- **What does ready to learn look like?**
- Students are expected to be active participants in my classroom.
- An open-mind and a can-do attitude are keys to success
- Sit up straight with your cell phone away, and participating in the lesson.

2. **Respect the rights and property of others and our learning space.** Students are expected to treat the teacher and other students with respect at all times. Offensive language is not acceptable in this class. Always “do the right thing.” You know what is right and wrong.
3. Try to eat all of your food before you enter the classroom.
4. Make sure all cell phones are put away, unless notified otherwise.
5. **Follow all procedures and teacher instructions at all times.**

CONSEQUENCES:

Any student that does not follow the Independence High School Code of Conduct, Dress Code or Mr. Butler’s Classroom Rules will be subject to the following disciplinary actions:

1st Offense: Reminder

2nd Offense: Verbal Warning/Sidebar

3rd Offense: Parent/Guardian Contact

4th Offense: Referral

OFFICE HOURS AND CONTACT INFORMATION:

Communication is essential for student success! Students will be required to submit the Student Information Sheet attached with CURRENT phone numbers and email addresses for their parents/guardians. Students and parents/guardians should review all content in the syllabus, complete and sign the Student Information Sheet, and return it. I am available immediately after school and by appointment, as well as during my ***1st Block*** planning period. Please contact me should you have any questions or concerns throughout the semester. Email is the fastest and easiest way to reach me, or you can call the school: kamarco1.butler@cms.k12.nc.us or (980) 343-6900.

COURSE CONTRACT

In order for everyone involved in the course to be successful, we must all make a commitment to each other and to ourselves. Please sign and return to: **Mr. Butler**.

Student Name: _____

I have read and understand the course description and expectations. I understand my roles and responsibilities when it comes to my success. I understand that my teacher will do everything he/she can to not only teach me the content of the course, but to also help me understand the value of social responsibility, social accountability, and the importance of a community. If at any time I have questions or concerns about the class, I will ask my instructor.

Student Signature: _____

Parent Name: _____

I have read and understand the course description and expectations. I understand my roles and responsibilities in helping my student to be as successful as possible. I will do all I can to support my student in this course academically, socially, and behaviorally. If in the event I have any questions or concerns I will contact the instructor to resolve them. Please provide your most reliable phone # in which I can contact you. If you have access to email please provide your email address.

Phone: _____

Email: _____

Parent Signature: _____

Teacher Name: Kamarco Butler-Marketing Teacher

We have designed this course to allow every student to be successful both in the classroom and in life beyond high school. We will do all that we can to help every student reach their highest potential. We will always act with fairness and impartiality and do what we deem is best for each individual student. We will always be open to questions, concerns, and comments in order help everyone work together for the success of all students.

Teacher Signature: _____