

## Marketing Syllabus 2010 - 2011

**Instructor:** Ms. Robles  
**Room:** 3107

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### **BOOK:**

**PREREQUISITE:** business class

**COURSE DESCRIPTION:** Offering instruction in principles of marketing, economics, selling principles, marketing math, advertising and other business related topics. Students will learn about securing employment and career planning. Membership in DECA, marketing youth organizational club, is highly recommended.

**COMPETENCIES:** Competencies of this course are to:

- 1.0 Explore a career plan in the field of marketing
- 2.0 Practice practical job search skills for the marketing profession
- 3.0 Analyze factors that influence consumer behavior
- 4.0 Practice communication skills needed in a marketing environment
- 5.0 Participate in leadership skills needed in a marketing environment
- 6.0 Practice critical thinking, problems solving and decision making skills applicable to marketing

### **METHOD OF INSTRUCTION AND LEARNING ACTIVITIES:**

- Critically read all assigned readings
- Regular class attendance and participation is required
- Lecture/ note taking
- Students will lead selected discussions
- Class discussions
- Study questions, group work, homework, quizzes and tests
- Oral presentation

**GRADING SYSTEM:** Evaluations of progress in this course will be based upon daily exercises, quiz, testing of each unit, group work, participation and oral discussions on marketing. Work will be assigned and grade/point value based upon the following scale:

A = 90 - 100%

B = 80 - 89%

C = 70 - 79%

D = 60 - 69%

F = 59% and below

**ASSIGNMENTS:** All assignments are due on the date posted. All work handed in must have your first and last name, date and class period. Assignments must be neat and organized, complete with good penmanship, spelling and grammar. Any messy or unreadable work will not be accepted and must be redone. It is the responsibility of the student to see me for make-up work. Students will be allowed one day for each day that they have are absent to make up missed work due to an excused absence.

**TESTS:** There will be a test for each unit. If you are absent on the test day you will take it the day you return, unless other arrangements have been made.

**ATTENDANCE/TARDIES:** See the YUHSD Policy on attendance it is in your student handbook. If you are tardy to class, come in quietly and go to your seat without talking.

**DISRUPTIVE OBJECTS:**

- No cell phones, I pods, MP3 players or other disruptive objects
- “It is students’ responsibility to ensure that their cell phones are turned off and out of sight during the instructional day.” -Kofa High School Student Handbook
- These will be confiscated and sent to administration office

**CLASSROOM EXPECTATIONS:**

- A business atmosphere is expected at all times. This means there will be no talking unless you have been recognized by the instructor or you are quietly discussing your work with your neighbor
- There will be **no eating or drinking (except water)** in the Marketing Department classrooms.
- Playing of music in the class is not allowed.
- Be in class on time and prepared to learn. Tardies and unexcused absences add up and loss of credit for unexcused absences is possible
- Stay on task and listen actively. This means no talking out of turn, as a sound learning environment cannot be maintained with excessive talking.
- **RESPECT ALL.** The main rule in the class is that we treat each other as unique, sensitive human beings. The word “**RESPECT**” is: students respecting each others’ feelings, personal space, and property. Students are also to respect the school, staff, rules, and property.

**Note:** Subject to change throughout 2010 – 2011 school year.