



Course Syllabus

Marketing Principles (Level 1)

2022-2023

Instructor: Jim McMichen
JMcMichen@paulding.k12.ga.us
Room 626

Come to Class Prepared

Please bring a folder/binder with pockets, paper and something to write daily. Later this year, you will need a trifold for a trade show assignment.

Milestones

9-Week Progress, Semester Report Cards, Final Exam

A	90-100
B	80-89
C	70-79
F	69 or below

Teaching Standards

MKT-MP-1: Employability Skills

MKT-MP-2: GeorgiaBEST Soft Skills

MKT-MP-3: Marketing Concepts

MKT-MP-4: Marketing Systems

MKT-MP-5: Consumer Behavior

MKT-MP-6: Finance

MKT-MP-7: Information Management

MKT-MP-8: Pricing Strategies

MKT-MP-9: Product/Service Mix

MKT-MP-10: Selling & Sales

MKT-MP-11: Promotional Mix

MKT-MP-12: Distribution/Channel Mgmt

MKT-MP-13: International Business

Overview & Goals

Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy.

DECA – Co-curricular Requirement



DECA is a co-curricular organization for students enrolled in the Marketing Education program. DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Membership dues for DECA are \$30.00 for the year. Dues must be paid prior to the 4th week of class in order for students to be recognized as a national member, be eligible to compete, attend leadership conferences, attend meetings, attend events/socials, etc. **It is expected that all students in a marketing class join DECA.**

Evaluation

Students will be evaluated through various methods, including but not limited to work ethics, daily bell ringers, quizzes, project-based learning (PBL), performance-based assessments and mastery of subject through project rubrics. Rubrics will be posted in Canvas so students can review required criteria for each assignment.

Formative Assessments = 29% > Vocabulary, Daily Assignments, Group Activities, SBE Duties & Assignments. **Summative Assessments = 71%** > Quizzes, Tests, PBL and performance-based projects; **FINAL EXAM = 20%** of entire grade, which will be factored into the student's final grade at the end of this course.

Daily Requirements

Daily Grades: Students must be present in order to receive a daily work ethic grade, regardless of excused absences. Participation grades will be documented in Infinite Campus.

Daily Assignments: Assignments will be posted electronically through Canvas. Any assignments not turned in by the due date will receive an automatic 10-point deduction from the final grade (after rubric evaluation) each day it is late. Missing assignments that are over two weeks late will not be accepted and the student will receive a zero in the gradebook.



Keep page 1 & 2 for your information and referral to classroom guidelines.
*Return Student / Parent Agreement (separate attachment) for a Homework Grade within one week of beginning class.



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Electronic Devices: Students are expected to follow proper electronic etiquette as directed by the teacher. Only **school-issued** media and electronics will be approved for this classroom unless otherwise directed by the teacher, including cell phone usage. **Zero tolerance for all other devices will be in effect for the entire school year unless approved prior to an assignment.**

These rules are *non-negotiable*. Please make sure you and your parent/guardian review all regulations and expectations before signing acknowledgement.

1. Students are not to be on his/her cell phone during classroom lectures, in the hallways during class, when the teacher specifically directs no cell phone usage, or when assigned to SBE duties.
2. Students will not use classroom equipment (PC's, laptops) to charge his/her phone.
3. Students will be in assigned seats and prepared to work **when the bell rings**.
4. Students will not be permitted to leave the classroom for any reason during the **first and last 15 minutes of class**.
5. No more than *one* student will leave the room at a time unless otherwise directed.
6. No food, snacks, gum, or sticky beverages of any kind in the computer lab. Clear water only is permissible.
7. Students may not use classroom computers for personal use at any time unless otherwise directed.
8. Students will not alter, remove, mishandle, or mistreat any classroom supplies, equipment, or personal workspaces.
9. Students will remain seated until the bell rings at the end of class.

CLASS DISRUPTIONS

Classroom Disruptions (excessive chatter, profanity, loud music, inappropriate cell phone usage – including taking selfies, watching videos during class time, disrespect, remaining off task, not in assigned area, public displays of affection, etc.) take valuable time away from learning. While it is okay to collaborate with others, it is NOT okay to bully, yell, talk off-topic, or talk over others. Students should also remain in their assigned classroom area(s) unless otherwise directed so that they do not disrupt other students from learning.

VIOLATIONS FOR CLASSROOM REGULATIONS & EXPECTATIONS:

- a. First Violation: Verbal warning to the individual.
- a. Second Violation: Written warning and parent will be contacted.
- b. Third Violation: Written warning and office referral.



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Student/Parent Agreement

1. I have read all the pages of the class Syllabus and Classroom Norms and Procedures and can access this class in CANVAS.
2. I understand that my grade will be based on daily assignments, participation, test scores, performance projects, lab assignments, and a final exam.
3. I understand that grades are available online at <https://campus.paulding.k12.ga.us/campus/portal/paulding.jsp> and it is my responsibility to check grades regularly.
4. I understand I am expected to be on time to class or discipline actions will be followed.
5. I understand that assignments are due on listed due date and late work may not be accepted.
6. I understand that I am expected to act with respect for the teacher, my peers, the school's property, and myself at all times.
7. I understand that in case of an absence, I have three (3) school days to make up assignments and tests for full credit.
8. I understand that if I am allowed to make up missing assignments or assessments, it is my responsibility to make arrangements before or after school with the teacher to make up or get caught up on assignments.
9. I understand that, should I be absent during the presentation portion of a performance assignment, I will receive a "zero" for the participation portion unless the absence is excused with a doctor's note. In this instance, participation will be provided an alternate assignment to make up for the missed presentation.
10. I understand that electronic devices shall not be used during class without permission. I am aware that I am not to have any food, drinks, or gum in this classroom.
11. I understand playing games on computers or phones is prohibited during class.

Print Student Name

Class Period

Student Signature

Date

Print Parent Name

Parent Signature

Date

Include Preferred Parent Contact: _____
(Phone/Email or Both)



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