



# MARKETING PRINCIPLES

## Course Syllabus

### *Veterans High School*

Instructor: Ms. Angeles Jeffreys, Marketing Instructor

CTSO Advisor for DECA and National Technical Honor Society Advisor

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#### **Course Description**

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. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

#### **Text**

There will be no assigned textbook for this course. All lessons will be taught through MBA Research curriculum and online content material.

#### **Course Standards**

Georgia Performance Standards for this course are located at:

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Marketing-and-Sales-Pathways.aspx>

#### **Career and Technical Student Organizations**

DECA is the co-curricular organization that is associated with the marketing program. Students will be required to participate in at least one activity pertaining to DECA throughout the semester. Students are highly encouraged to become a member of DECA. Membership is \$35, which includes national/state dues and a t-shirt (OPTIONAL: \$20 membership-DOES NOT include a t-shirt).

#### **Classroom Supplies**

Each student is encouraged to maintain a notebook for this class. Each student should have the following supplies:

Pencils  
box of colored pencils  
ruler  
small pair of scissors  
box of colored markers  
glue sticks or glue

## Daily Classroom Expectations

### **Be Respectful**

Show respect to everyone all the time.

\*This includes your peers, teacher, and any guest(s) that may enter the classroom.

### **Be Prepared**

Come to class prepared and ready to learn.

### **Be Proactive**

Communicate and contribute appropriately for personal growth and professional development.

### **Be Accountable**

Learn to follow all school and classroom rules and understand the consequences.

### **Be Positive**

Never give up! Develop a mental attitude that is positive and persistent.

### **Be Responsible**

Sanitize the work area daily and discard trash in your work area in the trash can. Leave your work area clean.

No food, drink, or gum is allowed in the classroom during instructional time.

Only water can be consumed in the classroom.

## Marketing Classroom Procedures

1. Be in Dress Code and arrive to class on time.
2. Do not perform grooming actions in class. This includes brushing hair, putting on make-up, spraying fragrances, etc.
3. When you enter the room, sit down and Sanitize your work area at the beginning of each period. Then begin the Bell Ringer Assignment. No exceptions. Sanitize at the end of the period.
4. Wait to be dismissed by me. You will remain seated until the bell rings. Do not get up and walk towards the door before the bell rings. I will give you time to gather your belongings before the bell rings.
5. Do not use cell phones, tablets, or any other headphone operated device in the classroom unless use is a part of the lesson.
6. Remain silent during all announcements and broadcasts.
7. Come to class prepared daily.
8. Turn in all work in a neat and professional manner. Use a black ink pen as directed.
9. Keep all your class work, notes, handouts and returned work neatly in the proper section of your Marketing Notebook. It is recommended that you only keep Marketing materials in a notebook.
10. All assignments must be the original work of the student. Giving or receiving information, in any form, relating to a graded experience, either inside or outside the class is considered cheating. One or both parties involved will receive a (0) on the assignment and be referred to administration.
11. Please clean your work area each day. Throw all trash away during the transition of an activity or at the end of class, not while a classmate or your teacher is talking.
12. Sit only in your assigned seat. **Please obtain permission to leave your seat.** Your Google Chromebook will be the same number as your assigned seat number.
13. Sharpen/locate a pencil/pen **BEFORE** the tardy bell rings.
14. When I am talking, you are not to talk. **Please raise your hand before addressing the class or teacher.**
15. Turn in work to the appropriate white drawer at the front of the class, when directed.

## Discipline Consequences

1. Parent Call/Email
2. Discipline Discussion
5. Office Referral \*

\*This may be modified depending on the severity of the case and offense.

## Grading System

### Grading System

Final Assessment (Final Exam)	20%
Major Assessment (Tests, Projects, Performance-Based Activities)	45%
Mini Assessment (Quizzes)	20%
Daily Work (Participation, Class Assignments, Bell Ringers)	15%
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Final Average	100%

## Grading Scale

**100-90=A • 89 - 80=B • 79 - 70=C • 69 & Below = F**

*This course includes a cumulative exam at the end of the semester. Information about exam exemption is available in the student handbook. There is no End of Course Test (EOCT). Final Exam grades will be calculated at 20% of the student's final average.*

"Students may retake two major assessments per semester after completing tutoring/test corrections/error statements.

## Instructional Strategies

Course material will be presented through Teacher Lecture, Computer Lab Assignments, Induction Activities, Group and Individual Projects, Discussion, Guided and Independent Practice, Guest Speakers, Handouts, and Individual Presentations.

## Make-up Work

- It is the responsibility of the student to request make-up work within five (5) days after an excused absence. (*Work may not be turned in after an unexcused absence.*)
- Students are responsible for obtaining any missed work from Ms. Jeffreys or Google Classroom upon returning to school.
- Daily Practice may not be handed in late for partial credit.
- Late Work will drop five points per date late.
- Any work due on the day you are absent must be turned in when you return without prompting from the teacher. Check with the teacher for assignments upon your return.
- Should an assignment/test be scheduled for the day you return from an absence and notice was given before your absence, you are expected to complete the assignment/test at the scheduled time.

## Deadlines

Graded assignments may be given which demand meeting a deadline. If work is not returned by the requested date (or the date of your return from an absence), the grade that would be given for the assignment will drop an five points each day the assignment remains outstanding. Deadlines are an everyday occurrence in Marketing and one characteristic of a professional is being able to respond to such demands.

### **Parent Conferences**

Parents are encouraged to join me in establishing and maintaining a line of communication in support of their child and the opportunities for success offered through the learning experience here at Veterans. Please feel free to contact me through our Guidance Department to request a conference regarding your child's academic progress and/or behavior. I am accessible via email. My email address is [angeles.jeffreys@hcbe.net](mailto:angeles.jeffreys@hcbe.net)

### **Google Classroom**

To encourage blended learning, online assignments will be posted weekly through Google Classroom. At least one Google Classroom assignment per week will be graded and entered in Infinite Campus. Students should be familiar with how to navigate the online platform, communicate with their teacher, and submit assignments on time. If there are technology limitations, please notify the teacher.

**www.Remind.com** Reminders for this class will be sent through remind.com. Text \_\_\_\_\_ to \_\_\_\_\_.

**Please complete the Parent Contact Form that is linked in the Virtual Classroom in Google Classroom**

I have read the Marketing Course Syllabus and clearly understand what is expected for this class.

\_\_\_\_\_  
Students Name (Please print)

\_\_\_\_\_  
Parent/Guardian's Name (Please print)

\_\_\_\_\_  
Student Signature                      Date

\_\_\_\_\_  
Parent/Guardian's Signature                      Date

Parental Contact Number: \_\_\_\_\_

Parental Contact Email: \_\_\_\_\_