



Marketing Course Syllabus

Mrs. Amber Blackstock, Instructor
amber@huronisd.org or 989.269.9284
Huron Area Tech Center
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Course Description:

The Marketing Program is a hands-on technology-infused course that prepares individuals for occupations in the fast growing fields of Marketing, Management, and Entrepreneurship. Throughout the course, students have the opportunity to explore many careers while sharpening their communication and human relations skills. Marketing students are responsible for running the campus store, The Exchange, where they learn about placing orders, developing promotions, cashiering, selling, and managing resources. Marketing students have the opportunity to participate in DECA, a cutting-edge organization designed to provide today's students with the tools to be tomorrow's business leaders through conferences and competitions, and attend several field trips. Individuals in the Marketing Program develop their knowledge, skills, and attitudes necessary to succeed in the workforce and continue their education in college. On-the-job training and articulation are available.

Upon completion of this course students will be able to:

- Take industry certification tests
- Enter the workforce
- Obtain post-secondary training

Required Materials/Dress:

Students are expected to participate in monthly professional meetings where business casual dress is required. We follow the DECA dress code, which consists of dress shoes, dress pants/knee length skirt, and a collared button up shirt with neckwear (tie/scarf) or blouse.

Course Segments:

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| I. Academic Foundations | VII. Leadership & Teamwork |
| II. Communications | VIII. Ethics & Legal Responsibilities |
| III. Problem Solving & Critical Thinking | IX. Employability & Career Development |
| IV. Information Technology Applications | X. Technical Skills |
| V. Systems | XI. Marketing Management Pathway |
| VI. Safety, Health, & Environmental | |

Grading Criteria

Based on the HATC Student Handbook, the grading criteria is broken into two areas: academic performance (60%) and daily work ethic (40%).

<u>Academic Standard (60%)</u>	<u>Work Ethic Standard (40%)</u>
60% of the grades is based on academic performance from skills such as:	40% of the grade is based on daily work ethic in the following:
Hands-on tasks Technical reading Quizzes Tests Journals Etc.	Attendance / Punctuality Personal Management Positive Attitude Initiative / Effort Cooperation Time Management Safety Practices Following Directions

Guidelines for Success:

1. Be prepared and ready to learn
2. Be respectful and professional at all times
3. Be an active participant in all activities

Articulation:

Articulation agreements are made between colleges and the HATC, which allows students to receive college credit at an institution for completing the HATC program.

The following agreements are in place for this program at this time:

- Delta College
- Ferris State University
- Northwood University
- Mid-Michigan College

Available Credentials:

- Customer Service Certificate
- Real Estate License
- Financial Planning Certificate
- Safe Schools Safety Certificate

Online Delivery:

Google Classroom will be used daily for program content. Messages will be sent using Remind. Additional resources will be available on Kahoot, Quizlet, FlipGrid, Zoom, Google Meet, etc.

Work-Based Learning:

Students will be exposed to a variety of work-based learning opportunities during the school year. Both paid and non-paid experiences are available. Students gain experience from running the school store, The Exchange, consulting with local businesses, hearing from a variety of guest speakers, and attending a job shadow. On-the-job training is available for second year students.

Safety Training:

Safety is our number one priority at The Huron Area Technical Center. Students receive a variety of safety training during the year and are able to earn certification through Safe Schools.

Student Leadership:

DECA is a high energy organization designed to prepare students to be college and career ready upon graduation. DECA has more than 225,000 members in 5,000 high school chapters from all 50 states and from nine countries. Students gain experience through interactive classroom activities and by attending DECA Conferences throughout the school year.

Resources:

Please contact me with any additional questions, comments, or concerns. A large variety of helpful information and resources are available. Below are a few of the most commonly used resources:

- <https://www.huronisd.org/careerandtechnicaleducation>
- <http://mideca.org/>
- <https://www.gallup.com/cliftonstrengths/en/253715/34-cliftonstrengths-themes.aspx>