

# MERCHANDISING & MARKETING (DECA)

Mr. Marsh

## Course Description and Goals:

Students completing the Merchandising and Marketing Class will have developed the skills for an entry-level position in the marketing field or for further education leading to a career in business. Through classroom instruction, students will be able to apply the core competencies of marketing to actual job situations and will acquire the knowledge to make better informed consumer purchases. Through DECA (an association of marketing students), members will gain skills to enhance their self confidence and business opportunities by participating in career development conferences. They will acquire leadership, computer and communication skills to assist them in being responsible young adults in their community and in the workforce. Students, who are employed by approved local merchants, can earn up to 30 units of credit per year. This course also receives college credit with a passing grade of B or better.

## Supplies:

Ink Pen	Pencil	Calculator	Backup Disc/Travel Drive
Notebook	Daily Planner	1", 3-Ring Binder	5 Sheet Protectors

Our class will be run like a business environment, as much as possible and students must come to every class prepared and have all their supplies and homework assignments with them or it will reflect on their grade.

## Homework and Make-up Policy:

When homework is not turned in on time there will be **NO MAKE-UP**, unless the student has an excused absence. If a student has an excused absence and is out one day, he/she will have one day to turn in any missed homework. If the student is out three days, he/she will have three days to turn in any missed homework, etc. Make-up homework or missed tests needs to be requested on the first day the student returns to class and it is the student's responsibility to request the homework or missed tests. Parents will receive a notice of failure via the mail and/or a phone call as soon as the student shows signs of potential failure. It is the parent's responsibility to contact me, via telephone, to discuss the student. Absences and tardies will adversely affect the students grade.

## Grading Standard:

A	90-100%	B	80-89%	C	70-79%	D	60-69%	F	Below 60%
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Grade Structure:	30% Classroom Participation	30% Projects and Tests
	20% Homework	20% Final

Cheating: All students involved will be given a zero. This includes copying assignments from other students and plagiarizing.

Field Trips: Any student that does not have a C or better will not be allowed to go on any upcoming field trips.

## Assignment Heading:

(Top of Page, Right side)

Name

Date

Class and Assignment

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## Class Rules:

1. Must be on time for class. If you are not in your seat when the bell goes off you are late. (4 unexcused tardies, late 3 minutes or less will be allowed per semester. The 5<sup>th</sup> tardy could result in detention and will adversely affect his/her grade. Also, each bathroom break counts as 1 tardy)
2. Students must attend class. (For every 8 classes a student misses, excused or not, they will lose 1/2 credit of class). For example: If a student misses 8 classes, he/she will only receive 4.5 credits towards graduation instead of 5.
3. Must show respect for others at all times.
4. Raise your hand to be called on; do not talk without being called upon.
5. No eating, drinking, chewing gum, sleeping or personal grooming in the classroom.
6. No profanity or swearing. (Detention)
7. **NO CELL PHONES** or electronics in class. (They will be confiscated)
8. No use of computers unless permission is given. If permission is given to use the internet and a student is at an unauthorized site, that student may be expelled from the class and or school.
9. Computer hardware is expensive and should be treated with respect. (No banging on the keyboard, No moving of equipment, especially mice and keyboards).
10. All students and parents must sign and agree to MVROP's Internet policy. **DO NOT:** Explore directories or drives, download from the Internet, alter configuration of the computer system, install games or any other software or try to copy programs, and **NO PERSONAL EMAIL USE.** All students will be accountable for participating in any class fundraising activities.
11. All working students must have a social security number.
12. The teacher will dismiss the class **NOT** the bell.

## Mission Valley ROP Certificate Earned By Being Able To:

Demonstrate Workplace Basic Skills and Behaviors

Demonstrate Job Employment Skills and Career Goals

Perform Essential Communication and Human Relation Skills

Complete Cash Handling Techniques

Explain Loss Prevention Process

Identify Expected Level of Customer Service

Demonstrate Selling Process

Identify Economic Elements

Discuss Business Systems and Functions

Describe Marketing Principles

Create Advertising and Visual Display Methods

Explain Merchandising Operations

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Students Signature

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Date

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Parents Signature

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Date

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Parents Email Address

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Parents Phone Number

