

Mission Valley ROP

Marketing Syllabus 2023-2024

Course Title: Marketing

Meeting time: 1:45- 3:45

Instructor: Mrs. Shepherd

Contact information: 657-1865 ext 15104

Email: jshepherd@mvrop.org (Best way to reach instructor)

Note: I work at two high school campuses and I check my emails throughout the day.

Course Description: Students completing the Special Education Marketing Program will develop skills for an entry-level position in the merchandising field, or further training leading to a career in business. Through classroom and community classroom instruction, students will be able to apply the competencies of merchandising to actual job situations. In addition, students will examine the essential elements of business to make better-informed consumer purchases.

Students will be trained by local merchants and can earn additional credits. A maximum of 36 credits may be earned during the school year. Students attend class daily during the first quarter. Second through fourth quarter, students attend class once per week and train four days per week at a community classroom site under supervision.

Course Objective: To prepare students to achieve employment and become valuable employees.

MVROP "SLO" SCHOOL LEARNING OUTCOMES

WORKPLACE BASIC SKILLS AND BEHAVIORS

- Apply skills learned in class
- Analyze information and make decisions
- Communicate verbally and in writing
- Work independently and as a team member in a diverse workplace
- Work reliably, responsibly, and ethically

CAREER TECHNICAL SKILLS

- Demonstrate occupational competencies
- Use appropriate technology
- Understand and practice occupational safety standards
- Demonstrate an awareness of how a business or industry functions

JOB EMPLOYMENT SKILLS

- Develop a plan to achieve career goals
- Use effective job search strategies
- Demonstrate an awareness of the importance of lifelong learning

Grading Policy: A points system will be used to determine your grade. All points from assignments, projects, portfolios, journals, etc, will be added together at the end of the quarter and will be divided into 10 to determine your final grade in the class.

Student: You will also receive up to 10 points for every class you attend towards your final grade. You can check your student's grade on

https://missionvalleyca.infinitecampus.org/campus/portal/students/mission_valley.jsp

Course Requirement:

1. Complete all assignments to the best of your ability.
2. Complete all projects, and assignments on time.
3. Follow all classroom rules; bus rules, field site, and Mission Valley ROP campus rules
4. Show respect and professionalism for all staff, fellow students, and the instructor at school and place of employment.

Attendance Policy: Mission Valley ROP's mission is to prepare students for employment, and career preparation via post-secondary educational opportunities. Just as in business and industry, where employees are expected to show up on time **every day to class and their job site**, Mission Valley ROP students are expected to be on time for classes every day. If your home high school has no school, a minimum day, or an optional student event that may conflict with your Mission Valley ROP class, you are still expected to attend your Mission Valley ROP class unless there is a bussing issue. Make-up assignments will be given for excused absences only, which include medical, legal, or bereavement circumstances. Failure to complete make-up assignments will adversely affect your grade. If you are tardy or miss a Mission Valley ROP class multiple times, you will lose units of credit and your grade will be adversely affected.

Students must arrive on time for class. Talking on a cell phone or having a personal conversation outside the class is unproductive and will be considered tardy. Tardiness reduces instructional time and is disruptive to the classroom. Tardies may prevent the student from receiving a course certificate. Perfect attendance certificates will only be issued to students who have no absences or tardies. There are no exceptions. Students are expected to attend every class meeting. Students will lose points for every absence regardless of the reason. Students will need to call the instructor to report their absences and the reason for absences before the class time starts and fieldsite time starts. During field site training, you **must** call the instructor **as well as your supervisor when absent**.

Fieldsite Time Sheets: All timesheets **must** be filled out in ink including the supervisor's signature. Any changes on the timesheets need to be initialed by your supervisor. All signed timesheets are due on the following Monday. The student will receive 50 points for every time sheet completed correctly and turned in on time

Missed Field Site Work: Missed field site hours need to be completed within the same week that they are missed. The makeup hours need to be approved by your supervisor. It is very important that field site houses are made up. Missing field site hours will affect the student's grade and the student will not receive full credit for the course.

Materials Required: Each student will need a one-inch, three-ring binder and five-sheet protectors for his/her student portfolio project, which will commence at the beginning of the second semester. The portfolio will include a resume, completed job application, one outstanding work sample/project, and a certificate of completion for every student earning a grade of "C" or better. Students will also need a large **3-ring binder** that will remain in the classroom.

Students will come to class prepared every day with lined paper, pen, or pencil.

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Classroom Participation: Class is a much better learning environment when you maintain an active role in the learning process. The best way to do this is to participate in the discussions, listen carefully to the instructor and other students, and ask questions.

Extremely Important:

Community Job Sites: All students are required to be placed at a community job site during the 2nd, 3rd, and 4th quarters. Students will only attend class **at ROP on Mondays** after the first quarter. If a holiday lands on a Monday they are required to come to class on **Tuesday**. Students are **responsible for transportation** to their job sites. If a student qualifies for special student transportation please student's case-worker to set it up. Job site placement decisions are a collaboration of the student, instructor, case workers, and parents. If the student is asked to leave their job site for any reason the student will be placed at a community job site at their home school.

Your student will receive my cell phone number. **This is the most effective way for your STUDENT to communicate with me while they are out at their job sites.** Your student is to call me before the time they are to arrive at their job site if they are not going. Please have your student call and not you. I am trying to teach students reasonability and workability skills.

I randomly visit students at their job sites to observe how they are doing. If I go to your student's job site and they are not at their job site at their scheduled time, I will report it as a cut at their home school. **If it continues to happen, they may be removed from the program. Your student is to call me before the time they are to arrive at their job site if they are not going.**

Classroom Expectations:

Students will use language and behavior that is respectful of everyone. Inappropriate language includes swearing, put-downs of any kind, and negative language or gestures that inhibits inclusively and diversity.

Class Core Values: **Ownership:** Taking responsibility for one's self, actions, property, words, and actions. **Integrity:** Adherence to moral and ethical principles; soundness of moral character. **Tolerance:** A fair, objective, and permissive attitude toward opinions and practices that differ from one's own.

Responsibility: The state or fact of being [responsible](#), answerable, or accountable for something within one's power, control, or management. **Honesty:** Honorable in principles, intentions, and actions; upright and fair. **Respect:** Esteem for or a sense of the worth or excellence of a person, a personal quality or ability, or something considered as a manifestation of a personal quality or ability:

No food or drinks (with the exception of water in clear plastic bottles) will be allowed in MVROP buildings, including classrooms, lobby, hallways, and restrooms. The Student Lounge is the only room where food or drinks other than water should be consumed. Students violating this policy will receive one warning. Any subsequent incident may result in termination from his/her entire program.

Please fill out and return to class on the next day after receiving this!

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Your student will receive 50 points if turned in on time.

Contract Agreement: By signing this document, you are agreeing to the policies/regulations in the Course Syllabus/Outline. You also state that you fully understand the policies and consequences.

I have _____ received and read the Marketing
(Students Name)

syllabus on _____
(date)

I understand and am aware of the classroom requirements and guidelines _____
(Students Signature)

I have _____ also read The Marketing Syllabus
(Parent or Signature)

On _____
(date)

I _____ will support my child to succeed and
(parent signature)

Will inform the instructor if there are any concerns or changes.

Parent or Guardian's home number:

Work number: _____

Cell number _____

Email _____