

Mission Valley ROP
Marketing 1 Syllabus & Handbook
A University of California “g” Approved Course
2018 – 2019

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School Loop and/or email are the best ways to contact me.

Overview of the Course

Students completing the 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 they will receive information to improve their consumer decision-making skills. Students will acquire leadership, communication, technical, and career development skills to assist them in being responsible and successful young adults in their community and in the workforce.

Course Objectives

Competencies – What students will know or be able to do at the end of this course.

- Perform essential communication and human relation skills
- Describe marketing principles and elements
- Identify economic elements
- Effectively apply a SWOT analysis
- Understand how market planning is used to establish and grow a business
- Identify how successful companies can meet the needs of society
- Understand and apply the skills necessary for marketing
- Demonstrate the selling process
- Plan a promotional campaign
- Demonstrate effective product and service management
- Understand distribution planning and principles
- Understand the factors involved in effective price management
- Create a marketing plan
- Demonstrate workplace basic skills and behaviors
- Demonstrate job employment skills and set career goals

Textbook

Farese, Lois Schneider, Kimbrell, Grady; Woloszyk, PhD., Carl A. *Marketing Essentials*.
Columbus: McGraw-Hill Companies, Inc. 2016. Print media. ISBN 978-0-02-140110-9

Textbooks each student is issued a hardback text, which s/he is responsible for keep the text is good condition and ensuring that it is not lost.

The estimated replacement cost of a textbook is \$100.

Approach

This is a career technical training course. It is designed to prepare students for both college and career. **For purposes of this class students should think of their teacher as their employer.**

Supplies

- Binder: Three ring with dividers for storage, recommended 1-1/2 to 2 inches
- Ink pens: black and classic blue (not light blue)– no red, pink, green, or orange please
- Highlighters: Pink and yellow (anything else may be too dark)
- Lead pencils: Number 2
- Storage capability w/backup: Google and/or 2 Gb or larger USB drive and/or Cloud access

Grading Policy

Students will learn employability skills and attributes and business basics. As previously mentioned for purposes of this class, I am the supervisor/employer. Students are expected to approach all they do in this course as if they were an employee of a business. Evaluations are made according to business-practice expectations.

Grading is based on attendance, participation, and professional work ethic, completion of all assignments, quizzes, and tests. Late work, known as missing a deadline in the *working world*, costs companies money and credibility – **missing coursework deadlines will cost students points and credibility**. Work that fails the deadline will lose up to 40%; no late work will be accepted the last week of the grading period. Late projects or formal presentations will be reduced 10 percent for each school day it is late. Grades are based on the following:

Exercises: Assignments and quizzes	25%
Assessments: Exams, Projects, Formal Presentations	35%
Work Ethic: Attendance, Participation and Citizenship	40%

After a numerical grade has been calculated, a letter grade will be determined as follows:

A+ : 97.00%	A : 93.00%	A- : 90.00%	B+ : 87.00%	B : 83.00%	B- : 80.00%
C+ : 77.00%	C : 73.00%	C- : 70.00%	D+ : 67.00%	D : 63.00%	
D- : 60.00%	F : 0.00% (AHS only)		Contract: 62.99% or Less (IHS only)		

Work Ethic/Participation

Attendance Policy: Just as in the workplace, daily on-time attendance is essential for success in this course. A MINIMUM Ninety-percent attendance is required for successful completion of this class. Missed class time will affect your grade. **Attendance problems will result in low grades and may result in a loss of units or credit points. Make up of missed hours is suggested.** It is each individual's responsibility to keep track their own attendance. **Make up hours will be provided and accepted at the instructor's discretion.**

Punctuality: It is the student's responsibility to arrive to class every day, on time. If you are late, enter class in a poised, professional manner, and wait near the door until given permission to take a seat.

Late or careless work and poor attendance does not maintain employment, and in this Marketing class, it will earn a poor grade.

Employability, Participation, and Citizenship

This is an interactive class and the course work deals with issues that significantly affect a student's employability. Thus, attendance, participation, and appropriate workplace etiquette is an important factor. Learning and collaboration opportunities that take place during class time are critical to student success. Make-up assignments will be given at the instructor's discretion, e.g., medical, legal, school business, and bereavement circumstances. Failure to complete make-up assignments will adversely affect the grade. Multiple tardies or absences will result in loss of units of credit and grade reduction.

Caution: Units of credits are earned with a passing grade and by meeting the minimum attendance requirements.

Each class day is given a prescribed number of *Work Ethic* points towards the Grade. Students demonstrating daily, on-time attendance, effective participation, and appropriate professionalism will keep all of their points. Points will be deducted for behavior that is not appropriate for the work environment, including, but not limited to:

- Absence
- Arriving late to class, or leaving early – **on time in your seat and working when the tardy bell rings.**
- Disrespectful, (inappropriate) work-place behavior:
 - use of offensive, inappropriate language; or wearing inappropriate clothing
 - **Please note: if what you say, or do, or wear, can possibly be considered offensive or inappropriate – don't say it, do it, or wear it!**
- Violation of dress codes
- Unauthorized use of electronic devices of any kind without permission
- Improper use and care of the equipment, supplies, or software
- Unauthorized use of the Internet
- Leaving your work station a mess
- Grooming, e.g. application of make-up/nail polish, combing hair, etc.
- Eating or drinking beverages other than water, in a screw-top containers, especially near equipment, supplies, and/or without permission.

Rationale: hygiene and equipment/facility care.

- Eating food near multi-user equipment is unsanitary and unhealthy.
- Equipment is easily damage by liquids and food particles.

Appropriate Attire:

Students are expected to adhere to all campus rules concerning dress. In addition, this is a Career Technical Education course; please remember that conservative work-place values are a primary part of the curriculum. Students may not attend class dressed in a fashion that detracts from the business environment. Standard dress is *business casual*. Students must refrain from wearing beach-type or club- and party-type attire.

Students will be notified when we are participating in *Professional Dress Days*, which often coincide with student presentations. On such days students must come to class dressed as if they are interviewing for a job in a business office.

Clothing not in keeping with the campus dress code, or with MVROP guidelines will result in a loss of Work Ethic points.

Appropriate Use of Electronic Devices

We operate in a technology infused environment. Students are encouraged to use technology appropriately during class time. Students are further expected to respect and follow the guidelines and rules provided by their teacher, school, and district when using any and all technology. Appropriate use guidelines may change from assignment-to-assignment.

Work Place Collaboration

In addition to proper attendance, appropriate attire, and honesty, students are expected to contribute to the success of their classmates as if they were colleagues in a business environment. Much of what we do in Marketing is collaborative. Aiding and assisting, appropriately, whenever possible, while using guidelines given by the instructor is strongly encouraged. Students will be urged to help, but will not be permitted to perform, or produce for their classmates.

Students are expected to bring all required supplies and materials each day, including this handbook.

Academic Integrity:

Academic dishonesty is inexcusable. The guidelines listed on the Mission Valley ROP Board Policies and your school's academic honesty policy will be strictly enforced.

Testing Norms

Please be advised: No talking is permitted during a testing period. **You may not print test products more than once.** It is each student's responsibility to follow testing procedures and instructions correctly. Violation of rules and procedures will result in a failing grade.

Please Note: As always, questions may be asked during a test – if I can answer the question without compromising the assessment, I am pleased to do so.

Student Name: _____ Period #: _____

Please Print Last Name, First Name

SIGNATURE PAGE

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Note: *Students and Parent/Guardian must sign the attached notice confirming that you understand the class syllabus. Please use ink.*

I have read and agree to abide by the rules and guidelines of the Marketing course as described in the above syllabus.

Print Student Name

Student Signature

Date_____

Print Parent / Guardian Name

Parent / Guardian Signature

Date_____