

Marketing Syllabus

Ms. Kibsi

Amani.kibsi@lcps.org

Course Description:

Students examine activities in marketing and business important for success in marketing employment and postsecondary education.

Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas.

Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and the impact of technology on the marketplace.

This course reinforces mathematics, science, English, and history/social science Standards of Learning (SOL). Computer/technology applications.

DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community and competitive events.

Course Scope:

- Demonstrate workplace readiness skills.
- Examine all aspects of industry.
- Address elements of student life.
- Understand the role of economics in a global economy.
- Explore the core concepts of business and marketing.
- Develop communication and interpersonal skills.
- Make consumer choices.
- Develop employability skills.

Summary of Key Classroom Teaching & Learning Platforms

All Course Resources & Lessons Accessible via Schoology

Grading Policy:

- Summative grades will reflect 100% of a student's grade.
- Formative grades will not reflect a percentage of their grade. However, all formative grades will reflect movement towards mastery.

Copying another student's file or misrepresenting another student's work as your own will result the following:

- First offense: the opportunity to redo the assignment for a maximum grade of 70% for BOTH or ALL STUDENTS INVOLVED
- Second offense: a failing grade for BOTH or ALL STUDENTS INVOLVED.

Late & Make-up Work Policy:

- Each assignment will have a due date with a one-week grace period, however, any work submitted after the one week will be graded at a maximum of **80%** for both Major and Minor Summative assignment.
- Project or other assignments will be accepted past due for full credit provided the student has proactively contacted Ms. Kibsi via email and a future turn-in-date has been agreed to with the student successfully meeting the revised due date. The revised due date must be no later than 1-calendar week after the original due date of the assignment or no later than before the end of the quarter, whichever is sooner. Assignments not turned in after the second due date will receive reduced credit.
- Upon return from an absence, the student is responsible to make up any missed assignments within one week after the return of the student.
- Make-up work turned in within the time allowed will be graded on the same basis as other work.
- Failure to complete such make-up work or show reasonable effort within the time allowed will result in a failing grade for those assignments, tests, or other work.
- **Final day to turn in any late work will be one week before the end of each Quarter.**

Retake Policy:

- The purpose of the retake policy is to give students the opportunity to demonstrate progression towards mastery of material previously presented in class.
- It is the student's responsibility to schedule the retake with the instructor. Retakes must be completed within one week of the initial attempt. Retakes will be given during CORE, before, or after school.
- The second assessment will be of equal rigor and the student should remediate before taking the new assessment.
- The higher of the two grades will be recorded in PHOENIX.
- **No retakes or late work will be allowed once the quarter ends.**

Cell Phone Policy

The PFHS policy says that cell phones are expected to be ***silenced and put away***. "Put away" is defined as ***in your backpack or other bag***. Since you will be doing all work on the desktop computers, all personal items, including your cell phone, will be left at your assigned desk. If you are caught with your cell phone while in class:

- **First Offense:** your phone will be placed on the teacher desk or on the Cell Wall for the remainder of the period.
- **Second Offense:** same as 1st offense ***and*** your parent/guardian will be notified.
- **Subsequent Offenses:** You will be referred to your administrator.

No late work will be accepted one week prior to the end of the quarter.
