

# CLARKE COUNTY HIGH SCHOOL

2023-2024

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## WHY MKTG?

- Understand skills to promote & grow a business!
- Project-Based Learning
- Virtual Simulations
- DECA

## SUPPLIES

Required:

- Folder or Binder with Paper  
\*Can share with another class
- Pens/Pencils (Blue/Black Ink)
- Highlighters
- Ear Buds
- Positive Attitude

Optional Needed:

- Kleenex
- Hand Sanitizer
- Paper Towels

## RESOURCES

- Google
- Schoology
- OpenTimeClock
- ClassEquity
- Today's Dough
- Knowledge Matters—Retailing
- Canva
- Microsoft 2019
- Reach and Teach

# MARKETING PRINCIPLES

## COURSE DESCRIPTION

Marketing Principles is designed to provide students with an overview of marketing concepts. The course addresses the ways in which marketing satisfies consumer and business needs and wants for products and services. Areas emphasized include economics, entrepreneurship, information management, finance, marketing, product and service planning, promotion, pricing, selling, interpersonal skills, and international marketing.

There are no prerequisites for this course but Business Software Applications I is preferred.

## PROGRAM GOAL OF THE BUSINESS MANAGEMENT AND ADMINISTRATION / MARKETING DEPARTMENT

The goal of the Business Management & Administration/Marketing department is to prepare students to be competent in the area of business/marketing by functioning in a technological society. Students who complete sequenced courses will be able to obtain entry-level positions in areas of business such as administrative support, human resources, operations, management, business information, office technology, and more.

## STUDENT EVALUATION

The use of various procedures ensures that students of all abilities can be successful. Any student who is having difficulty should notify the instructor immediately. Students and parents may access PowerSchool to see students grades at any time.

Evaluation Criteria	Method of Evaluation	% of Grade
Assessments	Tests, major projects, etc.	55%
Daily Activities	Weekly assignments including notes, vocabulary, classwork, group work, etc.	35%
Employability Skills	Work ethic in the classroom, clocking in for class, news articles, signed documents, etc.	10%

The grading system above calculates to be 75% of the student's grade.  
The 9 Weeks/Final Exam are weighted to be the remaining 25% of the student's grade.

## GRADING SCALE

A = 90-100  
B = 80-89  
C = 70-79  
D = 60-69  
F = 59 or below

## ATTENDANCE

The attendance policy is outlined in the Clarke County High School Student Handbook and Code of Conduct. Make-up work must be completed and returned within 5 days of the student's return to class, as stated in the handbook.

**ATTENDANCE MATTERS.**  
ALL DAY, EVERY DAY

## CULMINATING PRODUCT

Students will work with a variety of learning materials in this class to help them become well-versed in different aspects of business. Along with a traditional classroom learning students will use project-based learning and project management skills through the Reach & Teach Concert Series, virtual simulations from Knowledge Matters and more. Students are given a variety of outlets to showcase their abilities.

## CAREER TECHNICAL STUDENT ORGANIZATION (CTSO)

Career and technical student organizations (CTSO) are integral, co-curricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.



## MISSION STATEMENT

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**DUES:** \$20 per school year  
(includes National, State, and Local Dues)

**WHY DECA?** Chapter Campaigns, Travel Opportunities, Competitive Events, **AND MUCH MORE!**

**REACH AND TEACH**



**VIRTUAL BUSINESS RETAILING**  
powered by Knowledge Matters

## CLASSROOM MANAGEMENT PROCEDURES

### DAILY EXPECTATIONS

1. Be on time. Anyone who is tardy must report to the office for a tardy slip.
2. Come to class prepared, ready to work, and actively participate everyday. Don't forget to clock-in!
3. Students should remain seated until the teacher has dismissed you. When dismissed, make sure your workstation is clean and your chair is completely pushed under your workstation.

### CLASSROOM RULES

1. There should be no disruptive behavior during class.
2. All communication in class should remain professional—profanity, sexual remarks, and discouraging comments to other students will not be tolerated.
3. Any student caught cheating will receive a grade of zero as well as disciplinary action.
4. Your cell phone should only be used for educational purposes, with the teacher's permission. Distraction through use of a cell phone is not allowed.
5. **(See Mrs. Lowe's Electronic Device Policy on page 4 of the syllabus.)**
6. Passes out of class are limited, just like time off in the workplace.

### COMPUTER LAB RULES

All students must take and pass a classroom safety test with a grade of 100 as required by the Alabama State Department of Education. In addition, all students enrolled are expected to have read and abide by the guidelines set in place by the Clarke County Board of Education and Clarke County High School related to computer usage and behavior.

1. **Eating and drinking in the computer lab is a privilege. If it is abused, the class will go to eating and drinking being prohibited.**
2. Keep your workstation clean, neat and orderly—this includes clear of trash, no rolling around in the chairs, or moving chairs from station to station.
3. Do not change or attempt to change any settings on the computer. These settings are controlled by the Clarke County Board of Education.
4. Computer equipment should be treated with respect. Do not mark on any computer hardware, remove labels, modify settings, surf inappropriate sites, etc.
5. If there are problems with computer equipment, notify the teacher.
6. Students should never print without the teacher's permission.
7. All computer use must have an educational basis. There should be **no video games or YouTube videos** without the teacher's permission.
8. Never share your username or password. If you are locked out of an account, please let the teacher know.
9. Students should not touch other students' computers—this includes shutting down, unplugging devices, etc.
10. At the end of class each day, students should always log out of their accounts.

### CLASSROOM CONSEQUENCES

The infractions listed above as well as offenses listed in the handbook will typically be handled in the following manner but are subject to teacher discretion based on severity and number of occurrences: **1st offense—verbal warnings, 2nd offense—teacher interventions, and 3rd offense—disciplinary referrals.**

## FOUNDATIONAL STANDARDS

Foundational standards, shown below, are an important part of every course. Through these standards, students learn and apply safety concepts, explore career opportunities and requirements, practice the skills needed to succeed in the workplace, develop leadership qualities and take advantage of the opportunities afforded by Career and Technical Student Organizations (CTSOs), and learn and practice essential digital literacy skills. The foundational standards are to be incorporated throughout the course.

1. Incorporate safety procedures in handling, operating, and maintaining tools and machinery; handling materials; utilizing personal protective equipment; maintaining a safe work area; and handling hazardous materials and forces.
2. Demonstrate effective workplace and employability skills, including communication, awareness of diversity, positive work ethic, problem-solving, time management, and teamwork.
3. Explore the range of careers available in the field and investigate their educational requirements, and demonstrate job-seeking skills including resume-writing and interviewing.
4. Advocate and practice safe, legal, responsible, and ethical use of information and technology tools specific to the industry pathway.
5. Participate in a Career and Technical Student Organization (CTSO) to increase knowledge and skills and to enhance leadership and teamwork.

## COURSE OF STUDY OBJECTIVES

### Distribution

1. Apply knowledge of logistics (distribution) and channel management to manage supply-chain activities.

### Economics

2. Gather and share information about the economic environments in which customers function.

### Entrepreneurship

3. Identify concepts, processes, and behaviors associated with successful entrepreneurs.

### Global Marketing

4. Demonstrate knowledge of international business and marketing concepts.

### Marketing

5. Explain marketing principles in relation to the free enterprise system and the global trade environment.
6. Evaluate how the "four P's" of marketing (Product, Price, Place, Promotion) directly impact businesses and the sales process.
7. Utilize knowledge of marketing concepts to explain the scope and impact of marketing on the economy.
8. Evaluate and modify business and marketing systems to facilitate business activities.

### Marketing Information Management

9. Describe how business and marketing decisions are influenced by marketing information and research.

### Pricing

10. Evaluate pricing strategies in terms of maximizing return and meeting customers' perceptions of value.

### Product and Service Planning

11. Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.

### Promotion

12. Demonstrate promotional knowledge and skill for communicating information to achieve a desired marketing outcome.

### Selling

13. Employ effective processes and techniques to sell goods, services, and ideas.

### Marketing Communications

14. Integrate written, digital, and verbal messages to achieve effective marketing communications.

### Interpersonal Skills

Explain the nature and score of teamwork and human relations.

### Finance

16. Utilize financial knowledge and skill to facilitate marketing decisions.

### Legal Issues

17. Summarize state and federal laws and regulations associated with marketing.

## ESSENTIAL QUESTIONS

Why is having an efficient distribution system vital?

What channel or channels of distribution will help grow a business?

Which of the four Ps deals with distribution planning?

How is a product moved from the manufacturer to the customer?

What is an industrial user?

What is a consumer?

What is the difference between wholesalers and retailers?

What factors must companies consider when transporting goods?

What factors might affect transportation costs?

What is channel management?

How do tariffs affect international trade?

How does a buyer at a retail store plan purchases for upcoming resale?

How can technology improve stock and inventory procedures?

How can a marketing plan help a company meet the needs of consumers during a recession?

What are some reasons for the growth of global business?

How will you invest the money you have saved?

How does the economy affect government policies and personal financial decisions?

How would you select an emerging country to market a product and what marketing strategy would you use?

What challenges and opportunities do you see for global businesses?

How might consumers react if many commonly used imported products were no longer available?

Why is marketing so important in the global economy?

How do the functions of marketing contribute to the global economy?

How do businesses keep their customers?

How can companies operate successful businesses while meeting the needs of society?

What are the advantages and disadvantages to being self-employed?

What are companies doing to support social causes and how can you help?

How can marketing research help improve a company's products for its target market?

How can research be used to gain data about marketing opportunities?

What factors go into pricing products for teenagers?

How do you set the price for a new electronic product?

What are the three goals of pricing?

How do retailers calculate original markups, knowing that prices will be reduced later in the season?

How can a company conceive and market an exciting new product?

How do businesses develop a new product and position it for sale?

What makes a promotion successful?

Why is promotion an important marketing function?

How does a business create an advertising plan?

What key components make a print advertisement effective?

How do you prepare a sales team to sell a new product?

What aspects of selling interest you?

Why is product information and knowledge of the competition so important in preparing for selling?

What are four basic patterns that are effective for structuring a formal speech?

Why do marketers need to have strong communication skills?

Why are ethics, managing conflict, and teamwork important parts of interpersonal relationships?

How would you describe the qualities of someone you think demonstrates good interpersonal skills?

How does an entrepreneur develop the necessary financial documents for a business plan?

What are companies doing to support social causes and how can you help?

Why do you think the government has taken on the responsibility of making regulations to protect workers?

Which branch enacts federal laws and regulations?

What branch do you think has the most impact on businesses?

## MRS. LOWE'S ELECTRONIC DEVICES POLICY

You are enrolled in the Management/Marketing program and will be given the opportunity to learn to use electronic devices in the classroom just how they should be used in the workplace—in a PROFESSIONAL manner. Electronic devices are used in some capacity in workplace settings, however, they must never be a distraction from your work. Utilizing electronic devices in the classroom is a privilege that comes with expectations, rules, and consequences. Electronic devices refers to cell phones, smart-watches, earbuds/headphones/AirPods, and school Chromebooks.

**Cell phones and AirPods should be out-of-sight/out-of-mind or placed in the charging pouch station at the beginning of each class block.**

Once instruction time has ended and you are able to retrieve your devices, the following policies apply:

1. Phones should **NEVER** be in use while teacher is talking and giving instruction.
2. Calling/receiving calls or using FaceTime in class is **STRICTLY** prohibited.
3. Taking pictures and/or videos, Snapchat, TikTok, etc. is not allowed unless it is for a class activity, with teacher permission.
4. Gaming devices/systems/remotes are not allowed.
5. No headphones, earbuds or AirPods should be on/in your ears, unless the teacher has given permission.
6. When permitted to listen to music, sound must be at an appropriate level so others can not hear. No singing and dancing.
7. If you need to charge your devices, **NEVER** plug them into the computer or surge protectors. Only the charging pouch station may be used.

## CONSEQUENCES FOR MISUSE

Should a student violate the expectations listed above or engage in activities that are inappropriate for electronic device use in the classroom **the teacher will send the device to the office for the student or parent to retrieve.**

Additionally, the teacher reserves the right to ban any students from usage of electronics in class at any time should the misuse be a continuous distraction or overwhelmingly inappropriate.

## EMBEDDED NUMERACY & LITERACY

**Embedded Numeracy Anchor Statement (reference QPI 2.2):** Improve student mathematical skills in a Project-Based Learning environment through technical related activities that prepares students for successful transition into a high demand-high wage occupation in the 21st century workforce.

**Example:** Students will work with marketing budgets in their online simulation through Knowledge Matters.

**Embedded Literacy Anchor Statement (reference QPI 2.3):** Improve the reading, writing, and comprehension skills in a Project-Based Learning environment through technical related activities that prepares students for a successful transition into a high demand-high-wage occupation in the 21st century workforce.

**Example:** Students use Today's Dough to read about current events in business and complete discussion forums of their findings.

## CTE DUAL ENROLLMENT/ARTICULATED CREDIT

CTE dual enrollment and/or articulated credit opportunities available to students through Coastal Alabama Community College.

## PHILOSOPHY STATEMENT

The Clarke County Board of Education and the Career/Technical Educators believe that:

- Career/technical education should provide to your youth an opportunity to acquire marketable job skills, occupational knowledge, positive attitudes for entering and continuing in satisfying and productive work of their choice and abilities; and
- Career/technical education is vital to the State of Alabama and essential to the economy because it develops in the individual a belief in the dignity of work, pride in accomplishment and a desire to learn; and
- Career/technical education is an integral part of, and makes a significant contribution to the total education process. This process includes vocational guidance and counseling in connection with such training or for the purpose of facilitating occupational choices and job placement.

It is the official policy of the Clarke County Board of Education that no person shall, on the grounds of race, color, handicap, sex, religion, creed, national origin, or age, be excluded from participation in, be denied the benefits of, or be subject to discrimination under any program, activity, or employment.

# MARKETING PRINCIPLES

Signature Page

## ELECTRONIC DEVICE STUDENT AGREEMENT

By initialing below you are stating that you have reviewed and understand Mrs. Lowe's rules specifically related to the usage of electronic devices in the classroom.

- I understand that my priority in this class is always my schoolwork.  
Initial here: \_\_\_\_\_
- I understand that I am expected to keep my electronic devices out-of-sight/out-of-mind or placed in the charging station pockets at the beginning of each class block.  
Initial here: \_\_\_\_\_
- I understand that if I am violating the expectations regarding electronic devices, I am affecting my employability skills grade and my devices taken up and could lose my privileges all together.  
Initial here: \_\_\_\_\_

## CONFIRMATION OF SYLLABUS

By signing this agreement you are stating that you have received a copy of the syllabus for the Business Management & Administration/Marketing program at Clarke County High School. Please review this document, sign, date, and return this as evidence that you are familiar with the class, rules, and expectations.

\_\_\_\_\_  
Printed Name of Student

\_\_\_\_\_  
Signature of Student

\_\_\_\_\_  
Date