**Syllabus**

**Marketing**

**(Marketing Principles)**

**Dual Credit Course**

***Instructor and Class Information***

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| ***Name*** | Mrs. Modl |
| ***E-mail Address***  ***Phone Number***  ***Instructor Hours***  ***Start/End Date***  ***Meeting Times***  ***Course Website*** | [nmodl@cornell.k12.wi.us](mailto:nmodl@cornell.k12.wi.us)  715-861-6947  Prep 2rd Period (8:39 – 9:36) M, W, F (8:40 – 9:41) T, TH  September 4, 2018 – January 18, 2019  Period 3: (9:39 – 10:24) M,W,F (9:44 – 10:33) T, TH  Google Classroom and **mrsmodl.weebly.com/marketing.html** |
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***Course Information***

***Course Description:***  This course is a comprehensive look at marketing concepts and functions. Concepts include: marketing mix, marketing decision making, segmentation, promotion, research, product development, distribution, and logistics. Marketing introduces modern marketing practices, students the essential role played by marketing in society, as well as techniques used for various industries.

***Total Credits:*** .5 (High School)  
 3 (College)

***Textbooks:*** *Marketing Principles.* **ISBN:** 978-0-558-08065-5. Required.

***Supplies:*** Notebook, Folder, Pen/Pencil

***Core Abilities:***

* Thinks Critically
* Values Diversity

***Course Level Learning Objectives – Competencies***

* Students will explore the historical context of marketing.
* Students will understand how marketing affects our society.
* Students will analyze the four Ps of the marketing mix.
* Students will distinguish among the elements of promotion mix.
* Students will understand the importance of the marketing functions.
* Students will understand the importance of the marketing strategies.
* Students will understand the importance of marketing research.
* Students will understand the importance of target marketing.
* Students will analyze how products are classified and branded.
* Students will examine how to effectively take a product through a product life cycle.
* Students will investigate pricing concepts and practices and how prices are set.
* Students will explore the role the channels of distribution play in marketing.

***Classroom Policies***

* + **Cell Phones:** Cell phones and other electronic devices must be put away during class. If you are using your phone to play games without my permission, your phone will be in phone prison until the end of the class. Each student will get one phone warning only!
  + **Participation:** Chapters are to be read prior to class. You should be prepared to enter class discussions. You will be called upon to provide answers. You are also expected to have completed problems to the best of your ability, and to share your thoughts and process with the class.
  + **Assignments:** Homework assignments are to be completed prior to class. Incomplete homework will result in a 0 grade. Assignments will be accessible in Google Classroom.
  + **Class Attendance:** It is assumed that students will make every attempt to be at all classes and be on time. We all benefit from everyone’s input and experience. If, however, it is necessary to miss class, it is the student’s responsibility to contact me and retrieve makeup work.
  + **Quizzes:** Quizzes will be given throughout the courses. There will be no surprise quizzes, and some will be open book/notes.
  + **Tests:** Please try to be present on test days. Cheating and Collaboration are not allowed on exams and will result in a score of a 0 on the test. Makeup tests will be allowed for excused absences.
  + **Feedback:** It is important to me that you know how you’re doing in the course. I will provide individual and group feedback for each major assignment in the course and we will debrief homework in class too. I typically grade assignments within a couple days of due date.
  + **Respecting Others:** We are all individuals and have our own views and perspectives on issues. If you are uncomfortable with a topic or comment made, please let me know. Follow etiquette guidelines.
  + **Inappropriate Behavior:** Name-calling, inappropriate innuendoes, personal rude/disrespectful comments, swearing, inappropriate touching, and physical violence are unprofessional and not tolerated in the classroom. Students will be reminded once. If behavior continues, the students will be asked to leave the room immediately and further discipline action will be taken.

***Grading Information***

***Grading Rationale:***

Student Assessment:

Evaluation will be comprised of a variety of learning activities, quizzes, projects, and tests. I will provide feedback on all submitted items within three days of the due date.

**Assignment Deadlines:** All work must be received on or before the scheduled due date or the late work policies that follow will be used when evaluating your work. For example, if work is due on Monday, you have until the end of the class period on Monday to submit your work. Work submitted after the assigned class period on Monday is late.  **Specific due date information is listed in Google Classroom.**

**Late Work.**  Although late, work submitted within *48 hours following the due date* will be evaluated and scored with a 30 percent reduction in points. For example, you submit work 5 minutes after the due date.  The activity is worth a possible 15 points.  You earn 10.5 of the 15 points.  After the late work reduction has been applied, a score of 7 points would be entered in the gradebook.  (10 points earned \*.30 = 3 points; 10 – 3 = 7 points).  All work submitted after this 48 hour timeframe will not be evaluated for points and a score of zero will be entered into the gradebook.

An exception to the late work policy listed above will be made for the emergency situations. No other exceptions will be made. When an emergency arises, contact me as soon as you are possible.  At that time we’ll determine when the missed work will be due.

The scores in this course are weighted. Your final score will be determined based on the following:

***Grading:*** Grades will be weighted as follows:

***Exams/Projects :***50% ***Assignments/Quizzes:*** 30% ***Participation/Discussion:*** 20%

***Grading Scale:***

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| --- | --- | --- | --- | --- | --- |
| **GRADE** | **PERCENTAGE** | **GRADE** | **PERCENTAGE** | **GRADE** | **PERCENTAGE** |
| A | 93-100% | B- | 80-82% | D+ | 67-69% |
| A- | 90-92% | C+ | 77-79% | D | 63-66% |
| B+ | 87-89% | C | 73-76% | D- | 60-62% |
| B | 83-86% | C- | 70-72% | F | Below 60% |