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**Course** **Syllabus**

**Course Name:**  **Marketing,** **Selling,** **Marketing** **Management** **Course Description:**

Marketing is a two semester/full year course that will help prepare students for successful use of technology and marketing concepts throughout high school, as well as in college and/or career. This course prepares the student for entry level careers in retail marketing. Students complete competencies in merchandising, sales promotion, store operations, finance and inventory control, human resources and functions of retail marketing. Students also learn employability skills that enable them to find jobs in the retail marketing industry. Communication skills are also developed. Selling will develop competencies for personal selling and fashion merchandising skills demanded by the retail marketing industry. The student will learn consumer buying motives and how to assist the customer in making a wise purchase decision. Fashion merchandise, manufacturing, and marketing will also be emphasized. Marketing Management will give the students an understanding of the many entrepreneurial activities involved in the successful operation of a business, an appreciation of the importance of businesses in our economy and assist the students in deciding on specific career objectives in the business world. Students will develop a working business plan throughout the semester for a business they have researched. The final outcome of the business plan is a presentation to a bank loan officer. Communication skills will be enhanced. These courses are aligned with the State’s MDCD Business, Management, Marketing, and Technology (BMMT) curriculum. Students will be encouraged to be a member and compete using their learned skills in DECA, the State-recognized business organization.

**Course Materials/Resources:**

Textbook: Marketing Essentials, 2016

Recommended Student Supplies/Materials: 1 ½ inch binder, pen/pencil, colored markers/pencils

**Course Schedule:**

To become a completer a student needs to complete all 12 program segments with a 2.0 or better and pass the NOCTI Assessment test given at the end of the second semester.

**Semester** **1**

Segment 1- **Functions** **&** **Foundations** **of** **Marketing**, Segment 3- **Promotion** **&** **Social** **Media**, Segment

4- **Pricing**, Segment 10- **Product/Service** **Planning,** Segment 11- **Human Resources Management &**

**Careers,**  Segment 12 – **Economics.**

**Semester** **2**

Segment 2- **Selling**, Segment 5- **Financial** **Analysis**, Segment 6- **Channel** **Management,** Segment 7-**Entrepreneurship, Risk Management & Operations**, Segment 8- **Marketing** **Information** **Management**, Segment 9- **Strategic** **Marketing** **Planning**

*\*\*The* *instructor* *reserves* *the* *right* *to* *change* *these* *procedures/schedule* *at* *any* *time* *without* *written* *notification.* *If* *changed,* *verbal* *notification* *at* *the* *least* *will* *be* *given.*1

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**Course Objectives:** The student will be able to:

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| Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities. | Describe the nature and types of business organizations to build an understanding of the scope of organizations. |
| Solve mathematical problems and use the information to make business decisions and enhance business management duties. | Implement quality control systems and practices to ensure quality products and services. |
| Demonstrate knowledge and skills required to pursue the full range of post-secondary and career education opportunities. | Identify new ideas, opportunities, and methods to create or start a new project or venture. |
| Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations. | Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health. |
| Develop and interpret tables, charts, and figures to support written and oral communications. | Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources. |
| Apply active listening skills to obtain and clarify information. | Understand the methods that businesses use to recruit, train, and develop human resources. |
| Listen to and speak with diverse individuals to enhance communication skills. | Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments. |
| Exhibit public relations skills to increase internal and external customer/client satisfaction. | Analyze accounting systems' contribution to the fiscal stability of a business. |
| Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation. | Employ emergency procedures as necessary to provide aid in workplace accidents. |
| Use Personal Information Management (PIM) applications to increase workplace efficiency. | Employ knowledge of response techniques to create a disaster and/or emergency response plan. |
| Employ technological tools to expedite workflow. | Implement safety, health, and environmental controls to enhance business productivity. |
| Demonstrate Digital Citizenship | Know and understand the importance of employability skills. |
| Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. | Explore, plan, and effectively manage careers. |
| Know and understand the importance of professional ethics and legal responsibilities. | Demonstrate skills related to seeking and applying for employment to find and obtain a desired job. |
| Describe business's responsibility to know and abide by laws and regulations that affect business operations. | Explore, obtain, and develop strategies for ensuring a successful business career. |
| Organization and Human Resources | Employ planning and time management skills and tools to enhance results and complete work tasks. |
| Describe management's responsibility to know and abide by laws and regulations that affect business operations and transactions. | Obtain and convey ideas and information to impact business decisions and report on organizational activities. |

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**Course Requirements:**

1) Students are required to have some prior knowledge of technology including computers, Internet, and Microsoft Word, PowerPoint, and Excel.

2) All students need to obtain a safety certification and understand the laws associated with different work experiences.

3) Work Based Learning is a valuable experience in which every student in Career and Technical Education is required to participate. All students will be given opportunities to attend a minimum of one field experience each school year. Students will also have the opportunity to schedule an off-site experience(s) where they will spend a minimum of one class period and a maximum of one school day in a business related to their program of study. The student will be required to get the teacher’s signed permission, the parent/guardian’s signed permission, fill out a training agreement to be signed by the site supervisor, and provide their own transportation to and from the site. Upon completion of the field experience, the student will turn in a question and answer assignment provided by the teacher regarding the experience.

**Grading System:**

• Regular class attendance and participation are required and necessary for your success

in the class, and **students are responsible for making arrangements to complete**

**work missed because of an absence**.

• MiStar grade book will be used for this course and grades will be updated within 1 week of completed work. Parents and students are asked to check this frequently and contact us if you think there are any discrepancies.

Grades for the semester will be based on points earned on assignments, projects, homework, quizzes/tests and participation as well as a final examination given at the end of the semester. Grades are cumulative (do not restart each quarter) and are based on the following standard grading scale:

Total **Grade** Percentage

100.0 – 93.0 A 92.9 – 90.0 A-89.9 – 87.0 B+ 86.9 – 83.0 B

Total Percentage **Grade**

82.9 – 80.0 B-79.9 – 77.0 C+ 76.9 – 73.0 C 72.9 – 70.0 C-

Total Percentage **Grade**

69.9 – 67.0 D+ 66.9 – 63.0 D 62.9 – 60.0 D-59.9 and lower E

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**Course** **Policies** **&** **Expectations** **Late Work** (work turned in after determined / assigned due date):

• Tests/Quizzes must be taken day they are assigned

• Assignments that are turned in after the due date set by instructor

o 10% from grade received will be deducted if turned in within one week

o Assignment turned in after one week will be evaluated by the instructor and at least 20% will be deducted.

**Make-up**:

• Students will be allowed to make up all possible work relating to excused absences. It is the responsibility of the student to obtain missed assignments.

• Missed Assignments:

o Work assigned prior to an absence (including long-term/major projects/papers) – Work is due upon return from absence

o Work assigned on date of an absence - One day grace period for each day missed (Ex. If student is absent on Monday, make-up work is provided on Tuesday, and would be due on Wednesday)

• Missed Tests/Quizzes:

o Test missed on date of absence - If student has prior knowledge of test date and has had the opportunity to take part in review session, student is expected to take test day of return

o Note: Alternate test may be given

**CTSO (DECA) or Community Service Expectations**:

Students are required to take part in different activities outside of the classroom. Students can select between DECA, an off-site community fundraiser held each year, or a community service project of their own that has been approved by the instructor. ALL students are encouraged to be a member and compete using their skills in our DECA Chapter, the State-recognized student business organization. [www.deca.org](http://www.deca.org/) or [www.mideca.org](http://www.mideca.org/)

**Articulated Credit:**

Students may be eligible to receive free college credit for Dearborn courses they successfully complete. The qualifications and number of college credit hours available varies by program and the college with which it is affiliated. This course has articulated credit agreements with the following colleges/universities:

• Baker College

• Davenport University

*\*\*\*All* *students* *are* *expected* *to* *follow* *all* *policies* *and* *procedures* *in* *the* *Dearborn* *Schools* *Student* *Handbook.*

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---------------------------------------------------------------------------------------------------------------------Please read, sign, and return this portion only (cut at the dashed line) and return to Mr. Farhoud. Thank you.

**I** **have** **read** **the** **requirements,** **grading** **policy,** **and** **rules/conduct/consequences** **of** **unacceptable** **behaviors** **for** **this** **class** **as** **well** **as,** **the** **school-wide** **policies.** **I** **understand** **what** **I** **read** **and** **will** **conduct** **myself** **accordingly.** **I** **am** **aware** **that** **in** **order** **to** **pass** **this** **class,** **I** **must** **attend** **daily,** **be** **an** **active** **participant** **in** All **activities,** **be** **an** **active** **learner,** **complete** All **assignments,** **and** **bring** All **necessary** **materials** **(pen,** **paper,** **etc).** **If** **I** **do** **not** **understand** **any** **assignment** **and/or** **lecture** **given,** **I** **will** **ask** **for** **help.** **I** **know** **the** **grade** **I** **receive** **is** **the** **grade** **I** **have** **earned.** **I** **will** **take** **full** **responsibility** **for** **my** **actions.**

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**Student Name Student Signature Date Period**

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**Parent Name Parent Signature Date**