

OHHS Career and Technology Education

MARKETING MANAGEMENT SYLLABUS



Course Name: Marketing Management

Prerequisite: None

Length: Three Trimesters, 1.5 credits.

COURSE DESCRIPTION:

This course gives students an understanding of Marketing and how it affects the economy and consumers. Students will explore economics, consumerism, selling, product creation, distribution pricing of products, promotion and advertising, management, and human relations. Students will utilize the Student Store as a learning lab throughout the school year during lunches and after school. Students will also take part in DECA (An Association of Marketing Students) and have the opportunity to take part in leadership conferences and competition.

COURSE RESOURCES:

- Virtual Business Online Software
- Marketing Essentials, Glencoe, 2015

COURSE FEES: None

INSTRUCTIONAL UNITS: (May be altered to align with student need/preferences)

- Marketing-Information Management: Marketing Planning
- Selling
- Business, Management, and Entrepreneurship Fundamentals
- Product/service Planning & Economics
- Health, safety, and legal policies related to pathways
- Distribution
- Human resource foundations
- Advertising/Marketing

MAJOR ASSESSMENTS:

- Practical demonstrations
- Quizzes (Reading and Math within Virtual Business Software)
- Daily assignments

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WEIGHTED CATEGORIES:

- 63% Assessments (Practical Demonstrations)
- 25% Marketing Skills (Daily Assignments)
- 9% Leadership/Professionalism

GRADING SCALE: Points will be given and a grade based on your percentage of points on units and daily work and tests.

93% +	A	83-86.9%	B	73-76.9%	C	60-66.9%	D
90-92.9%	A-	80-82.9%	B-	70-72.9%	C-	59.9% and Below	F
87-89.9%	B+	77-79.9%	C+	67-69.9%	D+		

LATE WORK POLICY:

- ▶▶ All daily work is due on the assigned day. Work can receive No Grade in the gradebook so it does not count against your grade if it is an excused absence. Otherwise no credit will be given.
- ▶▶ Projects not turned in on time will be accepted for partial credit (75% of grade earned) up to 2 days after the original due date.

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TUTORING AND EXTRA HELP

- » Students needing extra help can come in before or after school or during either lunch.

RE-DO POLICY:

OHHS is an effort based school where we believe all students can learn. We also know that students learn at different rates. Thus, we are implementing a re-do policy that recognizes the needs of individual learners.

- ▶▶ 100% Re-do
 - ▶▶ Assessments (with exception of the Final semester exam)
 - ▶▶ Key Assignments: Evidence that demonstrates mastery of a standard
- ▶▶ Teachers may:
 - ▶▶ require completion of supporting assignments prior to re-do opportunities for students to show they can meet the standard.
 - *All assignments must be completed and corrected by the student prior to retaking an exam.*
 - ▶▶ require students to complete re-do of work outside of class time.
 - *All re-do work/test retakes will be done during Tutoring/Extra Help times listed below.*
 - ▶▶ limit the number of re-do opportunities for each assignment.
 - *Students will have 1 re-do/retake opportunity for each test/project.*
 - ▶▶ assign zero grades when students choose not to do key assignments and/or assessments to standard.
 - ▶▶ have different requirements for late work.
 - *See Late Work Policy below.*
- ▶▶ All opportunities for re-do work will come with a deadline as assigned by the teacher.
 - *Students will have 1 week from when the original Project/Test due date to complete re-do work or to retake a test.*

PLAGIARISM POLICY (WAYS TO EARN A 0 ON ANY ASSIGNMENT):

OHHS PLAGIARISM POLICY:

- ▶▶ Any student, who knowingly turns in any work that has been done by someone other than himself or herself, and fraudulently represents it as his/her own, shall be considered to have cheated. Cheating also

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includes: aiding someone else in cheating, the use or preparation of written, pictorial, or other materials not authorized by the instructor during a test or assignment, the use of testing materials obtained previous to the test date, or plagiarism of any kind. Students found cheating will also be subject to an office referral, which could result in a suspension. As an effort based school, students who have plagiarized/cheated must still demonstrate their learning. Thus, students will be given the opportunity to complete the work. This will fall under the “Late Work Policy” of the teacher where total possible points may be reduced.

Instructor:

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