

MARKETING

Fall 2015

West Caldwell High

Instructor: Eric Boston

West Caldwell High School - CTE Dept.

Classroom: Room 216

Prerequisite: None

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Course Competencies

- 1.0 Understand – marketing , career opportunities, market planning, and the foundations of market-information management
- 2.0 Understand selling, customer relations and product management.
- 3.0 Understand product/service management, pricing and channel management.
- 4.0 Understand promotion-information management and selling.

Supplemental: DECA
Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies

Description:

In this course, students develop an understanding of the processes involved from the creation to the consumption of products/services. Students develop an understanding and skills in the areas of distribution, marketing-information management, market planning, pricing, product/service management, promotion, and selling. Students develop an understanding of marketing functions applications and impact on business operations. Mathematics and social studies are reinforced.

What You Will Need for This Class

- ✍ A pen or pencil daily
- ✍ 1 two-inch three ring binder or composition pad ***FOR THIS CLASS ONLY!***
- ✍ Notebook paper
- ✍ Pack of Printer paper for projects
- ✍ A positive attitude!

Make-up Work and Tutoring:

It is your responsibility to check www.schoolology.com to retrieve the lesson plan for the day. **It can be retrieved from anywhere with access to the internet. Typically you will have 5 days to make-up the work.** If you need additional help grasping the content, please see Mr. Boston

Attendance & Tardies: The W.C.H.S. attendance policy and tardy policy are explained in the student handbook pages 12-15 and will be followed.

Classroom Grading Policy

School Grading Scale

A	Superior	100-90
B	Good	89-80
C	Average	79-70
D	Poor	69-60
F	Failing	59 and below

This can also be found on page 9 of your handbook

Daily assignment = 20%

Project = 25%

Quizzes = 25%

Test = 30% (Test are weighted higher because you are allowed to repeat any test that you are not satisfied with the score within 5 days. This should be done before school or arrangements should be made with Mr. Boston)

IMPORTANT:

This course has a POST ASSESSMENT TEST that counts as 20% of the students FINAL GRADE. This test will be given at the end of the semester

Cell Phone and iPod Use

The use of radios, cell phones, walkmans, CD players, Ipods, MP3 players, beepers, or other electronic equipment are prohibited during times of instruction and times deemed necessary for instructional use. These item can be confiscated by Mr. Boston if used during the prohibited times.

Failure to comply will result in disciplinary action.



CLASSROOM EXPECTATIONS

1. Be in your seat and ready to work when the tardy bell sounds. We abide by a seating chart.
2. Show respect for others and their property. Cabinets, storage areas and the teacher's desk are **off limits**.
3. No **food, candy, gum or drink** allowed in the classroom/computer lab. Please **do not** bring these items into the classroom/computer lab.
4. Raise your hand for permission to speak or leave your assigned work area. Talking out of turn and horseplay disrupts others. We have 90 minutes in class. By working together and cooperating, we can get our "job" done in the time we are together. Wait for the bell to ring to deposit trash.
5. **The bell does not dismiss you**; the teacher does. We will begin cleaning up three minutes before the bell rings. You will be dismissed from your seats by the teacher. **We will not stand in the doorway blocking an exit.**
6. Leave your work area clean and neat as it was left for you. All computers and monitors are to be turned off. Do not leave any paper or trash in or around your work area. Desktops should be kept clean. Students are not to swap out any keyboards, cables, etc. **DO NOT INTERFERE WITH CLASSMATES' COMPUTERS.**
7. **The student will only be on the computer or internet when directed by the teacher. When the teacher is talking, all monitors are to be turned off. The student is not to waste time visiting websites banned by the school, such as facebook and youTube. The only games that are to be played are activities on the class website related to our subject content.**
8. The teacher has software on her computer that can monitor and control the individual's computer. If the teacher takes control of the student's computer, the student is not to unplug the computer. **If the student attempts to unplug the computer, the student will be written up.**
9. If an emergency, i.e. restroom need, should arise and permission is granted by the teacher to leave the classroom, students will request signed pass from teacher. Student cannot leave the room during the first or last fifteen minutes of the class. I will speak individually with any student who habitually needs to leave the room and is missing valuable class time.
10. **Respect** and **responsibility** are keys to success and will be demonstrated at all times. All school rules will be strictly maintained. Please refer to the Student Handbook.

Sports and Entertainment Marketing is a course you should find interesting as it relates to how people like to spend their leisure time. A realistic goal for most individuals who would like to pursue a career in the industry would be to investigate opportunities in the area of coaching, sports agents, venue management, etc.

By signing below, the student/parent agrees they have carefully read and understand the course syllabus/classroom rules. The student agrees to abide by all policies/regulations. Please contact Mr. Boston if you have any questions. I look forward to meeting parents/guardians and communicating with you through frequent progress reports, conferences and/or phone calls. Please feel free to let me know what I can do to help your student succeed in this course.

Student Signature

Parent/Guardian Signature
E-Mail

Date
Cell #