

Marketing Principles



Contact Information

- Mary Champion
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- Room 102
- Google Classroom
- Remind

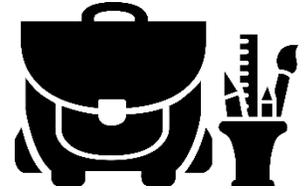


Expectations and Goals

Class Materials

For this course, you will need the following resources:

1. Pens & Pencils
2. 3 Ring Binder
3. Markers
4. Loose-leaf Paper
5. Highlighters
6. One box of tissue



Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

In order to increase the number of application experiences, students should participate in the co-curricular student organization, DECA—An Association of Marketing Students. It is highly advantageous for students to participate in a school-based enterprise where available. See me if you are interested in volunteering in Trojan Perk.

Be respectful. Be successful.



Grading & Policies

10% Work Ethic:

Attendance, punctuality, class participation
(Everyone starts with a 100 and points are deducted as needed.)

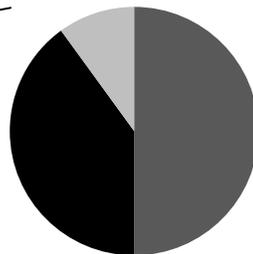
Late Policy:

Late work will be accepted for up to one day after the due date. After that, you may no longer submit the assignment.

40% Daily

Grades:

This includes classwork, homework, warm-ups, exit tickets, discussions, and more.



50% Projects/Tests:

This includes quizzes, tests, essays, projects, presentations, and more.

Exams:

*Exams will be given at the end of each semester and will count 20% of the semester grade. The average of the two 9 weeks will count as 80% of the final semester grade.

Make-up Policy:

You may make up any missed assignments during your excused absence. Please see me for make-up work.

Additional Policies

After-school Help

I am willing to meet with you before school or after school to help you. Please let me know in advance, and we can work together to schedule a time that works for both of us.

Please note: The expectation is that you are attentive in class and working to understand the concepts. Please do not waste class time only to request to stay after school to make up for lost time.

You may also email me for help, and I will respond as soon as possible.



Technology



We will be utilizing various resources to access the Internet to research, review material, and submit assignments. You must hold yourselves to high expectations when you use these resources. Your time must be spent well.

Unless I specifically say that you may have your cell phones out, you must keep them away at all times. **If I see your cell phone in class, I will take it for and turn it into the front office. (See school policy.)**

Academic Dishonesty

All work that you submit must be your own work. You may not do any of the following:

- 1) Turn in or copy someone else's work.
- 2) Copy someone's work and change a few of the words.
- 3) Copying words from a source without citing it and giving credit to the source.
- 4) Attempt to use any notes on a closed-note assignment.
- 5) Look at someone else's work during an quiz, test, or otherwise individual assessment.

If you are doing any of the above or anything else that constitutes cheating, you will receive a zero on that assignment, and you will be referred for discipline.



Other Policies

- You may have bottled water in the classroom.
- Please raise your hand to speak.
- Do not interrupt valuable instruction to ask to go to the bathroom. Please wait for an appropriate time. You have three bathroom passes per marking period.
- Come prepared to class with your materials and a positive attitude.
- Be respectful to everyone.
- Clean up after yourself.
- Respect the property in the classroom.
- Be an active participant in the classroom.