



YORK PREPARATORY ACADEMY

“Kindling the light of lifelong learning”

Page Bowden

HIGH SCHOOL BUSINESS TEACHER

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HS ROOM # 124

Welcome to **Marketing Management**. We will be learning some really great and exciting things dealing with marketing, personal selling, and managing marketing activities for a business. My personal teaching philosophy utilizes the three R's: Real | Relative | Relatable. Keep it real, make it relative to their current lives, and make it relatable to the student. When teaching business courses if these three things are achieved we have a truly engaged student who will learn!

Course Introduction This course is designed to provide students with the knowledge and skills leading to the understanding of how to manage the marketing function of a business.

This course is a study of the marketing system from the decision-maker's view, including how marketing strategies are planned and utilized in the marketplace.

Objective Given the necessary instruction, equipment, supplies, and facilities, the student will be able to successfully complete all of the core standards for marketing concepts and general management concepts as they relate to the marketing function of business.

What Will We Be Learning:

Unit 1: The World of Marketing – fundamentals of marketing

Unit 2: Marketing Information Management

Unit 3: Marketing Mix – product, pricing, place, promotion

Unit 4: Selling as a function of marketing

Unit 5: Skills for Marketing – technology and ethics

Unit 6: Career and professional Development

Instructional Materials:

Textbook: Marketing Essentials, Farese, Kimbrell, and Woloszyk, 12th edition 2012.

Notebook/Folder – a place to take and keep notes and three hole punched handouts.

Folder – for project material to be kept together/marketing internship portfolio

"The South Carolina Public Charter School District does not discriminate on the basis of race, color, national origin, sex, religion, age or disability in the employment or provision of services."



Grading:

Grading will consist of classwork, in class activities, check for understanding practices, quizzes, one minor internship project, and one major project, which will count as a project grade as well as an EOC grade. Each assignment will use a simple points based system in which points are accumulated for the grading period.

First Nine Weeks	40%
Second Nine Weeks	40%
EOC Project (project grade)	20% <i>please note the final project counts as an exam grade and will not be accepted late</i>

Student Records:

Student progress will be recorded in Power School and accessible by parents through their individual accounts. Students will have the opportunity to work on assignments until a given date. At that time all missing work will be granted a zero grade and not allowed to be made up. **Tests must be made up with in three days from an absence.**

Non-Instructional Procedures:

Students are expected to enter classroom and begin working on their daily bell ringer or warm-up. Attendance will be recorded within the first ten minutes of class and entered into PowerSchool. If a student is tardy, they will be required to go to attendance and obtain a tardy pass to gain entry to the classroom. When the tardy bell rings the classroom door is immediately closed.

Rules:

In addition to the YPA rules and guidelines outlined in the student handbook I have three additional rules for my classroom. We will discuss these the first few days of school.

*** be **RESPECTFUL** at all times – this encompasses so much from respect to the teacher to respect to our peers and respect for ourselves and our school and classroom. This rule if followed will encompass all of the smaller rules we typically have like talking, keep hands and feet to ourselves, being courteous to others and their stuff etc...

***use **GOOD JUDGMENT** at all times – stop think and decide if I am making the right choice

***practice **INTERNET SAFETY** at all times – when we are on the internet we will use safe practices

Consequences:

1. First offense: Verbal warning
2. Second offense: Removal of any earned class privileges
3. Third offense: Removal from classroom/Call home

4. Fourth offense: Referral

Rewards:

1. Star student of the month for participation and exceptionally good behavior
2. Wall of heroes for any grade above an 86 on assignments
3. Extra credit redeemable tickets for object of the week correct guesses

EXTREME SEVERITY: In the case of extreme discipline issues a student will be immediately and directly referred to an administrator.

Communication With Parents:

The teacher will contact all parents either by phone, mail, e-mail, or progress reports at least once each nine weeks.

Folders of each student's work will be kept in case there is a request by the parent to observe the student's work.

Parent and teacher conferences are held on scheduled conference days as needed or requested. Information will also be posted to my personal eChalk page, which can be found by visiting www.yorkprep.org and searching the teachers for my name.

Return this page:

Student Name _____ Class Period _____

I have read and understand the syllabus including the rules, consequences, and class procedures for Marketing Management.

Parent Signature _____ Date: _____

Best contact method ☐ email or ☐ phone? Fill in your information _____

Special needs of my child:

I agree to follow all class rules, maintain appositve attitude, put forth by best effort, and have fun learning about marketing in Mrs. Bowden's Marketing Management class!!

Student Name _____

Student Signature _____ Date: _____

Movie Viewing Permission Slip

We will be discussing various marketing topics including popular innovative products and successful marketing tactics in businesses. Throughout the semester we will be watching topic relevant movies and videos. Many of the movies are rated PG-13 for some strong language and consumerism situations. York Prep Academy requires us to obtain viewing permission for any movie that is above a G rating. By signing below you are consenting to allow your student to watch PG or PG-13 (only – no R rated movies will be shown) rated movies that are relevant to Marketing Management.

Please sign the permission slip below and return with your student to class.

My student _____ (*circle one*) **is allowed / is not allowed** to participate in the viewing of PG and/ or PG -13 rated movie in Marketing Management.

Name _____ Signature _____

Class Block _____ Date _____