LAKE SHORE HIGH SCHOOL

**COURSE SYLLABUS**

**INTRODUCTION TO MARKETING**

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1. **Course Description**

This is a project-based course designed for students interested in working in marketing, sales, or advertising, or who are interested in understanding how goods and services are developed, distributed, and sold to consumers. Students will learn the principles of marketing and marketing concepts such as market planning, target marketing, legal and ethical considerations in marketing, economic considerations that affect marketing, global marketing, promotions, advertising, and branding, packaging, and labeling products. Students planning to take Marketing and Sales (a Career and Technology Education course that includes hands-on work in the Shorian Shop) are encouraged to enroll in this class.

1. **Text / Materials / Supplies**

This course does not use a textbook. We will rely on hand-outs, newspaper and journal articles, videos, and internet research.

1. **Course Content**
2. What is Marketing and why is it important?
3. Marketing Careers
4. The Functions of Marketing
5. Basic Marketing Concepts: supply, demand, the Marketing mix
6. Preparing and Executing a Marketing Plan
7. Strategic Planning / Growth Strategies: Market segmentation and the target market
8. Economics
9. Think Globally – the Global Marketing Environment – political, legal, and cultural; international trade
10. Ethics in Marketing, the Legal Environment, and Social Responsibility
11. Promotional concepts and strategies (including public relations and advertising)
12. The Sales Process: determining needs and wants; product features and benefits
13. Marketing Research – Data Mining in the era of the internet and Social Media
14. **Outcomes / Objectives – Microsoft Office & Google Drive**
15. Students should master the vocabulary used in this course.
16. Student should understand and be able to apply the basic marketing terms and concepts learned in the course to every day situations.
17. Students should complete all assignments, be involved in discussions, and do all assigned readings.
18. Students should master Slide presentation software and be able to present research and conclusions to the class
19. **Student Expectations**
* Obey classroom rules
* Obey school rules as set forth in the Student Handbook
* Be to class on time
* Carry and maintain class notes
* Have a notebook and pen/pencil with you every day
1. **Grading**

Students’ grades will be determined by combining their assignments, projects, class participation, and any tests and quizzes given. The number of points each assignment or project is worth will be noted when the project or assignment is given. Class participation includes being present in class with required materials, ready to work, and staying focused on the materials being presented. Students will be given 50 participation points in the beginning of each week. You may lose participation points whenever you disobey a school or classroom rule, or fail to pay attention, take notes, put forth their best effort, or stay focused on the class materials. Although this course is project-based, some tests and quizzes may be given as determined by the teacher. There will be a final exam.

Participation Points:

* This is a hands-on class
* You are to be working at all times
* No excuses!
* This is a real-world, skill-based, and project-based class that will prepare you for your future.
* Participation points can be taken away at any point and as many times as needed during a class period. No negotiations.
* If you come in, pay attention, do your work, and stay busy, you will have no problem with this class. If you choose to come in and do nothing, or make a minimal effort, your grade will reflect that.

Examples of things that Participation Points will be deducted for:

Not being on task

Horseplay

Disrupting the class

Unwillingness to follow directions

Minimal effort

Safety Infraction

Unexcused Absence

Unexcused Tardy

Using Profanity

Cell phone

Destruction of Property

Gaming or Improper Computer Use

Not listening (headphones/videos, talking, etc.)

Disrespectfulness (teacheror classmate

You may also redeem Participation Points by:

Demonstrating on-task behavior (after having points deducted)

Making extra effort

Helping others with classwork (does not include letting others copy your work)

1. **Grading Scale**

The school grading scale will be used to determine letter grades. Student’s final grade will be weighted as follows for the trimester:

1st Marking Period 40%

A 93-100%

A - 90 - 92%

B+ 87-89%

B 83- 86%

B - 80-82%

C+ 77-79%

C 73-76%

C - 70-72%

D+ 67-69%

D 63-66%

D- 60-62%

F 0-59%

2nd Marking Period 40%

Final Exam 20%