James Island Charter High School
MARKETING COURSE SYLLABUS
Career and Technology Education Department

Teacher:	**Ms. Danielle Kirkland**		Period:	1 or 7
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Room	810		Phone:	843-762-8291
CTSO:	☒ DECA Dues:$30 ☒ FBLA Dues: $25 ☒ BPA Dues: $25		*Career and Technical Student Organizations (CTSO) enhance student learning through contextual instruction, leadership and personal development, applied learning and real world application. CTSOs are co-curricular student organizations. Membership is not required but highly recommended.*	

Career and Technology Education has become an essential part of each student's education. The goal is to provide all CTE students with a valuable tool that will help transition them from the classroom to the workplace. Everything that is learned in the coursework ultimately relates to the workplace: punctuality, proper speech, problem solving, decision making, teamwork, overall performance and work readiness behavior.

Course Description: This course introduces marketing concepts and examines economic, marketing, and business fundamentals, in addition to the marketing functions of selling, promotion, pricing, and distribution. The standards listed reflect the needs of the local business community. This is the fundamental course in the marketing curriculum and should be taken before specialized marketing courses.

Course Standards:https://ed.sc.gov/scdoe/assets/file/programs-services/148/documents/Marketing1.pdf

*Classes	Standards	*Classes	Standards
Week 1	Internet Safety & Ethics	Weeks 13-14	Unit 4: Pricing, Chapters 25-27
Weeks 2-3	Marketing Fundamentals/Economics		
Week 4-6	Unit 1: Selling Chapters 12-15	Week 15	Public Relations & Customer Service
Week 7-8	Unit 2: Promotion Chapters 17-20	Week 16-17	Marketing Careers/Project 2
Week 9	MidTerm Review/Project 1		
Weeks 10-12	Unit 3: Distribution, Chapters 21-23	Week 18	Review/Final Exam

Course Information	Materials:
COURSE CREDIT: 1 unit PREREQUISITE: None RECOMMENDED GRADE LEVEL: 10-12	**School supplied**: Computer **Student supplied**: Writing utensil (blue/black pen or pencil)

Textbook Information

Textbook Title	Cost	Book Study	Cost
Marketing Essentials Author: Farese, Kimbrell, Woloszyk (McGraw Hill) (provided, stays in the classroom)	$	The 15 Invaluable Laws of Growth Author: John Maxwell (Optional)	$

Grading Procedures:	
The student's grade will be computed each grading period based on the types of assignments completed.	A comprehensive final exam is required for all students.

Marking Period Grades	
Weekly Quizzes	20 %
Tests	20 %
Classwork	30 %
Workplace Readiness	10 %
Projects	20 %

A comprehensive midterm assessment is required of all students. The midterm assessment will count as two (2) test grades.

Exam exemption policy: Students may exempt their final exam if they have earned a grade of "A" during the last quarter of the semester and have no unexcused absences in a full 1 credit course. Students cannot exempt half credit course final exams.

Late Work: Any assignment turned in after the due date will be subject to a 10 point penalty per day until received by instructor. (Late items must be handed to the instructor - not placed in baskets!)

Students grades will be available for viewing online using PowerSchool. If you do not have a login for the system, please contact our attendance office and information will be provided for you to set up an account.

Most course assignments will be available online in our Google Classroo

Teaching Methods:

- Lectures//Discussion/Demonstrations: The first half of each class highlights important material using interactive discussions, groups, handouts..
- Guided Practice and Discovery: The last half of each class is dedicated to hands-on learning facilitated by the instructor. Students work at their own pace on daily/weekly assignments.
- Projects/Simulation: Students complete projects either independently or as a group. Projects are designed to allow practice with real-world tasks. Rubrics are provided for each project.
- Tests: Concept and performance tests are given to assess mastery of unit concepts.

Daily Classroom Procedures/Routines

I. Attendance/Tardies
   a) Attendance is extremely important in business courses as many exercises build on one another.
   b) In the event of an absence, students are required to complete missed assignments - it is your responsibility to obtain missed assignments, handouts,and check Google Classroom.
   c) Students who report to class after the tardy bell will be sent to Tardy Sweep. Reference: JICHS Tardy Policy

II. Workstation Preparation
   a) Students should turn on their computer and log in upon arrival.
   b) Students will be in their seats and prepared with all necessary materials when the tardy bell rings.
   c) Students will use the "First Five" minutes of every class for ACT Preparation (daily question and word of the day).

III. Class Participation and Assignments
   a) The teacher will present directions for assignments orally and in writing (smartboard and Google Classroom).
   b) Students should place assignments to be graded neatly in the designated basket or turned in online as directed.
   c) ALL students are expected to participate in class discussions, view all video presentations and turn in all assignments when due.

IV. Dismissal
   a) Students will remain seated until dismissed by the teacher. **At no time will students stand at the door waiting for the dismissal bell.**

V. General
   a) No more than 1 student will be allowed out of class at a time for a restroom pass. Please do not interrupt instruction to ask to leave the classroom. Do not ask to leave the room the first or last 10 minutes of class.
   b) The computer workstations are not charging stations for your cell phones.
   c) Room 810 is not the Media Center or Kinko's or Staples etc. Printing from the classroom printer is limited due to costs associated with paper and toner. Please ask if you need to print more than 2 pages.

CCSD Student Code of Conduct:
http://www.ccsdschools.com/UserFiles/Servers/Server_2973281/File/Families/Student%20Code%20of%20Conduct/2017-18/StudentCodeofConduct_Middle&High2017-18_jul25.pdf

Academic Honesty Policy:
https://jichs.ccsdschools.com/UserFiles/Servers/Server_2870009/File/Teachers/CTE/Childs-Kindred/Parents%20and%20Students/Academic%20Honesty%20Policy/Academic%20Honesty%20Policy.pdf

Electronic Device Policy:
https://jichs.ccsdschools.com/UserFiles/Servers/Server_2870009/Image/Electronic%20Device%20Policy/Electronic%20Device%20Policy.pdf

Discipline Plan:

Rules	Consequences
1. Follow the teacher's directions at the first time they are given. 2. Be seated with all appropriate materials when the tardy bell rings 3. No interruptions during teacher instruction. 4. Remain seated and quiet unless you have permission from the teacher. 5. No unauthorized computer use.	1. Verbal Warning 2. Written notification in PowerSchool / email to parent. 3. Student Conference and Parent Contact 4. Guidance Referral and Teacher-Parent-Student Conference and/or Teacher Detention 5. Referral to Administrator ***Severe behavior that disrupts teaching or student learning or causes damage to classroom equipment will result in immediate referral to an administrator.

✋*Parents and Students: Please sign below and return to the teacher.*
(KEEP PAGES 1 and 2, Only RETURN this page to the teacher)

During class we read and discussed this course syllabus and the JICHS Student Code of Conduct (including computer technology Student Usage Rules and Discipline Plan).

It is important for communication between the teacher and the parents to occur whenever possible. Feel free to email or call me at any time during the school year to communication concerns or questions about your child's academic progress or behavior.

Please sign below to indicate that you have read the Course Syllabus, including the Discipline Plan and the JICHS Student Code of Conduct, and syllabus for Entrepreneurship.

_____   _____
Print Parent Name   **Print Student Name**

_____   _____
Parent's Signature   **Date**   **Student's Signature**

Parent e-mail_____

Preferred method of contact? _____