

HVHS Business Education

Advanced Marketing / Marketing Management

Dale Fisher and Chris Pendleton

Course Description

These courses are offered for highly motivated students interested in leadership or management in a business environment. As a continuation of Marketing I and II, the goal of these courses is to: 1) reinforce retail cashiering and sales skills 2) develop supervisory leadership and personnel management skills and 3) skills needed for oversight and control of business operations and product marketing.

The course utilizes many sources of information including electronic media, the internet, guest speakers and various forms of print media along with textbooks and computer software.

As the primary learning tool, students will gain practical experience by working in the HVHS School Store operated as the: *Tack Room*. This aspect of the course is a requirement and will have many outside of classroom hours. The roles students will assume cover all aspects of operating this business. This experience will require a high level of commitment and responsibility. Failure of the student to maintain the high level of professionalism and knowledge for this aspect of the class will result in removal from the Marketing program. See the School Store policy handout for further information related to this aspect of the course.

Supplies

Students must come prepared for class everyday with: pen and/or pencil, and paper.

Grading

Students will earn points through completion of assigned projects, completion school store assignments and classroom participation (including attendance and punctuality). At the end of each grading period, accumulated points will be given a grade based on the following percentages: **A**=90-100% , **B**=80-89% , **C**=70-79% , **D**=60-69%.

Attendance and Participation

Student participation is an integral part of the learning process and is dependent on classroom attendance as there is great benefit from interaction with teachers and peers. It is difficult, if not impossible, to duplicate the experiences missed because of an absence. Presence in class provides students the opportunity to ask questions about material not understood, to receive assignments straight from the teacher, to make presentations before classroom audiences and to participate in group learning activities.

A student can earn up to three points each day by: 1) being in class or involved in a school related activity, 2) being on time to class and seated at their assigned workstation and 3) having the proper supplies and participating in classroom activities.

Flex Plan for TAG Students

This is an advanced class, and as such, all students are given individualized assignments with choice of topic and timeframe which best meet their individual needs. Since modification is already done on an individual basis, no specific TAG flex plan is in place.

****No student may use the internet without teacher permission. Students using the internet without permission will receive an "F" grade and be removed from class. NO EXCEPTIONS!**