

## HVHS Business Education

# Marketing I and II

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### Course Description

The goal of this class is to introduce students to the fundamental activities and skills needed for entry-level employment in retail cashiering and sales. Topics include: Economics, Communication and Interpersonal skills, Professional Development, Business, Management, Entrepreneurship, Distribution, Financing, Marketing Information Management, Pricing, Product Service Management, Promotion, Selling, Market Research, Ethics and general computer skills using Business related software.

The course utilizes many sources of information including electronic media, the internet, guest speakers and various forms of print media along with the Primary Textbook: Farese, Kimbrell and Woloszyk; *Marketing Essentials, 3<sup>rd</sup> Edition*. Glencoe, McGraw-Hill, 2002.

In addition to the course content, 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 be completed outside of classroom hours. 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**, **text book** and **paper**.

### Grading

All course work and participation (including attendance and punctuality) will be assigned points. 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.

### Flex Plan for TAG Students

Students are assessed in a number of ways in this course including tests, quizzes, daily assignments and projects. Based on these assessments, necessary modifications to better meet the TAG students' educational needs may include a combination of the following: independent study of course text, advanced projects and advanced student store responsibilities.

**\*\*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!**