

Lee County High School

COURSE SYLLABUS
2021-2022



COURSE TITLE:.....Marketing Management

TEACHER.....MRS. MARY CHAMPION, MBA, Ed.S ROOM # 311

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COURSE DESCRIPTION

Marketing Management is in the Marketing and Management pathway. Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries.

In order to increase the number of application experiences in the Marketing Management course, students will participate in the School-Based Enterprise and DECA competitive events that are directly aligned with course standards. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. The prerequisite for this course is Marketing Principles.

COURSE CURRICULUM CONTENT

The entire list of the course standards can be accessed at www.georgiastandards.org.

Units/Topics	Instructional Materials & Supplies
Employability Skills Communication Legal Considerations in Business Development Financial Systems Business & Marketing Decisions Pricing Strategies Product/Service Mix Personalized Marketing Communication Promotions Distribution Marketing Concepts/International Trade	<ul style="list-style-type: none">❖ 3-ring binder❖ Composition Book❖ Paper/Pen/Pencil/Colored Pencils❖ Dividers

EVALUATION AND GRADING

Assignments	Grade Weights	Grading Scale
Exams/Projects	60%	A: 90-100
Daily Work/Quizzes	30%	B: 80 – 89
Work Ethics	10%	C: 70-79
		F: 69 and below

OTHER INFORMATION

Expectations for Academic Success	Additional Requirements
<p>Be prompt: Be in your seat working when the tardy bell rings.</p> <p>Be prepared: Show determination and quality of work on every assignment. Ask questions and continue working until the bell rings.</p> <p>Be productive: Maximize instructional time by staying on task and following all directions.</p> <p>Be polite: Respect yourself and others! It is important that everyone feels comfortable and safe as participation is a key component of this class.</p> <p><u>Participate: Students are expected to participate in class discussions. Students are expected to participate in presentations. Students are also expected to ask questions.</u></p> <p>***NO cell phones are allowed during class unless we are using them for BYOT instructional time. Unless I have advised you that technology use is allowed your cell phone may not be visible during class.</p>	<p>Academic Honesty Guidelines: Cheating includes any attempt to defraud, deceive, or mislead the instructor in arriving at an honest grade assessment for you or a classmate. Plagiarism is a form of cheating that involves presenting as one's own the ideas or work of another. Cheating of any kind may result in a penalty of a grade of zero for the work and a parent conference.</p> <p><u>Consequences for breaking the rules</u></p> <p>1st Offense-Verbal Warning 2nd Offense-1 day of detention 3rd Offense-Detention and parent contact 4th Offense-Office Referral</p>

Makeup Work: Make up work is defined as work assigned during a student's absence, not work assigned prior to an absence. The student has three (3) school days upon returning to school to complete make-up work. The teacher has the discretion to grant a longer period to make up work, if there are extenuating circumstances.

Late Work: Late work is defined by the instructor as work assigned in class that the student fails to complete by the due date assigned. As in the professional world, late work will be accepted, but a 10 point penalty will be assessed for each day the work is late, up to 30 points. For example, if an assignment is turned in 2 days late, then a 20 point deduction will be “charged” to your grade. The teacher has the discretion to give extended time on an assignment, if there are extenuating circumstances.

Please complete the following Google Form acknowledging that you have read and understand the syllabus for Marketing Management for the 2021-2022 school year.

<https://tinyurl.com/championmm2021>

***The syllabus may be updated as needed throughout the 2021-2022 school year.*