



2020-2021 COURSE SYLLABUS

Marketing Principles 08.47400
Hospitality, Tourism, & Marketing (HTM)

Teacher: Ms. Alecia Kenney
Room Number: 027
Semester: Fall/Spring 2020-2021
Textbook: Marketing Essentials

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Tutorial Days: Wednesday
Tutorial Hours: 2:30 pm - 3:30 pm

Course Description:

Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Instructional projects with real businesses, work-based learning activities, and DECA application experiences will be incorporated in this course.

Course Content Standards:

MKT-MP-1: Employability Skills

Demonstrate employability skills required by business and industry.

MKT-MP-2: Soft Skills

Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).

MKT-MP-3: Marketing Concepts

Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.

MKT-MP-4: Business/Marketing Systems

Implement, modify, and improve business and marketing systems to facilitate business activities.

MKT-MP-5: Economics & Customers

Demonstrate an understanding of customer behaviors and the economic environment in which customers function.

MKT-MP-6: Finance

Employ financial knowledge and skill to facilitate marketing decisions.

MKT-MP-7: Research

Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.

MKT-MP-8: Pricing

Utilize pricing strategies to maximize return and meet customer’s perception of value.

MKT-MP-9: Product/Service Management

Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.

MKT-MP-10: Selling

Employ processes and techniques to sell goods, services and ideas.

MKT-MP-11: Promotion

Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.

MKT-MP-12: Distribution

Utilize knowledge of distribution to manage supply-chain activities.

Course Outline:

Employability & Soft Skills (infused throughout)

Weeks 1-9		Weeks 10-18	
	Basic Marketing Concepts		Pricing
	Business/Marketing Systems		Product/Service Management
	Economic Environment & Customers		Selling
	Promotion		Research
	Finance		Distribution

Evaluation and Grading:

Grading Components	Weights
Classwork/CTSO Activity	20%
Bell Ringer/Extra Credit	5%
Lesson Quizzes	20%
Exams	15%
Projects	25%
Employability Skills*	15%
Total Score	100%

100-90	A
89-80	B
79-70	C
69-0	F
Not Evaluated	NE

*CTAE students must be able to demonstrate employability (soft) skills required by business and industry professionals. The following elements should be integrated throughout the performance standards outlined in the course.

EMPLOYABILITY SKILLS

1.1 Communicate effectively through writing, speaking, listening, reading, and interpersonal abilities.	1.2 Demonstrate creativity by asking challenging questions and applying innovative procedures and methods.
1.3 Exhibit critical thinking and problem solving skills to locate, analyze and apply information in career planning and employment situations.	1.4 Model work readiness traits required for success in the workplace including integrity, honesty, accountability, punctuality, time management, and respect for diversity.
1.5 Apply the appropriate skill sets to be productive in a changing, technological, diverse workplace to be able to work independently and apply team work skills.	1.6 Present a professional image through appearance, behavior and language.

Required Materials/Resources/Memberships:

- Google Account
- Spiral notebook & binder
- Loose leaf paper
- Writing utensils
- E-mail account
- DECA Membership \$15

Campus Portal for Parents:

Visit <https://ic.apsk12.org/portal> to view class schedules, attendance records and grades. To activate your account, visit the school to receive your login (activation key).



Students are strongly encouraged to join **DECA**. The Career Tech Student Organization (CTSO) DECA is an organization offered at Frederick Douglass High School that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. As a DECA member, students can become:

- academically prepared for college and careers in marketing, finance, hospitality or management,
- community oriented by gaining an appreciation for the benefits of service and their potential impact on the community and world,
- professionally responsible with ethics, integrity and high standards,
- experienced leaders by practicing key leadership

More than 185,000 DECA members are in 5,000 high school chapters in all 50 states and nine countries. For more information visit www.deca.org (national) and www.gadeca.org (state)

Virtual and In Classroom Expectations:

- BE ON TIME FOR CLASS

- Actively participate in class lessons and activities.
- Support your classmates in their educational and personal growth.
- RESPECT your peers and teachers.
- Have confidence in yourself, do your BEST.
- Dress for success; your appearance is your FIRST impression.

Class Consequences

1. Verbal warning and/or mini student-teacher conference
2. Call home
3. Detention and/or parent-teacher conference
4. Referral to administrator

Classroom/Lab Rules

1. TURN OFF OR SILENCE CELL PHONES/ ELECTRONIC DEVICES. YOU MAY BE GRANTED PERMISSION TO LISTEN TO MUSIC WHILE WORKING BUT ONLY WITH HEADPHONES.

- Electronic devices (iPods, handheld games, mini-TVs or, cell phones, etc.) are NOT permitted to be used in my classroom unless we are using them for lessons/activities or you are given permission.
- Cell Phones should be turned off/silence during the class period. Refusal to turn over the cell phone/electronic device when misused will be treated as insubordinate behavior. The following consequences will be implemented:
 - **First occurrence:** you will receive a warning,
 - **Second occurrence:** it will be confiscated and returned to you at the conclusion of class.

If you do not cooperate, a hall monitor or administrator will be notified. At this point, your electronic device will be given to an administrator. Please see district policy (student handbook) or go to the APS website regarding cell phone/electronics.

2. NO FOOD OR DRINK, EXCEPT WATER. FOOD IS NEVER ALLOWED AT COMPUTER STATIONS, NEVER!

- You may drink bottled water in the classroom. If a spill occurs, please clean it up immediately and inform the teacher. No other food or beverage is permitted.

3. ARRIVE TO CLASS ON TIME & READY TO LEARN

- When the bell rings, you need to be sitting in your seat.
- You should immediately begin on the warm up activity or journal entry.
- Be “physically” and “mentally” present in the classroom

4. NEVER LINE UP AT THE DOOR OR STAND BEFORE DISMISSAL

- Please remain in your seat until I have dismissed you. Remember, I dismiss you, not the bell or signal from others.

5. DO NOT CHEAT, PLAGIARIZE, OR COPY WORK

- Cheating is completely unacceptable. If I see you cheating on any assignment, I will earn a zero and your actions will be reported to your administrator and parents.
- Plagiarism (copying work from another source without giving proper credit) is completely unacceptable. If you plagiarize on any assignment you will earn a zero on that assignment until it is corrected.

6. USE POLITE AND APPROPRIATE LANGUAGE. RESPECT ALL STAKEHOLDERS

- Offensive, derogatory, and profane terms are not tolerated. In order to have a safe classroom environment where all students feel comfortable, no put downs, swear words, or slang words with demeaning connotations will be accepted. Remember, if you don't have something nice to say, don't say it at all!

7. DO YOUR BEST WORK AND TURN IT IN ON TIME

- Remember that the work that you turn-in is a reflection of your effort on the assignment. Think about the following expectations when you are preparing an assignment that I will review:
 - Write your full name and hour on all assignments.
 - All work must be neatly done and legible in order to receive credit. If you print, capitalize properly (do not write using all capital letters).
 - Never turn any assignments in with the "fringes" from spiral notebooks on the paper. Doing so will earn you a deduction on your grade. Likewise, assignments that are bunched up, crinkled, illegible, sloppy, or contain stains or holes are unacceptable.

8. ACTIVELY PARTICIPATE IN CLASS LESSONS/ACTIVITIES

Late Assignments: It is important that students are responsible and meet established due dates for assignments. Late is defined as anytime work is submitted after the assignment has already been collected by the teacher.

Make-up and Missing Assignments: Students with excused absences will be expected to submit missed work on or before the third class meeting after the absence. Pre-announced assignments are due the first day that students return to school. Students are expected to make up work missed while they were absent. When an absence occurs, it is the student's responsibility to retrieve and/or complete any assignment(s) from the teacher's Google Classroom drive. Students will be given full credit for work done that satisfies the conditions of the district policy for make-up work.

Recovery Plan: Students whose numerical grades drop below 70 may recover their grade through the use of assignments provided by the teacher utilizing one of the following approved platforms: Edgenuity, USA Test Prep, Reading Plus, and IXL. Please list extended learning resources as well.

School-wide Expectations:

MASTERY LEARNING: With mastery learning, a unit/lesson of material is taught, and students' understanding is evaluated before students are able to move on to the next unit. Students who have not shown mastery for a particular unit will receive feedback and support in reaching mastery. Students will be given practice exercises, study guides, group work or complementary resources to help them improve and achieve mastery. Students who demonstrate mastery of the content for a particular unit will be given enrichment exercises such as special projects, task or health-related games to further broaden their knowledge of the material.

DEFICIENCY REPORTS: Parents/Guardians will be informed as soon as problems are evident when students are making unsatisfactory progress in class. Deficiency reports, with plans for remediation, will be written for all students making unsatisfactory progress. Students will be required to return copy of report to teacher the next day with a signature from parents/guardians. Deficiency reports will be mailed home to parents/guardians for students with excessive class absences. To

ensure that students and parents/guardians are totally aware of students' lack of progress, the teacher will:

- Contact parents/guardians early in the semester when academic, attendance or behavioral difficulties occur.
- Notify the counselor, academic caseworker, SST/RTI Chair, and/or the Academic Leader of serious problems that are affecting classroom performance.

ATHLETIC ELIGIBILITY: Students desiring to participate in athletic programs governed by the GHSA and extracurricular activities must meet eligibility requirements to participate. The Athletic Director as well as the Extracurricular Activities Sponsors will collaborate with teachers to monitor and to identify students in danger of failing courses. All faculty members will be given a master list of students participating in extracurricular activities and athletics under the auspices of the GHSA.

Lab Information:

Computer Virus Protection Information: Using storage devices (e.g. flash/travel drives) on more than one computer creates the possibility of infecting computers with a computer virus. It is your responsibility to protect all computers under your control. Since no anti-virus software will find every virus, **keeping copies (backups) of your data is extremely important**. I RECOMMEND YOU SEND A COPY OF YOUR WORK TO YOUR E-MAIL. Ms. Alecia Kenney is *NOT* responsible for deleted or modified assignments/projects.

PLEASE SAVE YOUR WORK TO YOUR VIRTUAL STORAGE!