**COURSE OUTCOME:**

**Course Description:** This course focuses on the study of marketing concepts and their practical application. Students will examine risks and challenges marketers face to establish a competitive edge. Subject matter includes economics, marketing foundations/functions and human resource leadership development. Skills in communication, mathematics, economics and psychology are reinforced in this course.

**State Curriculum-http://**[**http://www.tn.gov/assets/entities/education/attachments/cte\_std\_marketing\_1.pdf**](http://www.tn.gov/assets/entities/education/attachments/cte_std_marketing_1.pdf)

**INSTRUCTION:**

* **General Pacing:**
* The marketing education curriculum is divided into two primary parts: **Foundations and Functions.** The *foundations* are fundamental to an understanding of marketing and can be viewed as co-requisites and pre-requisites for marketing. The *functions* define the discipline of marketing as applied in business operations.
* **Topics/Competencies/Skills Covered**

1. The student will demonstrate an understanding of the marketing foundations and the impact on individuals and
2. The student will demonstrate an understanding of economic concepts and principles in a global economy.
3. The student will demonstrate an understanding of selling.
4. The student will analyze promotional tools.
5. The student will acquire foundational knowledge of channel management to understand its role in marketing.
6. The student will demonstrate organizational, leadership, and human resource skills needed for career success.
7. The student will analyze the importance of academic integration in the area of marketing.
8. The student will review and analyze safety guidelines and regulations as related to Marketing and Management I - Principles

* **Materials Needed** –All materials covered with fee
* **Suggested Fee –** $10  
  This fee covers the cost of replacement of computer printer cartridges and printer paper. Once your student has paid this fee, he or she may use the classroom printers to print assignments for any class. I also will buy the poster board, markers, glue and construction paper your students will use for classroom projects.
* **Resources**
* ***School-based*:** Marketing Essentials

***Outside*: *Video Resources*: Portions of a variety of videos are shown in class to expand learning opportunities. These may include:**  Medicine Man, Tucker, The Apprentice, Undercover Boss, Cake Boss, Coca Cola – The History of an American Icon, Selling Yourself, Packaging, Labeling, The Apprentice, Shark Tank, DECA Promotional Video, Door to Door, Death of a Salesman (1985), Super Bowl Commercials, WalMart: The High Cost of Low Prices, A&E Biographies, Not for Sale, Cyberbully, The Pursuit of Happyness, Google Boys, CNBC The Profit, Bloombery Inside Series (Inside Chipotle), National Geographic-Inside North Korea, The Lorax, Jingle All the Way, Paper Clips, Honor Flight, www.youtube.com/user/ACDCLeadership, Joy, The Founder, The Greatest Movie Ever Sold

***Software:*** Virtual Business, Office 2010 Suite, Tycoon, Everfi

**Possible Guest Speakers:** Speakers from the Knoxville business community will be invited to share their business/marketing experiences with the students. Also, representatives from local universities and colleges will present information about post-secondary opportunities available to the students.

* **Statement concerning the option of alternatives for material deemed objectionable by parent/student.**

If you do not approve of a specific resource listed in this syllabus, please make your request to me in writing and an alternative assignment and/or materials will be provided. The request should include your name, the child's name, the specific activity/materials in which you do not want your child to participate or to which you do not want them exposed, and the nature of your objection.

* **Safety Procedures**
  + Safety unit will be taught at the beginning of the term and all students must make 100% on the test.

**ASSESSMENT:**

* **Expectations/Skills/Competencies –** Grades will be based ondaily class work, class projects and test scores
* **Grading Policy/Rubrics**

A – 93-100

B – 85-92

C – 75-84

D – 70-74

F - Below 69

* Tests and quizzes, class work and projects 85%
* Final Exam 15%
* **Explanation of Assignments & Projects –** Students will be assigned class work and projects based on material covered on the State Competency sheets
* **Make-Up Work Policy/Late Work Policy –** Students should turn in make-up work within 3 days of absence. Tests should be made up before school, after school, during extended lunch or during early release time. The student will be responsible for arranging the time to make up their test
* **Portal Post Policy –**One way in which I am able to communicate with the student and parent is through Parent Portal. In order to give timely feedback, I will update grades at least once per week.

**GENERAL EXPECTATIONS:**

* **Students:**
* **Attendance Policy –** Attendance policy will follow the attendance policy stated in the Gibbs High student handbook
* **Classroom Policy/Procedures**
* Students should be in the room before the tardy bell rings.
* No food, drinks, or gum will be allowed in the room.
* Students should maintain positive, cooperative attitude.
* Be respectful of teacher and other students
* **Class Folder –** Students will be responsible for keeping their notes and returned daily work in their folders
* **Honor Code –** Students should do their own daily assignments. Cheating on daily work or tests will result in a zero on that test or assignment.
* **Teacher:**
* **Communication Strategy:**

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