



Marketing Syllabus

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C103

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Marketing

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Marketing, Management & Entrepreneurship

(See website for information on dual credit Rio Salado Community College – MKT267-3 college credits; MKT271-3 college credits) Dual enrollment courses will follow the college departmental policies concerning late work, retakes, and academic integrity.

Course Description:

This course is aligned with Arizona College and Career Ready Standards and Arizona Department of Education *Career and Technical Education Program Standards* – Marketing and supports the school wide efforts in increasing student achievement. Students will be introduced to the concepts and career opportunities in marketing, management & entrepreneurship. The process of developing, promoting, and distributing products will be explored. Additional units will include personal finance, personal selling, management, computer simulations, and other occupational skills. Students may work in the school store as a Work-Based-Learning component of Marketing. DECA is the co-curricular student organization that marketing students are encouraged to join and participate at the local, state & national level. [Marketing - 52.1801.00 | Arizona Department of Education \(azed.gov\)](#)

Course Objectives: At the completion of this course of study (2-year program), the student will know or be able to:

- Analyze economic principles and concepts fundamental to business operations
- Evaluate optimal prices to maximize return and meet customers' perception of value
- Examine concepts and processes of distribution
- **Examine concepts and information used in marketing and branding**
- Examine marketing research tools and technologies for the creation of a marketing plan or pitch deck
- Demonstrate payment systems and transactions
- Examine selling concepts to build customer relationships
- **Examine sales methods and practices**
- **Examine fundamental management concepts that affect business decision-making**
- Examine legal issues in sales
- Examine promotional strategies
- Examine personal finance, business, and financial management practices
- **Evaluate visual merchandising techniques to increase interest in product offerings**
- Assess concepts, strategies, and systems used in digital marketing

Grading Policy: A = 90-100% B = 80-89% C = 70-79% D = 60-69% F = below 60%

80% homework, assignments, etc. 20% NAF test, CTE test and Culminating Project

PowerSchool and Canvas Access: The PowerSchool and Canvas sites allows parents/guardians and students to access the student's grades, attendance, and other information. If you did not receive your Power School access information, please stop by the front desk during business hours. You will need a photo I.D. The web address is: ps.dvusd.org/public

Behavior Expectations and Consequences:

1. Warning provided to student
2. Warning & parent contact
3. Parent contact & workplace intervention
4. Referral to administration & parent contact All guidelines and consequences presented in the Deer Valley Unified School District's Student Rights and Responsibilities handbook are applicable to all students in this class in addition to agreed-upon workplace expectations.

The Deer Valley Unified School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. For any inquiries regarding nondiscrimination policies contact the Superintendent's Department, 20402 N. 15th Avenue, Phoenix, AZ 85027. 623.445.5000.

SIGN AND RETURN THIS PAGE BY AUGUST 6th



Acknowledgements:

Absences and Make-up Policy: The majority of the work for this class is done in class. Attendance is vital to student success. This class will have lots of classroom demonstration activities and group/cooperative learning. Per CTE department policy, students are not allowed to take the classroom textbooks home as it is part of the classroom set or do class work/projects at home. Labs are usually held after school at least once a week. Students need to MAKE AN APPOINTMENT with their teacher to attend a lab to do make up work. For cooperative learning and in class activities, an alternate assignment may be assigned. Written assignments may be assigned for these types of class activities that are missed. The assignment will be determined at the teacher's discretion. Any discussion about make up work must be done at the end of the class period or after school. **Mountain Ridge students have within the current unit of study to turn in assigned work for full credit. However, students will have a minimum of a week to turn in assignments from the assigned due date even if the unit is completed. The unit of study is established by the teacher and the Department on campus**

DVUSD Internet Agreement: Students cannot log into the DVUSD network without a current DVUSD Internet Agreement on file. Students enrolled in Information Technology agree to abide by all rules listed in the Deer Valley Unified School District "Internet and E-mail User Agreement/Permission Form". Failure to abide by these rules may result in revoked access to your log in. If this occurs, students will be unable to complete the assignments/tasks required on the computer in DVUSD labs. Students will NOT be provided another students or the teachers log-in to participate in the course. Students need to use their own personal log in and make sure that they log out properly prior to leaving class to avoid data loss and/or other inappropriate use of their log in.

By signing below, student and parent acknowledge receiving and reading the course outline and understand the outlined acknowledgements and procedures.

Student Signature

Date

Parent/Guardian Signature

Date

Parent preferred Phone Parent Email

Please Print Student Name Here: _____

Please Print Parent Name Here: _____

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