



Deer Valley  
Unified School District

SANDRA DAY O'CONNOR HIGH SCHOOL  
25250 N. 35<sup>th</sup> Ave, Phoenix, AZ, 85083  
623-445-7100      sdohs.dvUSD.org



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### Sandra Day O'Connor High School

Career & Technical Education Department

Advanced Marketing

Course Instructor: Mrs. Tifney Kereny ••• Room: 400SE ••• Prep: 5th hour

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#### **Advanced Marketing Course Description**

In this course, students are guided through the preparation of a business proposal. This process begins with an analysis of personal traits, followed by planning the business, management, marketing and financials. The concepts and principles learned, will be combined to develop a business plan. Students will analyze economic principles fundamental to business success and to prepare for future careers. Passing this course meets the free enterprise/economics graduation requirement. This course is aligned to GBS151 and MGT253 at the community college level and is available for dual enrollment. Community college tuition applies.

#### **Arizona Department of Education Marketing Technical Standards**

STANDARD 1.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS

STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING

STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS

STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX

STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS

STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES

STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES

STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS

STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING

STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES

#### **PowerSchool Access**

The PowerSchool site allows Parents/Guardians and Students to access grades, attendance, and other information. PowerSchool access information can be obtained at the SDOHS front desk during office hours.

You will need a Photo I.D. to pick up your login and password. The web address is: <http://ps.dvUSD.org/public>

#### **Grading**

The following categories and weights will be used to determine student grades. Grades are cumulative for each semester.

- ❖ *Daily Skill Building* will count for 10% of your grade. Daily Skill Building is those activities that help you learn the concept being taught. Daily Skill Building includes daily class work and homework.
- ❖ *Assessments* will count for 70% of your grade. Assessments include Projects, Presentations, Tests, Quizzes or anything that is assigned that shows you have mastered the concept being taught.
- ❖ The *Final Exam* will count for 20% of your grade. It will cover all concepts learned over the entire semester.

Grades will be determined in the following manner:

- ❖ 90% to 100% = A
- ❖ 80% to 89% = B
- ❖ 70% to 79% = C
- ❖ 60% to 69% = D
- ❖ 59% & below = F

### **Extra Credit Policy**

Extra Credit is **not** offered in this course or on the SDOHS Campus.

### **SDOHS Makeup Work**

Upon return to class after an absence, a student has one school day for each day missed to make up work/test assigned during his/her absence regardless of the number of days absent. For example, if a student is absent on Thursday and Friday, he/she will have Monday and Tuesday of the following week to make up work and must turn in the work that was assigned during the days absent on Wednesday. Makeup work can be found on my Canvas site.

It is the student's responsibility to check with teachers immediately upon return for work missed. Teachers may choose to schedule an appointment with the student to formulate a plan for the completion of make-up work. Coursework and assessments assigned prior to the absence(s) may still be due on the date assigned or due on the first day that the student returns to class. Make-up work for extended absences may be requested through the Counseling Office and picked up there.

Note: No revised work and/or retakes will be permitted during the last two weeks of a semester.

### **Late Work Policy**

Aside from the absence make-up policy, if any assignment is not turned in by the time and date it is due, it will be considered late and docked points accordingly. The most any late assignment can receive is 50% credit up to one week after the due date. If it is more than one week late, it will not be accepted at all and zero points will be given for that assignment

### **Exam Re-take Policy**

If you take a test in class on the scheduled class day and earn a score below 70% you may retake the test once outside of class time. The better score between the original test and retake will be used. However, the maximum score you can receive on a retake test is 70%. To retake a test you must schedule to come in within 1 week following the original test date.

### **Long Term Project Policy**

Long term projects are due on the date and time assigned, as defined in writing in advance by the teacher. **NO EXCEPTIONS. THIS SUPERSEDES THE MAKE-UP POLICY.** If the student is absent or the class does not meet that day, the PROJECT IS STILL DUE ON THE DAY ASSIGNED. Group projects/presentations will be expected to be uploaded to blackboard ahead of time, so an absent group member does not affect a timely submission. Group projects may also be turned in prior to the due date. If necessary, a parent/guardian may turn in at the front desk by the due date.

### **School Pass Procedures**

You must have a pass to: use the restroom, to get a drink, go to the office, nurse, counselor, library or any other place on campus.

## **Student Responsibilities and Expectations in the Classroom**

- ❖ Students will be present and on time to class every day.
- ❖ Students will bring learning materials every day.
- ❖ Students will be prepared to participate in class every day.
- ❖ Students will Respect other People and their Property at all times.
- ❖ Students will be Respectful of their surroundings at all times.
- ❖ Students will Respect all classroom equipment.

## **Classroom Rules and Procedures**

- ❖ Absolutely no food or beverages in the buildings or classrooms, with the exception of water bottles.
- ❖ The Internet is for educational use only. Classroom discipline policies will be enforced for students misusing the internet during class time.
- ❖ Sweep will be enforced. You must be in your seat when the tardy bell rings. Placing your backpack or books at your desk and leaving the classroom does NOT count. If you are not in your seat you will be sent to Sweep.
- ❖ Any talking during a quiz/test will result in a zero. This includes after you have turned your quiz/test in. If others are still testing, I will mark your test as a zero for disrupting others. Everyone deserves the same quiet testing atmosphere.
- ❖ Per SDOHS policy, going to sweep on a test day will result in an automatic zero.
- ❖ If any electronic equipment is seen by me during class it will be taken away until the end of the class period.
- ❖ If I think you are using any electronic equipment during a test I will assume you are cheating and you will receive a zero and a referral on the quiz/test.
- ❖ All SDOHS Student Handbook Rules will be enforced. No Exceptions.

## **Sandra Day O'Connor School Behavioral Intervention Program "Stay Classy OC" Procedures**

Expectations for Staying Classy - Aspire to Learn, Lead and Contribute anywhere and always.

Behavior Intervention Steps:

- ❖ Intervention Level 1 - Teacher/Student discussion about the issue, utilizing re-teaching of the expectations
- ❖ Intervention Level 2 - Teacher/Student discussion about the issue, utilizing re-teaching of the expectations, and Parent contact made to discuss the issue
- ❖ Intervention Level 3 - Teacher/Student discussion about the issue, utilizing re-teaching of the expectations, Parent contact made to discuss the issue, and a Referral form sent to the Office

## **Academic Integrity**

Integrity has been defined as: "how you act when no one is looking". Integrity is vital to the learning environment and life itself. Integrity in the classroom falls under two categories: Cheating and Plagiarism.

In cheating, a student is taking the work of another, on any assignment, and claiming it as his/her own. At SDOHS cheating includes but is not limited to:

- ❖ Copying and/or offering homework verbally, in written form, or by electronic means from/to another student.
- ❖ Copying and/or offering questions and/or answers on tests or quizzes verbally, in written form, or by electronic means from/to another student.
- ❖ Pressuring other students to copy and/or offer homework, answers and/or questions on tests or quizzes

verbally, in written form or by electronic means.

- ❖ Bringing in and using unauthorized information during class time, including information stored in any electronic device.
- ❖ Offering or receiving information under circumstances in which information is not to be shared.
- ❖ Having anyone, including parents or tutors, complete assignments and submitting the work as one's own.
- ❖ Presenting collaborative work as independent work and independent work as collaborative. (In group work, one person should not and will not bear the burden for the entire group assignment.)
- ❖ Copying answers from answer guides in texts.
- ❖ Fabricating data, information, or sources. Presenting made up material as authentic.

The act of Plagiarism may include direct copying, but it may also be more complex than verbatim repetition. A student, in preparing a project for a class, will have plagiarized if he/she has taken information from sources without citing the sources that have been used. Plagiarized material may appear in a student's paper as word-for-word copying, a summation, or a paraphrase of another's ideas. A student has plagiarized whether the material from another source has been taken in whole or in part. In effect, by not naming the source, the student is claiming the work of another as his/hers. At SDOHS plagiarism includes but is not limited to:

- ❖ Submitting images and/or documents in whole or in part from the Internet without citation of the source(s).
- ❖ Copying another's work.
- ❖ Using another's ideas without proper citations.
- ❖ Incorporating portions of another's writing within the context of your own work.
- ❖ Failing to acknowledge a source of information.
- ❖ Using "unique" phrases without citations.
- ❖ Using graphics, charts, diagrams, or illustrations without citations.
- ❖ Using a translator (either in-person or on-line) without proper citations

### **Adherence to the O'Connor Academic Integrity Code**

All students enrolled in Your Course Title Here will adhere to the framework and guidelines set forth in the O'Connor High School Academic Integrity Code. Cheating and Plagiarism will not be tolerated. The purpose of this code is to promote a positive learning environment for all involved. As humans, we will make mistakes as we grow. It is understood that we can learn from those mistakes and become better individuals in the future. Any student who violates this code will be referred to the Students Rights and Responsibilities handbook and assignment of appropriate consequences.

### **Electronic Device Usage**

Students want to have the privilege of carrying electronic devices on campus. With that privilege comes the responsibility of ensuring that those items are not used during class time. If students are found listening to music, playing games or texting in class or are found to be not fully engaged in learning because they are using an electronic device, the device will be confiscated.

Technology (cell phones, iPods, hand-held devices, etc.) use in the classroom is intended to enhance the learning environment for all students; however, any use of technology that substantially degrades the learning environment, promotes dishonesty or illegal activities, is prohibited. If the instructor determines that the use of technology is a distraction to the learning process, either of the student using the technology or to those around him/her, the student may, at the discretion of the teacher, be asked to discontinue the use of technology in the classroom.

*Personal Electronic Device Use:* Students are expected to refrain from the use of electronic devices for personal entertainment and/or communication (i.e.: email, Instagram, Facebook, etc.) during instructional time (as determined by the teacher or classroom designee). While students may freely use these devices before and after school, during passing period, and at lunch- the teacher will limit the use of personal devices and for which purposes during class to ensure that all students are focused and ready to learn.

*Use of Electronic Devices to Facilitate Learning:* Sandra Day O'Connor High School utilizes iPads (and smartphones) as a learning tool in the classroom. The technology tools are added to the classroom for learning, the classroom teacher will inform students as to when they may use their device and for which purposes. Students must adhere to their teacher's guidelines for use and appropriate times for use. Any student who violates the teacher's guidelines will be subject to disciplinary action.

Please note- students may not access their personal devices, whether for entertainment or learning, if the teacher has stated that the classroom activities at that time do not warrant use. For example, during testing or assessments.

### **Internet Use**

All students enrolled in the Deer Valley Unified School District agree to abide by all rules listed in the Deer Valley Unified School District "Internet and E-mail User Agreement/Permission Form". Students cannot log into the

DVUSD computer network without a current DVUSD Internet and E-mail User Agreement/Permission Form on file. Failure to abide by these rules will result in revoked access to school computers. If a student has his/her computer privileges revoked, the student will be unable to complete the assignments/tasks required on the computers anywhere on campus. Students will NOT be provided another student's or the teacher's login to participate in the course. Students need to use their own login at all times 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.

### **Loss of Credit Due to Absences**

Upon reaching 5 unexcused absences or a combination of 12 unexcused and/or excused absences, a student may lose credit in any given class. Any student may be placed on an Attendance Contract upon accumulating multiple excused and unexcused absences. Any student with excessive absences may lose credit in one or more classes or lose parking privileges.

### **Mrs. Kereny's Office Hours**

❖ Before School, Monday – Friday 7:15am

### **Communication**

Please contact the teacher for any student concerns. It is crucial that teachers, parents, and students maintain open lines of communication in order to ensure the best support for student success. Contact information is provided at the top of the first page of this syllabus.

### **CTE Student Organization - Future Business Leaders of America (FBLA)**

By taking a Marketing class, you are automatically a member of Future Business Leaders of America (FBLA) a national student organization with a Chapter at O'Connor High School. The goals of FBLA are to: Develop

competent, aggressive business leadership, Strengthen the confidence of students in themselves and their work, Create more interest in and understanding of American business enterprise, Develop character, prepare for useful citizenship, and foster patriotism, Encourage and practice efficient money management, Assist students in the establishment of occupational goals and Facilitate the transition from school to work.

FBLA participates in Leadership Conferences and Business Competitions throughout the school year. The opportunities for involvement in this organization/club will be explained in more detail in class.

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.