Barren County High School
Principles of Marketing
Course Syllabus

Course Title: Principles of Marketing

Instructors: Mrs. Rush

Contact Information: Email address: angela.rush@barren.kyschools.us
School phone: 651-6315
Planning time: 11:20-1:15
Class website: http://www.barren.kyschools.us/olcClassView.aspx?classID=1010

Course Resources:
Student Materials:
- Workbook or worksheet packets (the first one will be provided, if lost the student must purchase a replacement copy)
- pocket folder with prongs or a three-ring binder (may be purchased at the school store)
- pens/pencils
- USB flash drive (recommended)

Course Objective and/or Description:
This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace, marketing functions including purchasing, pricing, and distribution functions. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the chance of successful transition into the world of work. Leadership development will be provided through JA, FBLA activities and competitive events.

Units of Study:
The World of Marketing, Economic Essentials, Business and Marketing Essentials, Selling, Promotion, Buying and Distribution, Pricing, Marketing Research, Product Planning, Entrepreneurship, Marketing Careers.
Planned projects including a marketing plan, an analysis of a marketing campaign, and a visual layout project.
- Additional projects may be added throughout the semester as determined by the teacher.

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Grading Policy:
In order to be successful in this class, students must completing assignments and study for tests. Assignments will not be accepted when turned in after the due date. If assignments are turned in late due to an EXCUSED absence, they must be turned in within five days of the absence. Failure to meet the school designated time limit will result in a zero. Assignments missed as a result of an unexcused absence will result in a zero. Determining assignments as a result of an excused absence is the student’s responsibility, not the teacher’s. Homework, activities and bell ringers/essential questions will count 5-100 points each. Tests and projects will count 55-300 points each. Students are responsible for making up the bell ringer and essential question assignments on days they are not in class. Cheating will result in a grade of 0 with a discipline form submitted to the office. Cheating can take the form of cheating on a test (if a student is talking during a test to anyone other than the teacher, they will be considered cheating), includes copying, pasting, using other people’s work or working in pairs when group work has not been designated.

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Attendance Policy: Students have up to five school days to make up assignments and/or tests due to an excused absence. Work may be made up before or after school and must be scheduled with the course instructor.

Semester Test Policy: Students with any unexcused absences in a course or have been assigned to ASP are required to take the semester exam which counts as part of the semester grade.

Plagiarism / Academic Dishonesty Policy: Plagiarism and academic dishonesty are serious offenses. The academic work of a student is expected to be his/her own effort. Students must give the author(s) credit for any source material used. To represent ideas or interpretations taken from a source without giving credit is a flagrant act. To present a borrowed passage after having changed a few words, even if the source is cited, is also plagiarism. Students who commit any act of academic dishonesty will receive a failing grade in that portion of the course work. Acts of academic dishonesty will be reported to the administration.

Writing Component: Students will utilize their writing skills by completing writing portfolio pieces, open responses, on-demands and responses to bell ringers and essential questions. Other writing components may be added as deemed necessary.

General Classroom Rules:
Rule #1 Be Respectful
Rule #2 Be Prompt
Rule #3 Be Prepared

General Consequences:
Verbal Warning
Teacher /Student Conferences
Parent Contact
Office Referral
*In addition to the attached class procedures and rules.

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The Road to Success...

ARRIVAL TO CLASS
- Be in your assigned seat when the bell rings, working on the bell ringer assignment.
- As soon as you arrive in class, log on to your assigned computer.
- Class begins promptly each day.

NO EATING, DRINKING, OR CANDY IS PERMITTED IN CLASS
- This includes bottled water, gum, and suckers.

ASSIGNMENTS
- It is essential to your academic success to complete all assignments.
- All graded work must be kept neatly in a binder or folder. **DO NOT THROW ANYTHING AWAY!**
- Every assignment must be turned in with your name, date and the assignment name and be placed in the appropriate basket and folder on the bookshelf.
- An assignment turned in without a name will be thrown away.
- Assignments are only made up according to excused absentee or school trip and will be due within five school days. Unexcused absence = no makeup work.
- If you fail to turn in assignments within the five school day limit, you will receive zeroes.
- It is your responsibility to find out the assignment and turn it in within the time limit.
- Assignments to be graded should be placed in the appropriate class folder on the table and be checked off on the front of the folder. Assignments should be emailed in a timely manner.

BE PREPARED
- Bring your materials and blue or black ink pen or pencil to **class every day**. Pencils/pens will **NOT** be loaned out by the teacher. **Pencils are for sale for $.25.**
- Bring your workbook or worksheets. The first one will be given to you. **Loss of the workbook will result in a replacement charge.**

MANNERS
- Raise your hand if you have a question.
- Do not speak unless given permission by the teacher.
- Respect the teacher, as well as everyone around you.
- If a visitor enters the room or if I receive a phone call from a parent or from the office, you should remain on task and quiet.

HALL PASS
- You will be granted **FOUR HALL.getPASSES** this semester. If you do not “cash in” your hall passes during the semester, you may apply it for bonus points at the end of the term.
- When leaving the classroom, do so quietly, not disturbing anyone else.

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You must ask permission and have your agenda book signed before you leave. Please understand that not all requests may be approved, even if you have a valid hall pass.

You will not be allowed to leave the room without your agenda book/hall pass.

If you attempt to use another student’s agenda book, you will receive a warning and then a referral to your assistant principal.

Make all restroom visits and phone calls between classes.

**CHEATING**

- Zero tolerance. WHEN caught, an automatic zero! This includes copying, pasting, using other people’s work or working in pairs when group work has not been designated.
- Your password is to be kept secret at all times. This is your responsibility.

**CELL PHONES**

- Cell phones should be put up and never taken out for any reason during class.
- If I see or hear a cell phone, I will follow school procedures and take it and turn it in to the office. NO Exceptions!!!!

**END OF CLASS**

- Close all programs and log out.
- You must remain seated until the bell rings. I dismiss class—not the BELL!
- When leaving make sure your workstation is straightened up and your chair is push up under the table. Place all trash in the trash can.

**ABSENCES (Follow School Policy)**

- The best way to learn is to be here! It is your responsibility to find out what you missed. Ask a classmate or ask me before or after class.
- Tardies – Tardies disrupt teaching and learning! I will not tolerate! Tardies will be written up and reported to the office!
- Essential questions and bell work are turned in each week for a grade. If absent, it is your responsibility to get the work from a peer. Failure to do so will result in zero points being awarded for those days.

**GRADING**

General Grading (Straight-point System)

**MATERIALS NEEDED FOR CLASS**

Organization is important to be successful in college and in the business world. It will also help you to succeed in this class.

- Three-ring binder or folder to keep graded assignments (for your use, not mine)
- Two pocket folder (will stay in the classroom and hold ungraded work)
- Blue or black ink pen or pencil
- USB flash drive is recommended.
- Workbooks or worksheet packets. The first one will be given to you. Loss of the workbook will result in a replacement charge.

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FUTURE BUSINESS LEADERS OF AMERICA

- FBLA is a co-curricular organization for students enrolled in business course or have been enrolled.
- Class time will be allowed for FBLA activities and FBLA projects may substitute for grades on class assignments as approved by the teacher.
- FBLA is a wonderful organization and I strongly encourage you take advantage of the opportunities that FBLA has to offer each of you.

Classroom Procedures

1. You should be in your seat and logged in when the bell rings. Tardies are referred to the office.
2. Refer to the board for “bell work”. This could be in the form of an essential question, a burning question, or some other type of assignment. Begin work immediately on the exercise on the board unless told otherwise. Any questions can wait until attendance has been posted for the day.
3. Books are not to be removed from this room unless permission has been given by the teacher.
4. Do not operate machines unless you have received instruction form the instructor on how to use it.
5. Do not move anything not belonging to you. This includes items belong to the teacher, as well as items belonging to students.
6. No students may be in the room unattended.
7. Students may not use the Internet without permission during class time unless it is for part of an assignment or has been given permission by teacher.
8. Students may not print from the Internet without permission.
9. Keep pens, pencils, erasers, and other objects off the floor.
10. Students may not modify any settings on the computer. This includes printer settings, screensavers, desktop wallpaper, and desktop icons.
11. After using the machines, always make sure the machines are properly logged off and 4th block will turn the machines off.
12. Place chairs under the desks after class and trash in the trash can.
13. Workstations and tables should be kept clean. Any changes to these should be immediately reported to Mrs. Rush.
14. Students should remain in their assigned work areas at all times.
15. NO FOOD OR DRINKS ALLOWED!!!
16. No GAMES! No GAMES! No GAMES! No GAMES! No GAMES! No GAMES!
17. Essential questions and bell work are turned in each week for a grade. If absent, it is your responsibility to get the work from a peer. Missing questions and bellwork will result in zero points being awarded.

Classroom Rules

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1. Be prepared
   - Bring pen/pencil, notebook, etc to class each day
2. Respect Others
   - Be courteous of others when they are speaking. This includes the teacher, guests, and other students.
   - Raise your hand if you want to speak
3. Respect the Environment
   - Keep workstations clean and neat
   - Return papers to appropriate trays
   - Keep food/drink out of the lab
4. No Grooming
5. No Cheating
   - Any form of cheating will result in a 0% on the assignment. All of the following are examples;
     - Copying/pasting from student files, internet, etc.
     - Allowing someone else to work in your file
     - Printing extra copies of your assignments
     - Turning in a printed copy of someone’s assignment
     - Talking during a timing or test
   - No DISCUSSION!
6. No Talking, unless given permission!
7. DISMISSAL
   - Clean up the area around your desk and throw all trash away.
   - Wait to be dismissed by the teacher.
   - Lunch: The first bell dismisses the lunch crowd, the second bell dismisses you to lunch.
   - During class: You must have your agenda signed to be out in the hallway during class. Permission will only be granted for emergencies.

NOTE: The severity of the punishment will be based upon the rule or expectation that is broken.

“A mind, once expanded by a new idea, never returns to its original dimensions.”
Oliver Wendell Holmes

“There is no such think in anyone’s life as an unimportant day.”
Alexander Woollcott

“Do not follow where the path may lead. Go instead where there is no path and leave a trail.”
Muriel Strode

“Success seems to be largely a matter of hanging on after others have let go.”
William Feather

“If you can dream it, you can achieve it.”
—Walt Disney

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Return this by Friday, August 14th, for a grade of 10 points.

I have read the course syllabus, classroom procedures and classroom rules for Principles of Marketing and I understand the expectations, grading and requirements for this course.

Parent Signature: __________________

Student Signature: __________________

Do you like to win? Do you like to travel? Then you should join Barren County High School’s premiere business association, Future Business Leaders of America. Our FBLA is extremely active in both the high school and the community through a variety of service projects including March of Dimes and sponsoring local families during the holidays. Students participating in FBLA gain leadership, communication and networking skills to assist them in life after high school. In addition, FBLA offers numerous opportunities to compete at the regional, state and national levels. Barren County High School’s FBLA is very proud to have several regional and state officers. At BCHS, FBLA has a winning tradition. Join Barren County High School’s FBLA today!

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