

## Marketing Course Guidelines

Prerequisite: none

You are expected to read as assigned, take notes during class, complete homework and projects on time, and study thoroughly. Tutorial times for current class material will be offered before school. Times will be posted in the classroom.

A web page will be maintained and updated for student and parent use. The address to the web page which includes lesson plans, grades, etc. is: <http://www.coachfore.net> Grades will be posted in the classroom and online. The web page has instructions to view each grade you have earned.

### **Course Description:**

Marketing is the process of moving goods and services from production to the consumer. This course surveys the principles of marketing and reviews the basic strategies for promoting the sale of goods and services. It provides an overview of the marketing approaches used in different industries and the implications for sales and marketing leaders. By learning about the marketing approaches used in different industries, students will be able to formulate basic marketing plans for themselves as they pursue their professional interests.

### **Discipline:**

My philosophy of discipline is centered on mutual respect. I am in full support of all school rules and I will enforce them.

### **Make Up Work:**

When you are absent, it is your responsibility to get all missed notes and assignments. You may check the web page or the classroom bulletin board for this information.

### **Assignments:**

1. All work must be neat and legible.
2. To receive any credit, all work must be turned in on time.
3. All submitted work will be graded not only for accuracy and thought-process, but also for grammar and punctuation.

4. Make up of a quiz or test is allowed before or after school in the tutoring sessions.

### **Typical Day's Schedule:**

- Discussion of previous day and lesson.
- Collection of any due assignments.
- Discussion of new topics, taking notes.
- Work on new assignment or activity.

### **Grading Procedure:**

Cumulative Points Grading System for all of trimester.

HW Assignments	20 points each
Quizzes	40 points each
Tests	100 points each
Activities	20 points each
Projects	100 points each
Notebook Checks	50 points each

The total number of events is not set. However, the grading system is designed to provide success for those who turn in the assigned work and projects accurately and on time.

### **Supplies/Materials:**

3-ring notebook  
Notebook paper (3-hole punched)  
Notebook dividers (5-pack)  
Pencils  
Pen (red, blue, or black only)  
Other items may be asked for at a later time, but students will be given ample notice thereof.

I am very confident that we will have an excellent school term at Glenpool High. Be assured that I will do everything possible to make this a successful year, but I need your full effort as well. If you have any questions or concerns, please contact me at 322-9500 or through an Email. I look forward to working with you this term.