Ms. Sierra Roberts

Now you can upload your resume directly to [**Monster**](http://www.monster.com/) **using Word 2007!**

1. [Install Monster’s Easy Submit](http://www.monster.com/MonsterResumeEasySubmit/Install/) add-in by clicking the “Install” icon on the menu ribbon.
2. Once installation is complete, **restart Word.**
3. Click on the “Upload” icon to upload your resume to Monster.

For any issues or questions, please visit the [Easy Submit installation support page](http://r.office.microsoft.com/r/rlidEasySubmitHelp?clid=en-US).

**To close this reminder, click the border and then press DELETE.**

⚫ 536-0053 X5333 ⚫ Email address: sroberts@ejps.org

**Course Name**: Marketing I

**Office Hours**: Monday-Wednesday: 8:05-9:08

Course Description

Marketing I students will learn processes that make it possible for businesses to find customers for their products and services and sell these products for a profit. Students will explore topics including selling, advertising, promotion, purchasing, distribution, pricing, and marketing research. Students will perform a selling demonstration, complete a career project, and practice entrepreneurial skills through marketing mix activities. Students will also have the opportunity to participate in BPA at regional and state competitions.

Course Content

**Daily Work**

Students are expected to begin working on the daily journal entry when they enter class. Instruction will consist of lectures, reading, discussions, group work, projects and activities. There will be homework throughout the week.

**Attendance/Participation**

Attendance is important for this class as well as on the job. People rely on you and you need to be present to fulfill your obligations. As compensation for attending and participating in class, students will receive up to five (5) points for each day. If you are absent, it is your responsibility to make up missed work. There is a make-up folder on the bulletin board that you should check whenever you are absent. *According to the school handbook, work cannot be made up for unexcused absences*.

Also, being late for work (i.e., class) is frowned upon by employers. If you are tardy for class you will lose points. In addition, every three tardies will result in a lunch detention.

 Course Outline

1st Semester

* Functions of Marketing
* Economics
* Selling

2nd Semester

* Product Planning
* Distribution
* Pricing
* Promotion

Supplies Needed/Course Fees

* Notebook for journal entries, marketing observations, and notes
* Folder or three-ring binder to keep returned work
* Calculator

Grading Procedures

**Assignments**

Assignments will include, but are not limited to:

* Marketing Observations – Students will submit examples of marketing observed in their daily lives. A one-paragraph written response to the submission must be included with the article or description of the marketing observation.
* Homework/Assignments – Journal entries are required daily. Students will also complete assignments from the textbook and various other sources. Be sure to save Marketing Observation submissions, assignments, projects, and tests. Keep all paperwork in your three-ring.
* Professional Dress Days – Students will demonstrate proper dress for marketing and business related careers.
* School store – Students will demonstrate skills learned by carrying out specific school store functions.
* Quizzes and tests will be given throughout the year.

**Grading**

Employability Skills 10%

(Attendance, productivity, professional dress, attitude,

work ethic, not standing at door at end of class)

Assignments/Marketing Observations 30%

Projects 30%

School Store 10%

Quizzes and Tests 20%

 100%

Late assignments will be graded down 10% each day, up to three class periods late. After three class periods, assignments will not be accepted.

Students may earn extra credit by signing up and working the “Devil’s Closet” or the “Devil’s Den” during lunch or at an after school event (must be approved in advance by Ms. Roberts).

Check your grades on Power School. Please make sure that your records match mine. This is important as you have only three class periods to make up assignments.

Course Expectations

Students are expected to:

* Be on time for class.
* Come to class daily with homework done, notebook, folder, and a writing utensil.
* Begin working on journal entry upon entering classroom.
* Participate in class discussions, groups work, and silent reading.
* Respect school and individual property.

**Parents’ Role**

Parents can play a crucial role in the academic success of their children. By setting high academic expectations, you send a clear message about the importance of academic achievement. East Jordan Public Schools utilize ***PowerSchool.*** PowerSchool is a data management system used for grading, attendance, and state reporting. Parents have access to PowerSchool which allows them to monitor student progress. Parents can sign in and check progress at any time or set the program to send email alerts at designated intervals. Log-in information will be supplied to parents in the second week of September. If you don’t have reliable internet access and would prefer to speak with a teacher, you can do so by calling them during their office hours. When teachers and parents work together, students get a clear message about expectations. We look forward to a successful partnership!

**Marketing I**

**Assignment #1**

This is the first graded assignment, please have your parents read the entire syllabus, then sign and return this form.  The syllabus has already been presented in class by Ms. Roberts and it is the student’s responsibility to present it to their parent or guardian.  This is due no later than **Monday, September 9th** for credit.

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|   |   |   |
| Student Name (Please Print) |   | Date |
|   |   |   |
| Parent Signature |   | Date |
|   |   |   |
| Parent Signature |   | Date |

**By signing this form, you have read and understand the class syllabus and the classroom procedures.**