



Course Syllabus

Marketing Principles 2023-2024 School Year

Instructor: Dr. Duana Shears

Course Description:

This course is a 1 credit semester long course that offers a comprehensive overview of the field of marketing from a domestic and international viewpoint. Marketing analysis and segmentation, market research, types of consumers, 4Ps of marketing, advertising, selling, and careers in marketing are among the wide range of topics that will be discussed. Students will be required to “think critically” and draw conclusions based on different marketing situations.

Course Objectives:

Upon successful completion of this course, students will have an understanding of various concepts in Marketing. Students will also individually choose a product that they are a fan of and complete a marketing project on that product and how it relates to an aspect of marketing.

Classroom Rules and Expectations:

- No gum, food, or drink is allowed in the classroom.
- **CELLPHONES WILL NOT BE USED IN CLASS.** Each student will be assigned a pocket to place their cellphone in daily OR must place their cellphone in their backpack, purse, or pocket. Cellphones are not to be visible at all during class time because they may become a distraction to the student. The school and/or I will not be responsible for any lost/damaged phones. Students who don't comply with the cellphone rule will receive detention and/or a referral.
- The academic misconduct policy of the school will be strictly enforced in this course.
- The attendance policy of the school will be strictly enforced in this course.
- All requests for accommodations, for this course or any school event are welcomed from students and parents.
- Any student who receives a failing grade during the course is urged to discuss this with the teacher.
- Please contact Dr. Shears with any questions or concerns. Appointment required if you need any additional class help.

Credentialing:

Students will have the opportunity to obtain either a Microsoft Office Specialist credential in Power Point, Word, Access, and/or Excel OR a Guest Services Certification.

Accommodations:

Requests for accommodations for this course or any school event are welcomed from students and parents.

Concerning Laptop Utilization:

Student laptops should not be hard-wired to the network or have print capabilities. Use of discs, flash drives, jump drives, or other USB devices will not be allowed on Madison City computers. Neither the teacher, nor the school is responsible for broken, stolen, or lost laptops. Laptops and other electronic devices will be used at the individual discretion of the teacher.

Grading Policy:

Test grades will account for 70% of the 9-weeks grade, with the remaining 30% being determined by quiz/daily grades. The grading scale is as follows: A (90-100), B (80-89), C (70-79), D (65-69), and F (below 65).

James Clemens High School

11306 County Line Road
Madison, AL 35756



Phone: 256-216-5313

Extension: 95114

Email: dbshears@madisoncity.k12.al.us

Make-Up Work Policy:

If you are absent, it is your responsibility to see what you have missed. All work missed on the day(s) of the excused absence(s) must be made up within three school days after returning to school. It is your (the student) responsibility to turn this work into me by the third day. If you do not turn in the work within 3 days then it will become a zero. If you miss a test or quiz, we will schedule a time together to make-up the test or quiz.

Embedded Numeracy, Literacy, & Science

Opportunities for numeracy and literacy in the CTE class are critical and help support the goals of CTE in preparing students for college and/or career. Example anchor activities for mathematics include performing creating a graph of various prices of items that are being marketed. Example anchor activities for literacy include: reading and applying knowledge of marketing concept. Example anchor activities for science include: how the nutritional facts of items that are marketed to consumers.

Technical Writing:

Students will learn to select use appropriate language and layout for technical documents and write documents that are clear, accurate, and grammatically correct.

CTSO

FBLA

Future Business Leaders of America (FBLA) is a co-curricular component of the Business/Marketing program. Although FBLA membership is completely voluntary, it enhances classroom instruction, develops leadership skills, and provides opportunities for professional growth and service. Meetings and service projects will be announced and conducted during Refuel. FBLA membership is \$25.

Course Materials:

Access to Schoology/General School Supplies (paper, pencil/pen, calculator)

James Clemens High School

11306 County Line Road
Madison, AL 35756



Phone: 256-216-5313

Extension: 95114

Email: dbshears@madisoncity.k12.al.us

Course Syllabus **MARKETING PRINCIPLES- 2023-2024 School Year** **Instructor: Dr. Duana Shears**

18 - WEEK PLAN*	
WEEK 1	Class Introduction, Gmetrix/ICEV Account Creations, Begin Unit 1
WEEK 2	Continue Unit 1, Gmetrix (MOS Practice), ICEV
WEEK 3	Finish Unit 1, Begin Unit 2, Gmetrix (MOS Practice), ICEV
WEEK 4	Continue Unit 2, Begin Unit 3, Gmetrix (MOS Practice), ICEV
WEEK 5	Continue Unit 3, Gmetrix (MOS Practice), ICEV
WEEK 6	Begin Unit 4, Gmetrix (MOS Practice), ICEV
WEEK 7	Continue Unit 4, Begin Unit 5, Gmetrix (MOS Practice), ICEV
WEEK 8	Continue Unit 5, Begin Unit 6, Gmetrix (MOS Practice), ICEV
WEEK 9	Continue Unit 6, Begin Unit 7, Gmetrix (MOS Practice, Certify), ICEV
WEEK 10	Continue Unit 7, Begin Unit 8, Gmetrix (MOS Practice, Certify), ICEV
WEEK 11	Continue Unit 8, Begin Unit 9, Gmetrix (MOS Practice, Certify), ICEV
WEEK 12	Continue Unit 9, Gmetrix (MOS Practice, Certify), ICEV
WEEK 13	Continue Unit 9, Gmetrix (MOS Practice, Certify), ICEV
WEEK 14	Begin Unit 10, Gmetrix (MOS Practice, Certify), ICEV
WEEK 15	Begin Unit 11, Gmetrix (MOS Practice, Certify), ICEV
WEEK 16	Begin Unit 12, Gmetrix (MOS Practice, Certify), ICEV
WEEK 17	Finish Unit 12, Certification, Gmetrix (MOS Practice, Certify), ICEV Semester Exam Review
WEEK 18	Semester Exam Review, Gmetrix (MOS Practice, Certify), ICEV Semester Exam

*** This syllabus serves as a guide for both the teacher and student; however, during the term it may become necessary to make additions, deletions, and/or substitutions.**

James Clemens High School

11306 County Line Road
Madison, AL 35756



Phone: 256-216-5313

Extension: 95114

Email: dbshears@madisoncity.k12.al.us

Dear Parent/Guardian,

I look forward to having a great year! I feel fortunate to have your son/daughter in my class this semester and hope that you will contact me should you have any concerns about the progress of your son/daughter or any aspect of the instruction. With your son/daughter, please read the attached policies, then fill out the online form with the link provided below. Please provide a current email address and phone number at which I can contact you should the need arise. Please contact me at school with any concerns.

Thank you,
~Dr. Shears

Instead of printing out a page saying you have received and read the syllabus, please fill out this online form with your contact information!

<https://rb.gy/i2fis>