



Course Syllabus
MARKETING-FALL 2021
Instructor: Dr. Duana Shears

Course Description:

This course 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. 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.
- Any student who receives a failing grade during the course is urged to discuss this with the teacher. Due dates will always be posted in Schoology and/or given verbally and assignments must be completed accordingly to receive credit.
- Please contact Dr. Shears with any questions or concerns. An appointment is required if you need any additional class help. Please click on this link <https://forms.gle/Syq6cwULdG5G1YFZA> to schedule an appointment with me. My office time will be on Wednesdays during Refuel.

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. 2. Use of discs, flash drives, jump drives, or other USB devices will not be allowed on Madison City computers. 3. Neither the teacher, nor the school is responsible for broken, stolen, or lost laptops. 4. 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). Grades will be a reflection of mastery of the standards. Make sure all absences are excused as classwork can be made up and graded for **excused absences only**. The final exam counts for 20% of the final grade.

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 miss a class, test, or assignment, it is your responsibility to see what you have missed (weekly assignments will be posted on Schoology). 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 responsibility to turn this work in to me by the third day. If you do not turn in the work within 3 days then it will become a zero. If you missed a test or quiz, you must communicate this with me ahead of time. We will schedule a time together to make-up the test or quiz.

Course Materials:

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



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18 - WEEK PLAN*	
WEEK 1	Class introduction, Begin Chapter 1
WEEK 2	Continue Chapter 1, Begin Chapter 2, ICEV
WEEK 3	Continue Chapter 2, Begin Chapter 3, ICEV
WEEK 4	Continue Chapter 3, Begin Chapter 4, ICEV
WEEK 5	Continue Chapter 4, Begin Chapter 5, ICEV
WEEK 6	Continue Chapter 5, Begin Chapter 6, ICEV
WEEK 7	Continue Chapter 6, Begin Chapter 7, ICEV
WEEK 8	Continue Chapter 7, Begin Chapter 8, ICEV
WEEK 9	Continue Chapter 8, Begin Chapter 9, ICEV
WEEK 10	Continue Chapter 9, Begin Chapter 10, ICEV
WEEK 11	Continue Chapter 10, Begin Chapter 11, ICEV
WEEK 12	Continue Chapter 11, Begin Chapter 12, ICEV
WEEK 13	Continue Chapter 12, Begin Chapter 13, ICEV
WEEK 14	Continue Chapter 14, Begin Chapter 15, ICEV
WEEK 15	Continue Chapter 15, Begin Chapter 16, ICEV
WEEK 16	Continue Chapter 17, Begin Chapter 18, ICEV
WEEK 17	Continue Chapter 18, Semester Exam Review
WEEK 18	Semester Exam Review, 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 or substitutions.