



# Chandler Unified School District

MRK200A Marketing 1

SY 2023-24



## Course Overview

### Course Description

This course exposes students to many facets of business and the 4 P's (Product, Price, Place, and Promotion) of marketing, including consumer behavior, legal and ethical issues, branding, management, communication, employability skills, leadership, decision-making, and opportunities in marketing related careers. Also, many other aspects include economics, e-commerce, selling, market research, product planning, merchandising, and promotion. There is a hands-on project with every unit in which classroom instruction is applied to a realistic situation. Students enrolling in this course are automatically enrolled in DECA, the Career and Technical Student Organization associated with the Marketing program. Opportunities available through DECA include leadership development, event planning, networking, digital and social media marketing, field trips, travel, and competition.

### AP/IB/Dual Enrollment

This not an AP, IB, or Dual Enrollment course.

### Prerequisite/Fee(s)

\$25

### Course Materials

Composition notebook (1)

Folder (1)

### Course Attire: Students are responsible for the following

CCHS dress code appropriate attire

### Adopted Resource(s)

McGraw Hill - Marketing Essentials

*\*An asterisk will indicate a resource containing sexually explicit materials per legislative definitions. CUSD has determined that all resources listed above are of exceptional educational value.*

## Site and Faculty Information

### School name and address:

Camille Casteel High School, 24901 S Power Rd, Queen Creek, AZ 85142

### Building principal:

Jayson Phillips

phillips.jayson@cusd80.com

### Teacher:

Mrs. Jessica Penoyer BA

penoyer.jessica@cusd80.com

**Office hours:** Wednesday - 7:00 - 7:30 & Thursday - 2:30 - 3:00

## Course Access

This course is taught in-person at Camille Casteel High School. Students will have access to the curriculum and instruction in the classroom. Google Classroom is the primary location for students to access material when absent from classes taught in person.

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## Equipment Usage Agreement:

Students will receive training for the proper use and care of all equipment. I understand that while my student uses school equipment, they are responsible for its care. If school equipment is damaged, lost, stolen, or destroyed under my student's care, I further understand that my student and I will be responsible for the replacement or cost of repair of the damaged equipment.

## CTE Program Responsibilities:

### Career & Technical Student Organization (CTSO)

Career & Technical Student Organizations (CTSOs) are co-curricular organizations that help enrich applied academics, communications, and teamwork. Students in CTE programs can participate in CTSO leadership activities and competitive events.

This program is aligned with the following CTSO: DECA.

### Industry Credentials

CTE programs allow each student to earn an industry certification aligned to their CTE program area. This CTE program will offer the following industry credential(s) for all students by program completion:

This is a beginning-level course, which will lead to an industry credential(s) in the advanced course(s) within this program

### Technical Skills Assessment (TSA)

Technical Skills Assessments (TSA) are an Arizona Department of Education high-stakes state assessment designed for each program area. The TSA is to certify and document student attainment of industry-validated knowledge and skills through online testing. The TSA is taken after the CTE program (year 2 or 3) of each program.

### Non-Discrimination Clause/ Aviso de no discriminación

The non-discrimination clause can be accessed using the link or QR code ([www.cusd80.com/Page/983](http://www.cusd80.com/Page/983))



## Help

### Academic Support

- Contact the teacher to schedule an appointment during office hours
- [Ed Tech](#) support for students, parents/guardians, and community link ([cusd80.com/Page/45109](http://cusd80.com/Page/45109))

### Mental Health Support

- CUSD mental health support [cusd80.com/Domain/10528](http://cusd80.com/Domain/10528) or 480-573-8808 (talk or text)
- Suicide & Crisis Lifeline: 9-8-8 hotline
- 24-hour Crisis Line Talk: 602-222-9444, Text: 741-741

## Student Conduct, Success, and Responsibilities

### Student Handbook

Students must follow the policies and procedures established in the Student Handbook. Copies of the handbook can be found at [cusd80.com/handbooks](http://cusd80.com/handbooks). Printed copies will be provided upon request.

### Student Responsibilities

EVERY student must participate and contribute daily to the best of their ability.  
EVERY student must maintain a high level of attendance, punctuality, and preparedness.  
EVERY student must bring a positive, energetic, and innovative attitude to class.  
EVERY student must RESPECT all persons, equipment, and materials at all times.  
EVERY student is expected to produce his/her own original work. Plagiarism and cheating is not tolerated.

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### Late work

Make-up work is due within a week of the due date.

Due dates and major tests will be announced in advance .

Late work will result in a loss of credit. 10% deducted each day (Max -50% credit)

Projects are NOT accepted late unless the student has an excused absence for at least 25% of the allotted project development time.

If caught cheating, you will receive a zero and possible referral.

## Assessments and Assignments

Students will complete assessments during each unit of study to assess their understanding. Students will complete the CUSD Common Final at the end of the first and second semesters. The Common Final will count for 20% of the student's final semester grade in grades 9-12 and 10% in grades 7-8 (some exceptions may apply at the Junior High level). Common finals will be in ELA, Math, Science, Social Science, and World Language.

Final exams will be given during the CUSD Jr High/High School Early Dismissal days in December and May, as identified on the [District Calendar](#).

If students are requested to participate in a survey, the survey questions will be provided to parents/guardians seven days before student contact.

## Grading

### Grade Percentage

A	B	C	D	F
90% - 100%	80% - 89%	70% - 79%	60% - 69%	<60%

### Quarter grades

Grades will be based on participation, projects and assignments, and assessments.

Semester grades are calculated as follows:

Q1 – 40%      Q2 – 40%      Final – 20%

Class Participation: Students are required to actively and positively participate in all class activities. Students can earn up to 10 points each week for participation. Misbehavior and/or lack of participation will result in loss of points for the week.

Projects and Presentations: Each project will have specific guidelines for how to receive full credit. Full credit will be based upon content, preparedness, participation and following directions, not ability.

Projects and presentations are not accepted late.

Assignments: Students are expected to follow directions and turn in completed assignments on time when given. Late work turned in the last two weeks of the quarter will not be graded.

Final: Students are provided a final project and test that encompass all the material covered throughout the semester. The combined project and test grade will account for 20% of the semester grade.

### Semester grades

Semester grades are calculated using 40/40/20: Each quarter accounts for 40% of the semester grade and the final exam accounts for the remaining 20%.

## Units of study

### Units for MRK200A Marketing 1

Introduction to Marketing and Consumer Behavior

Branding and Product Management

Promotions and Advertising

Digital Marketing and Social Media

Market Research and Consumer Insights

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### SY 2023-24



**Site:** Camille Casteel High School

**Building Principal:** Jayson Phillips, phillips.jayson@cusd80.com

**Teacher:** Mrs. Jessica Penoyer, penoyer.jessica@cusd80.com

Parents/Guardians should indicate if they "Acknowledge" or have a "Potential Conflict" with their student's participation in the following units by checking the appropriate box for each unit of study listed. Students cannot opt out of a standards-based unit. Marking "Potential Conflict" will prompt the teacher to make contact regarding assignment alternatives.

Unit of study	Acknowledge	Potential Conflict
Introduction to Marketing and Consumer Behavior		
Branding and Product Management	<input type="checkbox"/>	<input type="checkbox"/>
Promotions and Advertising	<input type="checkbox"/>	<input type="checkbox"/>
Digital Marketing and Social Media	<input type="checkbox"/>	<input type="checkbox"/>
Market Research and Consumer Insights	<input type="checkbox"/>	<input type="checkbox"/>

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## Parent/Guardian

### Acknowledgment

By signing and returning this form, the parent/guardian acknowledges they have reviewed the resources and units of the study included in the syllabus.

- ☐ As the parent/guardian, I understand that I may contact the teacher if I have questions about the resources, content, or units of study.
- ☐ As the parent/guardian, I understand I can check my student's grades in Infinite Campus anytime during the school year.

Student name (printed)

Student signature

Parent/Guardian name (printed)

Parent Signature

Date

***Please return this page to your student's teacher.***