

# Marketing 2

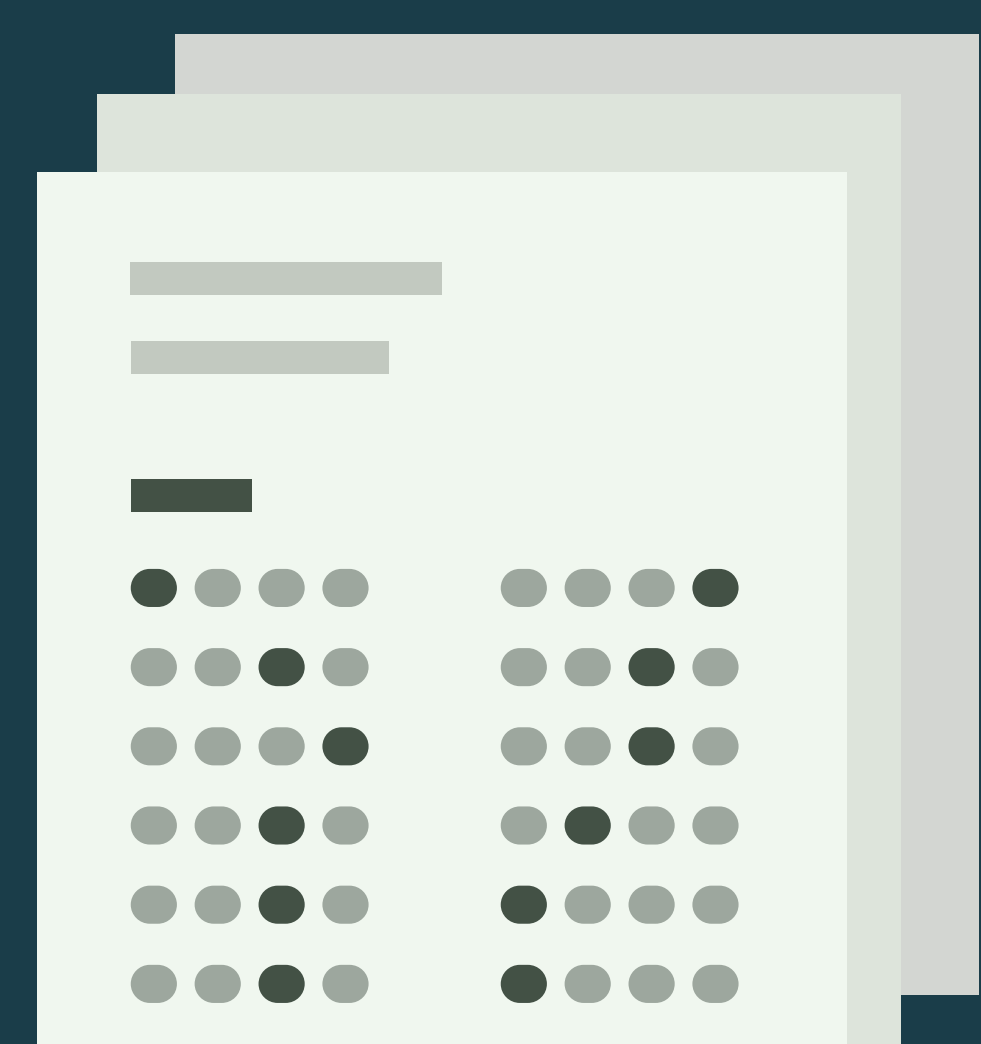
## Casteel High School



This course covers a wide range of business related topics under the marketing umbrella including market research, event planning, finance, entrepreneurship, and careers within the industry. A student completing this program will possess the technical knowledge and skills to apply marketing concepts in any career path they choose. In addition to the required technical skills, students will gain advanced employability skills through various personal and professional development opportunities.

This course is the final course in the two year Marketing program, following Marketing I.

### Class Information



#### Grading Scale:

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 59 or below



#### Your Grade:

- Assessments (30%)
- Projects (30%)
- Classwork (25%)
- Professional Points (15%)

#### Materials Needed:

- Pen/Pencil
- Folder/Binder
- Project materials as needed throughout the year



#### Instructor Information:

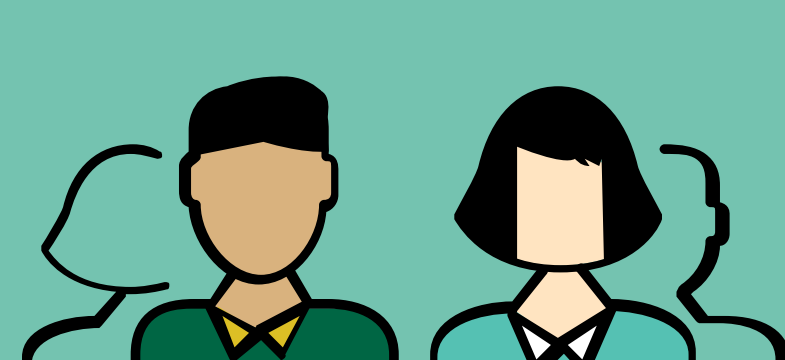
Ms. Mary Kavan  
Room A37  
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### Course Fee / Membership Dues

Course fees and membership dues can be paid online or at the bookstore. Checks, cash, and card are accepted. **THEY MUST BE PAID FOR SEPARATELY.** Please submit payment by Friday, August 23rd and provide copies of your receipts to Ms. Kavan.



Marketing Class Course Fee: \$25  
\*\*Required



DECA Membership Dues: \$10  
\*\*Optional

Course fees are required to be paid in order to be enrolled in a Marketing class. Course fees help pay for students' access to various learning materials and resources, industry certifications, industry visits and guest speakers, and more! Many families may have already paid this fee during Colt Days when students received their schedules.

Each student's course fee also pays for their membership in **DECA**. All Marketing students are required to be a member of DECA, the co-curricular Career and Technical Student Organization associated with the Marketing program. DECA is an integral part of this course and classroom assignments will be given that relate directly to DECA activities. The \$10 covers their participation in 1-2 mock competitions, transportation to field trips, a club t-shirt, and the end of the year banquet.



#### A Few 2019-2020 DECA Activities:

- Sept. 24th: Fall Leadership Conference with the Arizona Diamondbacks
- Nov. 14-18th: Power Trip in Washington, D. C.
- Jan. 16th: District Competition
- Feb. TBD: State Competition
- April 28-May 2nd: International Competition in Nashville, TN

### Class Expectations



Respect for all staff, students, and property is a **MUST!**

#### Late Work

Students may submit late classwork up to a week after the due date before a 25% penalty is enforced. Students with multiple missing assignments may be required to complete them during lunch or before/after school. Late classwork submitted during the last two weeks of each quarter will not be graded.

Late project presentations without prior approval are not accepted.

#### Absent/Make Up Work

The **STUDENT** is responsible for ensuring that all classwork is made up if absent. One week from the return to class will be given to submit make up work. Check with a classmate to find out what is missed. Assignments and notes can be found on the class website.



Every student in the class is expected to produce his/her own original work. Plagiarism is unacceptable and will not be tolerated in this class. Consequences according to the CCHS handbook will be followed.

#### All students agree to the following class rules:

- I will only use my cellphone for class related activities or with teacher approval.
- I will be ready when class starts.
- I will follow all class procedures related to the use of school computers, laptops, and tablets.
- I will not chew gum, eat food, or have drinks other than water in the classroom.
- I will not wear my hat in class.
- I will not be late for class nor leave the classroom without following proper sign out procedures.

Consequences will occur if a student chooses to ignore class rules.

### Colts Corner School Store



All Marketing students will supplement their classroom learning by working in the Colts Corner School Store at least (4) weeks out of the school year. Colts Corner allows students to apply the customer service and employability skills we learn in class into action!

#### Examples of Skills Utilized:

- Customer Service
- Handling Types of Payment
- Sales / Suggestive Selling
- Stocking / Inventory
- Cleaning / Organization
- Promotion



#### Store Shifts:

- Before School 7:00-7:30 am
- C Lunch
- After School 2:30-3:00 pm

Parent/Guardian Survey Link: <http://bit.ly/2019cchsmktparents>

Student Survey Link: <http://bit.ly/2019cchsmktstudents>

Please complete surveys by Friday, August 2nd.