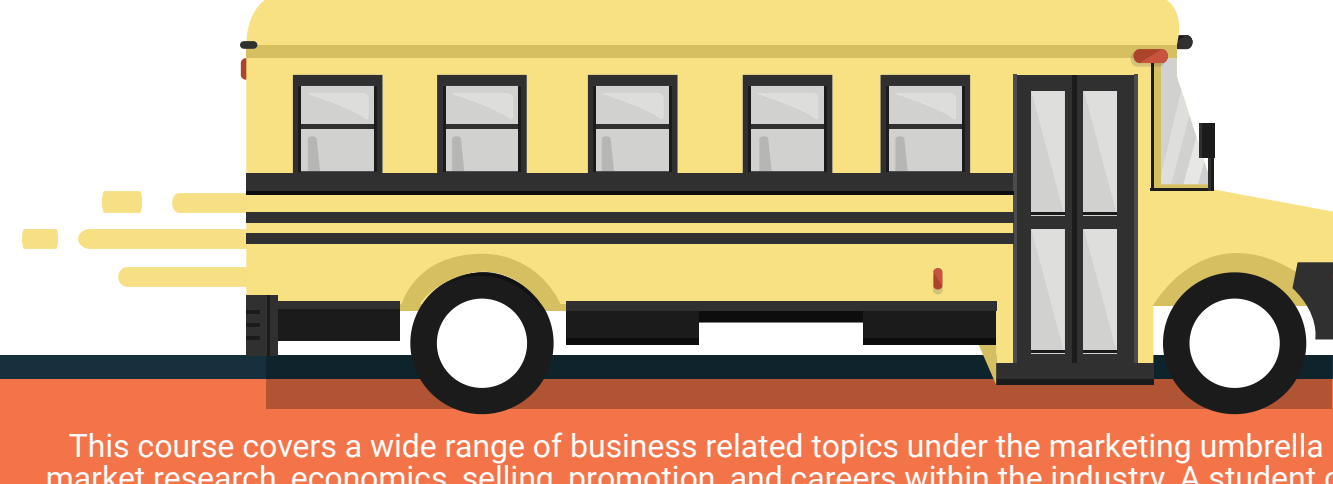


Marketing 1

Casteel High School



This course covers a wide range of business related topics under the marketing umbrella including market research, economics, selling, promotion, 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 part of a two year program, serving as a prerequisite for Marketing II.

Class Information

Grading Scale:

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

Materials Needed:

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

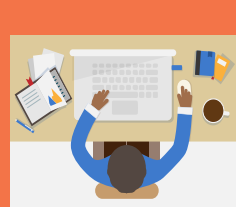


Instructor Information:
 Ms. Mary Kavan
 Room A37
 Email: kavan.mary@cusd80.com
 Phone: 480-424-8167

Virtual Learning

Attendance Policy:

A student will be marked absent if:
 1) they do not attend the live Google Meet class session
 AND
 2) they do not submit their work from that class period



Virtual Expectations:

Students **MUST** be respectful and responsible while attending class and completing work in a virtual environment. Failure to do so will result in disciplinary action including being removed from a live Meet class, parents contacted, and/or a referral. Specific expectations will be outlined during the first week of class.

Office Hours

Office hours will take place daily from **11:30 am to 12:30 pm** to assist students and families as needed.

Block Scheduling

We will be running on block schedules every day. During class, you can expect the following format:

10-20 minutes: review agenda / prep for live Meet class session
 20-40 minutes: Live Meet class session
 45-60 minutes: work on activity or assignment

Live Meet Times

Period 2: 8:00 am
Period 3: 10:00 am
Period 5: 12:45 pm

Course Fee / Membership Dues

Course fees are required for this course and membership dues for our extra curricular organization associated with our program are optional. These fees will be requested upon our return to in-person learning and can be paid by cash, check, or card to our school bookstore.



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



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! Typically, this is a fee that you may pay for during Colt Days or at the start of the school year. Due to virtual learning, these fees will not be required to be paid until we return to in-person learning.



DECA Membership Dues: \$10 **Optional

Each student's course fee also pays for their membership in **DECA**. All Marketing students are 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 additional (and optional) \$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 2020-2021 DECA Activities:



Fall Semester: Virtual Chapter Officer Training, Fall Leadership Conference, and Competition Boot Camps
 Nov. 12-14: Western Region Leadership Conference (most likely virtual)
 Feb. TBD: State Competition
 April 24-27: International Competition in Anaheim, CA

Class Expectations

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

Late Work

Work submitted within two weeks of the due date will receive a 10% deduction. Work submitted after two weeks will result in a 30% deduction. Late classwork submitted during the last two weeks of each quarter will **not** be graded.

Late projects without prior approval are **not** accepted.

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.

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 Google Classroom to find out what is missed and follow up with Ms. Kavan if you have questions.

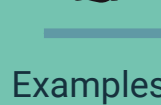
All students agree to the following class rules:

- 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.

Stampede Student Store

All Marketing students will supplement their classroom learning by working in/with the Stampede Student Store this school year. The Stampede Store 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:

Due to the current situation, students' involvement in the store will vary throughout the year. If students will be working in the store, there will be a future document sent out for review and approval.

Technology / Apps

The following applications and technology will be used in our class throughout the year. All items are district approved and will be used utilizing the student's school google account, if an account or login is required.

- Google Suite Products
- Socrative
- Microsoft PowerPoint
- Kahoot
- Flipgrid
- Quizizz
- Peardeck
- Knowledge Matters Virtual Business Simulation
- Seesaw
- Sifma Stock Market Game
- Adobe Spark Video



Parent/Guardian Survey Link: <https://bit.ly/mktkavan2020parents>

Student Survey Link: <https://bit.ly/2020kavanmktstudents>

Want to stay super connected to our program? Students AND parents can join their class Remind and/or follow these social media accounts:

Instagram & Twitter: @casteeldeca
Instagram & Twitter: @stampede_store

Remind Groups
 Text "81010" or open the Remind app and enter the code below:

Period 2: @p2kav
 Period 3: @p3mk
 Period 5: @p5mk

Notice of Nondiscrimination
 Chandler Unified School District does not discriminate on the basis of race, color, ethnicity, national origin, religion, sex or gender, sexual orientation, disability or age in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. The following persons have been designated to handle inquiries regarding the nondiscrimination policies:

Compliance officer for Title IX
 Dr. Craig Gilbert, Assistant Superintendent
 1525 W. Frye Rd.
 Chandler, AZ 85224
 gilbert.craig@cusd80.com
 (480) 812-7630

Sandy Cooper, Assistant Superintendent
 1525 W. Frye Rd.
 Chandler, AZ 85224
 cooper.sandy@cusd80.com
 (480) 812-7624

Compliance officer for Section 504
 Dr. Kimberly Marshall, Director of Student Services
 500 W. Galveston St.
 Chandler, AZ 85225
 marshall.kimberly@cusd80.com
 (480) 224-3732

Aviso de no discriminación
 Distrito Escolar Unificado de Chandler no discrimina en base de raza, color, etnia, origen nacional, religión, sexo o género, orientación sexual, discapacidad o edad en sus programas y actividades, proporcionan acceso en condiciones de igualdad a los Boy Scouts y otros grupos de jóvenes. Las siguientes personas han sido designadas para tratar preguntas en cuanto a las políticas de no discriminación.

Funcionario de Cumplimiento de Título IX
 Dr. Craig Gilbert, Asistente de Superintendente
 1525 W. Frye Rd.
 Chandler, AZ 85224
 gilbert.craig@cusd80.com
 (480) 812-7630

Sandy Cooper, Asistente de Superintendente
 1525 W. Frye Rd.
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 cooper.sandy@cusd80.com
 (480) 812-7624

Funcionario de Cumplimiento de Sección 504
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 (480) 224-3732