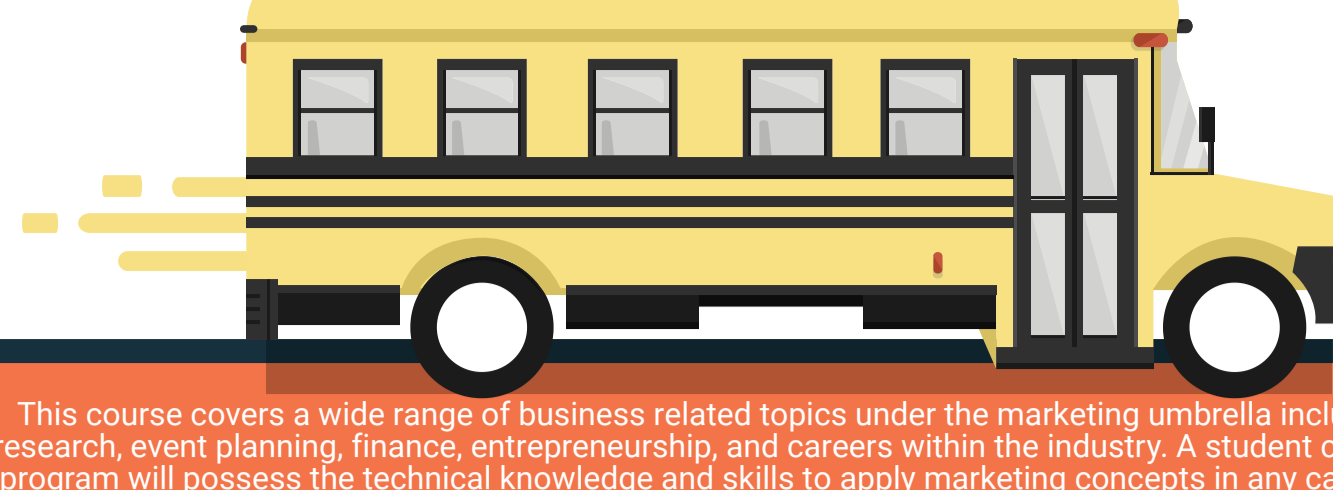


# Marketing 2

## Casteel High School



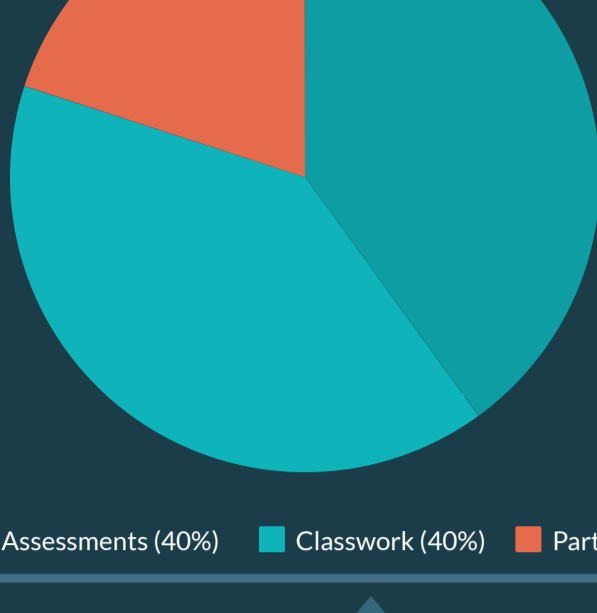
This course covers a wide range of business related topics under the marketing umbrella including market research, event planning, finance, entrepreneurship, and careers within the industry. A student completing this program will possess the technical knowledge and skills to apply marketing concepts 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. However, School Based Enterprise may be taken after the completion of Marketing 2.

### 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

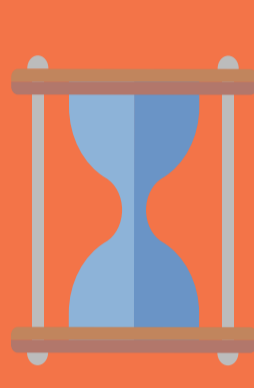
We will be running on block schedules every day. During class, you can expect the following format:

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



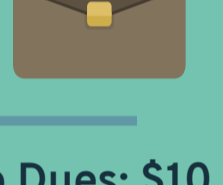
#### Live Meet Times

Our Live Google Meet class will take place at the same time during each class period:  
**10:00 AM**

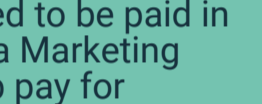


### Course Fee / Membership Dues

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.

#### 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.



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 not chew gum, eat food, or have drinks other than water in the classroom.



I will be ready when class starts.



I will not wear my hat in class.



I will follow all class procedures related to the use of school computers, laptops, and tablets.



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!

- 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
- Microsoft PowerPoint
- Flipgrid
- Peardeck
- Seesaw
- Adobe Spark Video



- Socrative
- Kahoot
- Quizizz
- Knowledge Matters Virtual Business Simulation
- Sifma Stock Market Game

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: @p4mk

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  
 cgilbert@cusd80.com  
 (480) 812-7630

Sandy Cooper, Assistant Superintendent  
 1525 W. Frye Rd.  
 Chandler, AZ 85224  
 scooper@cusd80.com  
 (480) 812-7630

Compliance officer for Section 504  
 Dr. Kymberly Marshall, Director of Student Services  
 500 W. Galveston St.  
 Chandler, AZ 85225  
 marshall.kymberly@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  
 cgilbert@cusd80.com  
 (480) 812-7630

Sandy Cooper, Asistente de Superintendente  
 1525 W. Frye Rd.  
 Chandler, AZ 85224  
 scooper@cusd80.com  
 (480) 812-7630

Funcionario de Cumplimiento para Sección 504  
 Dr. Kymberly Marshall, Director de Servicios Estudiantiles  
 500 W. Galveston St.  
 Chandler, AZ 85225  
 marshall.kymberly@cusd80.com  
 (480) 224-3732