



"Innovation distinguishes
between a leader and a
follower." Steve Jobs

**Syllabus
Advanced Marketing**
INSTRUCTOR: Jennifer Pavlu

TUTORING DAYS AND TIMES
ANY DAY OF THE WEEK BY
APPOINTMENT

CONFERENCE PERIOD: Anytime By Appointment
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GET CONNECTED
Remind: @fhc8688
Google Classroom: 2q1ij2

COURSE DESCRIPTION:

In this course we will dive deeper into marketing by examining how things work in different market areas including sports, entertainment, charity, fashion, tourism, movies, and international marketing. All these sectors use basic marketing principles but they manipulate them in different ways. This course has been developed to help you learn more about marketing and further develop your marketing skills and instincts. Marketing is one of the largest and most exciting career areas in business and there are many career opportunities in this field. An understanding of marketing is very useful, no matter what job you hold or in what organization you work. Students participate in leadership and career development activities. Students are encouraged to participate in **DECA**, a co-curricular youth organization for Marketing, Management and Entrepreneurship.

COURSE OBJECTIVES:

1. DECA Competition Preparation
2. Successful career planning
3. Productive work habits and attitudes
4. Business concepts and how business satisfies economic needs
5. The relationship of business and society
6. The importance of marketing as well as the functions of marketing
7. Listening, reading, speaking, writing,
8. Communication Skills-Verbal and Non Verbal
9. Self-development techniques and interpersonal skills
10. Exceptional customer service
11. Build successful leadership skills

REQUIRED SUPPLIES and DATA:

1. Pen and Paper (Spiral for class) * You will email many assignments
2. Calculator; You may use your IPAD
3. Digital Portfolio
4. Markers if you do not want to share the class set
5. I PAD
6. An email address



CTSO:

DECA is the **Career Tech Student Organization** for students enrolled in Marketing. DECA membership is optional, but it is recommended. Students have the opportunity to learn more about the fields of Business, Marketing and/or Finance by their involvement in DECA, which includes competition, field trips, guest speakers and/or participation in the Fall and Spring Fashion shows. The Executive Officers (President and Vice Presidents) of DECA are elected each Spring so that they can work through the summer, making plans for the coming school year. The membership drive runs officially through September 22, and at that time the following officers are determined through an Interview Process which is evaluated by the DECA Sponsors and the Executive Officers: Secretary, VP Finance/Treasurer, VP Social Media Correspondent, VP Community Service, Sergeant at Arms. In addition, classroom representatives are chosen from each course taught by the sponsors of DECA. Any DECA student interested in representing his/her class should let his/her teacher know of his/her interest in this position.

ASSESSMENTS:

Six-week grades will consist of five parts and will be weighted as follows:

1. DAILY ASSIGNMENTS	60%
2. PROJECTS/TESTS	40%
3. FINAL EXAM	20%

Grading Percentages:

A	90-100
B	80-89
C	70-79
F	Below 70

MISSED EXAMS/WORK:

Test Re-Take Guidelines

A retake exam may be taken for any test one time.

The retake exam will be a modified version of the original exam. It will not be the same test but length, content, and difficulty will be comparable.

The grade earned on the retake will replace the original exam grade, for better or worse.

The retake must be arranged within one week of getting back the original exam and, and the retake must be completed by the end of the following unit (usually two weeks).

Student not a=Absent: Late work accepted up to 3 days after initial due date. Maximum of 70% can be earned. No late assignments accepted after 3 days.

Student Absent: It is the student's responsibility to request make up work no later than 3 days upon return. For planned absences, student should request work missed in advance. Many assignments will be available as downloads from HAC system. All work must be made up per MISD Board policy, i.e. same number of days as absence(s).

Late Work:

Late work is accepted 1 class period after the original due date for a penalty of 30% off the grade received. A score of zero will be given for work turned in after one day late.



THE BARBER SHOPPE SCHOOL STORE

Academic Dishonesty:

Daily Work

Every Offense

- Academic and Disciplinary Consequences
- Assign grade of zero
- Write a referral
- Teacher contacts parents
- Consequence from administrator would be a minimum of AC placement

Exams or Other Major Assessments

- Academic and Disciplinary Consequences
- Assign grade of zero
- Write a referral
- Teacher contacts parents
- Consequence from administrator would be a minimum of AC placement
- An alternative exam or major assessment can be completed for a maximum grade of 70%
- Academic Associate is notified and will schedule a meeting with student, parent and teacher

Resources

Textbook, guest speakers, multi-media presentations, Internet research, current events, movie and film clips, Marketing Blog, and DECA resources.

Throughout this course, the students will be logging into **Virtual Business - Retailing**, completing individual lessons and simulations along the way. This will culminate at the end of the semester with a multi-day simulation building a retail business from the ground up

Text Book & Curriculum

Online lessons on www.icevonline.com, knowledgematters.com Virtual Business Retailing, School Store Operations.

Certification

At the end of the school year, the students will be taking the DECA School Based Enterprise Individual Certification Exam. The certification program reinforces the integration of National Curriculum Standards and 21st century employability skills into the SBE learning lab environment. Standards covered in both the written project and exam include retail, marketing and entrepreneurship concepts, and a range of business operations standards. Earning a chapter or individual certification garners international recognition, provides credibility, validates curriculum efficacy and strengthens the relevancy of the SBE as a valuable teaching tool. Throughout the year the students will be taking a pre-test, and a practice test in order to prepare for the certification exam. Upon completion and passing of the exam, they will receive a certificate.

Attendance/Tardies

Regular school attendance is essential for a student to make the most of his or her education—to benefit from teacher-led and school activities, to build each day's learning on the previous day's, and to grow as an individual. Absences from class may result in serious disruption of a student's mastery of the instructional materials; therefore, the student and parent should make every effort to avoid unnecessary absences.

An absence is defined as missing 20 minutes or more of any class.

Tardy Policy

Tardy 1 & 2 Verbal Warning

Tardy 3 Phone call home

Tardy 4 Office Referral



CLASSROOM EXPECTATIONS

1. **RESPECT FOR TEACHER AND EACH OTHER**
2. FOOD AND/OR DRINK IS ALLOWED UNTIL IT BECOMES A DISRUPTION, BUT YOUR ENTIRE MEAL IS NOT ALLOWED SO EAT LUNCH BEFORE COMING TO CLASS; BE RESPECTFUL OF THE CLASSROOM, PLEASE TAKE CARE OF YOUR TRASH.
3. CELL PHONES SHOULD BE SILENCED AT ALL TIMES. PLEASE ONLY USE WHEN INSTRUCTOR ASKS YOU TO.
4. RESPECT YOUR INSTRUCTOR AND YOUR FELLOW CLASSMATES BY LISTENING WHILE THEY ARE TALKING. WHY-SEE FIRST COMMENT, IT SHOWS RESPECT AND TO BE SUCCESSFUL, YOU MUST RESPECT YOUR PEERS AND LEADERS.
5. COME TO CLASS PREPARED WITH REQUIRED SUPPLIES-WHY? BECAUSE YOU CANNOT COMPLETE YOUR DAILY ASSIGNMENTS WITHOUT SUPPLIES, THEREFORE, YOUR GRADE WILL SUFFER.
6. BE ON TIME FOR CLASS
7. STUDENTS SHOULD USE THEIR IPADS FOR ASSIGNMENTS AND NOT BE ON ANY OTHER SITES
8. RADIOS, HEADPHONES, DVD PLAYERS OR ANY OTHER ELECTRONIC DEVICE ARE FINE AT HOME, IN YOUR CAR OR DURING LUNCH. PLEASE DO NOT BRING THEM TO CLASS EXCEPT WHEN YOUR TEACHER ANNOUNCES YOU CAN. WHY? IT IS DISRUPTIVE TO THE CLASS AND INTERFERES WITH YOUR OPPORTUNITY TO LEARN.
9. STUDENTS WILL BE ALLOWED TO MAKE ARRANGEMENTS FOR MAKEUP WORK DUE TO EXCUSED ABSENCES. HOWEVER, YOU WILL BE RESPONSIBLE.
10. OFFENSIVE LANGUAGE WILL RESULT IN A GREAT OPPORTUNITY TO VISIT THE SCHOOL OFFICE.
11. SLEEPING IN CLASS COULD RESULT IN MISSING THE DAILY ASSIGNMENT, THEREFORE, YOU WILL NOT BE ENGAGED IN LEARNING AND YOU WILL RECEIVE A ZERO ON YOUR DAILY GRADE.
12. LAPTOPS ARE FOR YOUR BOOKS AND CLASS MATERIAL
13. YOU WILL BE DISMISSED BY YOUR TEACHER, NO BELL

Here's what will happen if you do not comply with the rules and understand the why's!

- Warning
- Discipline handled by the Teacher/D HALL MAY BE ASSIGNED
- Teacher/Parent Conference
- Removal from the classroom and sent to the Associate Principal

Note: Any severe disruption will allow you the opportunity to see the Associate Principal immediately.

The classroom-based instruction is designed to prepare students for successful business employment and to reinforce the skills necessary for success on the job. Topics of discussion will include, but are not limited to the following:

1. Basic Marketing Principles
2. Advertising Campaign Management
3. Developing & Launching a Product
4. Sports Marketing
5. TV & Movies
6. Tourism & Hospitality
7. International Marketing
8. Fashion



**PLEASE RETURN THIS PARENT STUDENT SIGNATURE PAGE
BY August 23, 2019**

I have read and understand the course syllabus, classroom management policy and procedures, assessments, classroom expectations, Southwest Airlines Professional Communications Certification and about the CTSO, DECA

Advanced Marketing

Student Signature_____Date_____

Parent Signature_____Date_____

So glad to have you in my class.
Enjoy your year!
Jennifer Pavlu