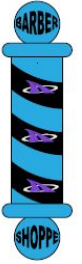


"Innovation distinguishes
between a leader and a
follower." Steve Jobs

Syllabus Practicum in Marketing

INSTRUCTOR: Jennifer Pavlu

TUTORING DAYS AND TIMES
ANY DAY OF THE WEEK BY
APPOINTMENT



CONFERENCE PERIOD: Anytime By Appointment
OFFICE PHONE: 682-314-1564
ADDRESS: 1120 West Debbie Lane, Mansfield, TX 76063
E-MAIL ADDRESS: JenniferPavlu@misdmail.org

COURSE DESCRIPTION Practicum in Marketin

Prerequisite: Any Business or Marketing Course Credits: 2-3

Through course required employment, students gain knowledge and skills that help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to create the marketing mix. This course covers technology, communication, and customer-service skills. The practicum is designed to give students supervised practical application of previously studied knowledge and skills. Practicum experiences can occur in a variety of locations appropriate to the nature and level of experience. The practicum course is a paid or unpaid experience for students participating in a coherent sequence of career and technical education courses in marketing education. 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. **This course includes a paid or unpaid career preparation experience.**

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

1. Student may earn 1 extra credit for having a job for the 18 wks.
2. Earn credit for Job Shadowing /Internship
3. Earn credit for working in School Store

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 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).

ACADEMIC DISHONESTY:

Cheating or plagiarism of any kind is not acceptable. Work deemed copied/plagiarized will result in an automatic '0' for the assignment. *Plagiarism* is defined as "to steal and pass off (the ideas or words of another) as one's own: Use (another's production) without crediting the source; present as new and original an idea or product derived from an existing source" (Webster's Dictionary).

RESOURCES

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

Text Book & Curriculum

A class set of textbooks will be available Marketing Anniversary Edition by James L. Burrow
Online lessons on www.icevonline.com, knowledgematters.com Virtual Business Retailing, School Store Operations

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.

Practicum in Marketing

1.01 General Housekeeping: Forms

Forms required for Practicum

1.02 Training Station Orientation

What is a training station? How to conduct yourself in a training station

Portfolios

Lessons and Projects

Scholarships for Post-Secondary Options

Lessons and Projects

2.01 History of Marketing

Lessons and Projects

2.02 Marketing Concepts

Lessons and Projects

2.03 Market Segmentation

Lessons and Projects

2.04 International Business Impact

Lessons and Projects

2.05 Product Planning

Lessons and Projects

2.06 Marketing Research

Lessons and Projects

2.07 Marketing Planning

Lessons and Projects

2.08 Branding

Lessons and Projects

2.09 Advertising

Lessons and Projects

2.10 Public Relations & Publicity

Lessons and Projects

2.11 Sales**Lessons** and Projects**3.02 Free Enterprise System****Lessons** and Projects**3.03 Economic Factors****Lessons** and Projects**4.01 Leadership****Lessons** and Projects**4.02 Management and Interpersonal Skills****Lessons** and Projects**5.01 Math****Lessons** and Projects**5.02 Purchasing****Lessons** and Projects**6.01 Career Exploration****Lessons** and Projects**Career Pathways****Lessons** and Projects**Personal Management****Lessons** and Projects**Project Management****Lessons** and Projects**Senior Project**

Presentations



**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

Practicum in Marketing

Student Signature _____ Date _____

Parent Signature _____ Date _____

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