



<b>Course Title</b>	Marketing Principles	
<b>Teacher</b>	Jennifer Limeri – Room 512	
<b>Email Address</b>	Jennifer.limeri@cobbk12.org	
<b>Class Website</b>	<a href="https://limeribiz.weebly.com">https://limeribiz.weebly.com</a>	
<b>Remind101</b>	2 <sup>nd</sup> Period – text @lhsmark2nd to 81010	3 <sup>rd</sup> Period – text @lhsmark3rd to 81010
<b>Extra Help</b>	Available Tues and Thurs 7:45am-8:15am and afternoons by appointment	

### COURSE DESCRIPTION

Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

### STANDARDS

- MKT-MP-1 Demonstrate employability skills required by business and industry.
- MKT-MP-2 Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development.
- MKT-MP-3 Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.
- MKT-MP-4 Implement, modify, and improve business and marketing systems to facilitate business activities.
- MKT-MP-5 Demonstrate an understanding of customer behaviors and the economic environment in which customers function.
- MKT-MP-6 Employ financial knowledge and skill to facilitate marketing decisions.
- MKT-MP-7 Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.
- MKT-MP-8 Utilize pricing strategies to maximize return and meet customer’s perception of value.
- MKT-MP-9 Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.
- MKT-MP-10 Employ processes and techniques to sell goods, services and ideas.
- MKT-MP-11 Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.
- MKT-MP-12 Utilize knowledge of distribution to manage supply-chain activities.
- MKT-MP-13 Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.

### UNIT TOPICS

#### FALL SEMESTER:

1. The World of Marketing
2. Marketing Mix/Segmentation
3. Marketing Information Management
4. Promotional Strategies
5. Product Development
6. Pricing/Finance

#### SPRING SEMESTER:

7. Advertising
8. Distribution
9. Economic Systems
10. Selling
11. Marketing and Management
12. International Marketing

### DECA

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. It is strongly recommended that students in marketing classes join the LHS DECA Chapter. Membership dues for DECA are \$30. Please review the DECA membership form for more information.

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**CLASS MATERIALS**

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3-ring binder, paper, and pen/pencil EVERYDAY. A flash drive (2GB or higher) and headphones are recommended.

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**GRADING POLICY**

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Tests/Projects .....	40%	Classwork .....	10%
Quiz/Minor Assessments .....	20%	Final Exam .....	10%
Employability Skills .....	20%		

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**MAKE-UP POLICY**

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**Make-up work is YOUR responsibility.** Below is information on the make-up policy for each type of assignment:

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**CLASSWORK/DAILY GRADES**

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If a student is absent, he/she may make up work within one day of the missed assignment if the absence is excused. (For example, if you miss a Tuesday and return on Wednesday, your make-up work will be due Thursday). Handouts will be located in the classroom, and notes can be obtained from a friend or classmate or be found on the class site.

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**LATE WORK**

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If you do not turn in an assignment on the due date, it will be entered as a '0' in the grade book. Ten (10) points will be deducted for each day the work is late. Work will not be accepted past one (1) week after the original due date. No late work will be accepted during the last week of the grading period.

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**EMPLOYABILITY SKILLS**

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Students become young professionals when they enter the business classroom. The employability skills grade will be based on attendance, student participation, teamwork, organizational skills, behavior and quality of work.

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**PROJECTS**

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Projects are assigned days and sometimes weeks in advance. Therefore, if you are absent on the day a project is due, it is due IMMEDIATELY upon your return to class. If you are absent on the day a project is due and it is a group project that involves some type of presentation, you will be given an alternative assignment.

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**TESTS/QUIZZES**

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Please make every effort to be here on test day. If you must miss a test, it is your responsibility to schedule the make-up test. Make-up tests must be given within 2 days of your return to school.

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**CLASS EXPECTATIONS**

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Lassiter's Student Handbook Policies will be enforced at all times.

1. Be respectful of all individuals in the classroom
2. Come prepared for class every day.
3. No sleeping, eating or drinking in the classroom.
4. NO cell phone usage.
5. All phones should be put away during instruction time from when the bell rings for class to begin through when the bell rings for class to end.
6. Be on time for class every day. 3 or more tardies will result in administrative referral.

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**ACADEMIC INTEGRITY**

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*Cheating is considered a serious matter. The parents of a student who has been involved in cheating will be notified and the student will receive a grade of zero for the test or evaluation period, and a grade of U in conduct.*

For this course, cheating is defined as, but is not limited to, the following acts:

- Copying anyone's answers to questions, exercises, study guides, classwork or homework assignments
- Taking any information verbatim from any source, including the Internet, without giving proper credit to the author, or rearranging the order of words and/or changing some words as written by the author and claiming the work as his or her own, i.e., plagiarism.
- Looking onto another student's paper during a test or quiz.
- Having available any study notes or other test aids during a test or quiz without the teacher's permission.
- Collaborating on assignments when independent work is expected.
- Students displaying cell phones during tests will have their cell phones confiscated, and will be given a zero.

**THIS PAGE NEEDS TO BE SIGNED AND RETURNED NO LATER THAN MONDAY, AUGUST 12, 2019**

Student Name: \_\_\_\_\_

Class Period: \_\_\_\_\_

(Please print legibly)

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**ACKNOWLEDGEMENT AND SIGNATURES**

Please SIGN & RETURN TO INDICATE YOU AGREE WITH THE BELOW STATEMENTS

1. I have read and understand the academic integrity policy.
2. I have reviewed the class syllabus and understand the syllabus may be updated during the semester and I can find the most updated version on the teacher's class website listed above.
3. I have reviewed and understand the grading policy.
4. I am willing to be contacted by email.
5. I have access to the Internet and will access ParentVue (Synergy) to check on my child's progress. I understand that teachers will make every effort to post grades within 2 weeks of accepting the assignment, but that posting of grades for larger papers and projects may extend beyond the 2 week timeframe.
6. I give permission for my child to view G, PG or PG13 movies if they are related to the curriculum of the class.

Student Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Parent/Guardian Name: \_\_\_\_\_

(Please print legibly)

Parent/Guardian Signature: \_\_\_\_\_

Date: \_\_\_\_\_