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***Vision: To create an environment where our learners grow as individuals while gaining professional expertise and skills.***

***Mission: To offer inspiration through advanced instruction and authentic experiences.***

**Instructor:** Jakacha Nelson

 Email me at jakacha.nelson@henry.k12.ga.us. Please allow 24 hours for a response.

Conferences can be scheduled via the counselors between 7:45 and 8:15 am.

**Marketing Principles**

Marketing Principles is the foundational course for the Marketing Communications and Promotions Pathway. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Associates develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

**Course Objectives**

AAS associates will

● Demonstrate industry-recognized employability skills.

● Acquire foundational knowledge of marketing concepts to understand the scope and

impact of marketing on the economy.

● Implement, modify, and improve business and marketing systems to facilitate business

activities.

● Demonstrate an understanding of customer behaviors and the economic environment in which customers function.

● Employ financial knowledge and skill to facilitate marketing decisions.

● Acquire foundational knowledge of marketing information and research to understand

the scope of business and marketing decisions.

● Utilize pricing strategies to maximize return and meet customer’s perception of value.

● Employ processes and techniques to sell goods, services and ideas.

● Utilize promotional knowledge and skill for communicating information to achieve a

desired marketing outcome.

● Utilize knowledge of distribution to manage supply-chain activities.

● Acquire foundational knowledge of international business and marketing concepts to

understand the scope and impact on the economy.

● Research, develop and present a marketing plan.

| **Required Supplies** |
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| * Fully charged Chromebook
* Chromebook charger
* 3-ring binder
* Writing utensil
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| **Expectations for Academic Success** |
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| * Attend class daily.
* Be prepared for class.
* Respect yourself and others.
* Ask questions.
* Contribute new ideas.
* Work hard, and give your best effort.
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**Grade Calculation**

| **Summative Assessments = 40%** | **Formative Assessments = 40%** |
| --- | --- |
| * Authentic learning projects, exams, presentations, essays, labs
 | * Practice Work: classwork, homework, quizzes, labs, employability skills
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| **Culminating Final Exam/Project = 20%** |
| All courses will have a culminating exam or project that assesses associate learning of the semester’s course content. This exam/project will be 20% of the overall course grade. |

**Make-up Work**

It is the student’s responsibility, not the teacher’s, to make arrangements for make-up work. Teacher will work with the student to ensure make up is done. Students are allowed to make up work for excused absences only, and it is their responsibility to get make-up work the first day they return. For each day that a student is absent, he or she has the same number of days to complete make up work. Anything else will result in a missing grade in the gradebook. Please, always talk to the teacher and work with the teacher to ensure all make up work is correctly and successfully done.

**Late Work Policy**

All assignments are due and must be submitted on or before the due date. Any assignment turned in after the due date will receive no grade, except there was a genuine reason granted by the teacher prior to the late submission. Meaning, if you know you are going to turn in any late assignment/quizzes/project/classwork, you will have to let the teacher know through e-mail and the teacher will grant you permission, otherwise you will receive no grade. Please, always communicate with the teacher to ensure he/she is carried along.

**Grade Recovery Days**

Before each break, every student will be allowed to make up any missing assignments prior to that particular make up day. You will only get three recovery days. There will be a time frame to complete all assignments. Any missing work not turned in or before these particular days will not be accepted and your grade will be a zero.

**Career and Technical Student Organizations [CTSOs]**

In addition to course integration, we will have a once-per-month activity schedule where associates can participate in their CTSOs. They will have the opportunity to be part of a symposium where a guest speaker or an expert teacher will present topics on secrets of successful business, cybersecurity in business, secrets of successful entrepreneurs, the secret of marketing, international trade etc.

**DECA (Distributive Education Clubs of America)**

DECA provides the opportunity for students to enhance their preparation for college with

co-curricular programs, which are integrated into classroom instruction, applying knowledge to

business context, networking, and promoting competition.

**Membership is strongly encouraged for all students enrolled in this course.**