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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.

**Integrated Marketing Communications**

Integrated Marketing Communications is the third course in the Marketing Communications and Promotion Career Pathway. This course focuses on the communication aspects of the business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, selling, direct marketing, public relations, sales promotions, and digital marketing communications. Students learn how communications affects budget considerations, marketing information decision-making and all future business opportunities. To increase the number of application experiences, students should participate in (1) WorkBased Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Promotion and Digital Marketing.

**Course Objectives**

AAS associates will

* Demonstrate employability skills required by business and industry.
* Formulate and apply the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities
* Distinguish the tools, techniques, and systems that businesses use to analyze the effectiveness of marketing communications.
* Develop a logical argument about the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome.
* Create and implement a fully integrated marketing campaign
* Investigate the tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist marketing information decision-making.
* Analyze the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value.
* Summarize the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities
* Differentiate the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome using social communications media.
* Identify and interpret the importance of selling to the economy.
* Explain how consumer behavior affects promotion and marketing communications.
* Analyze and apply the steps needed for an effective sales presentation.
* Describe the importance of utilizing follow-up techniques after the sale has been completed.
* Apply the concepts and strategies needed to communicate information about products, services, images, and ideas to achieve a desired outcome using sales promotions.
* Examine how related student organizations are integral parts of career and technology education courses through leadership development, school, and community service projects and competitive events.

| **Required Supplies** |
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| * Fully charged Chromebook
* Chromebook charger
* 3-ring binder
* Writing utensil
* Graphing calculator
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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.**