

Advanced Marketing

Instructor: Mrs. Waldson

Room B102

Phone: 682.314.1564 Email: lesliewaldson@misdmail.org



Dear Student and Parents/Guardian(s),

I am extremely excited to have you (your child) in class this year. This letter will provide basic information that will allow you to be successful. Please read over it carefully and share it with your parents/family. Keep it with you for future reference in the folder that will be provided for you in class.

A major key to thriving students is teacher/parent/family/student communication. I want to help all of my students prosper in this class, preparing them for life after high school by encouraging them to strive for excellence. With parental/family encouragement and support at home, I believe each student can achieve his or her maximum potential. Please feel free to call me (682.314.1564) at school and leave a message, or email lesliewaldson@misdmail.org if you or your parents have any questions.

Grades will be posted within 48 hours of assignment (unless a major test grade and it may be an additional 24 hours) and can be accessed through Skyward. (See the District website at www.mansfieldisd.org for more information on this grading program.)

COURSE DESCRIPTION

Recommended Pre Requisite: Principles of Business, Marketing, and Finance

Students will gain knowledge and skills that will help them become proficient in one or more of the marketing functional areas. Students will illustrate appropriate management and research skills to solve problems related to marketing. This course covers technology, communication, and customer-service skills. Students will have the opportunity to partner with community businesses and organizations to ask real world questions and create marketing plans for various groups. Students will also explore Business Ethics and what it means to conduct business in the real world. This is an 18 week course. (1.0 credit)

The course will utilize various resources and materials. Much of the work will be completed with the use of computers. Each person is responsible for his/her assigned workstation during his/her class session. Students should bring a pen and paper every day to class. Most of the work will be generated by the computers, and all related supplies will be provided.

Attendance is extremely important in any Ben Barber course. One missed class is equivalent to two missed classes at a home campus. There are several daily assignments, many of which build on prior lessons, and multiple absences make it extremely difficult for a student to perform well in this class.

Certifications

There currently are no state certifications for this course

REQUIRED MATERIALS:

- Pencil and/or Pen

The school will provide a composition notebook for you to use in class. On occasion, we will need supplies for a specific assignment/project and those materials will be requested at least one week in advance of needing them for class.

GRADING POLICY – Each six weeks will be evaluated as follows:

Daily Work..... **60%**
(Daily/Classwork – 50%; Participation 10%)

Test/Projects **40%**

- ❖ Ways to earn extra credit – Think Outside the Box (T.O.B.)
 - a. Participate in Class through extra involvement in discussion, group projects, answering questions, asking thoughtful questions.
 - b. Participate outside of class by bringing in something related to the current chapter/topic such as a news article, magazine article, news story, book or novel; journaling your thoughts about a topic, idea, chapter and submit; or come in and talk to me about your thoughts on a certain topic chapter, or idea.

MISD grading scales is as followed:

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

SEMESTER EXAMS

Each semester, specific exam schedules are designated for MISD high school and dual credit courses. These schedules must be followed. Neither mid-term nor final exams are given early. If a student is absent on the day of an exam he/she will take the exam at a date/time designated by the school.

Final Exam **20% of final grade**

Course Overview (Subject to Change at teacher discretion)

- Intro to Advanced Marketing, Marketing Overview
- Marketing/Advertising Campaigns
- Marketing Plans
- Visual Marketing
- Marketing Research
- Professional/Career Development

CLASSROOM EXPECTATIONS

Both you and I will abide by these policies as well as those established by the Mansfield ISD school board policies.

- **Respect**
 - Yourself – come to class prepared with your materials and assignments; be dressed and groomed so that it will not be necessary to visit dress code during class.
 - Others – participate in the lesson by listening to other students and the teacher and by commenting on the subject when appropriate.
 - Time – use your time wisely.
 - Environment – no food, drinks, or other pollutants (i.e., perfume, sprays).
 - Property – clean up after yourself and be careful with items that are placed in your care.
- **Responsibility** – This includes completing classwork in a timely manner, and bringing all necessary materials.
- **Reliability** – This includes being prepared for and on time for class.

NO WHINING ZONE – All attitudes and negative feelings should be left at the classroom door. You are taking a course related to business and professional development; therefore, whining will not be an accepted means of communication.

ABSENCES/MAKEUP WORK/TARDIES/ID's –

- The teacher may assign the student makeup work based on the instructional objectives for the subject or course and the needs of the individual student in mastering the essential knowledge and skills or in meeting subject or course requirements.
- A student will be responsible for obtaining and completing the makeup work in a satisfactory manner and within the time specified by the teacher. When absent, the student is afforded the number of days missed plus one additional day to turn in makeup work. [A/B Block Example: A student misses Monday and Tuesday of the week and he/she returns on Wednesday of that same week. Student work from Monday's absence is considered late after Friday, and student work from Tuesday's absence is considered late after the following Monday.]
- A student who does not make up assigned work within the time allotted by the teacher will receive a grade of zero for the assignment.
- A student is encouraged to speak with his/her teacher if the student knows of an absence ahead of time, including absences for extracurricular activities, so that the teacher and student may plan any work that can be completed before or shortly after the absence.
- A student will be permitted to make up tests and turn in projects due in any class missed because of absence. Teachers may assign a late penalty to any long-term project in accordance with time lines approved by the principal and previously communicated to students.
- See UIL Eligibility ("No Pass/No Play") guidelines for additional information related to grades and UIL Eligibility.
- Tardies are counted daily at the tardy bell. Please see the student handbook for consequences of tardies. ID's must be worn at all times during the class and in the hallway.

LATE WORK –

- Teacher designates due date and time for assignment (Beginning of class period, End of class period, designated time of day)
- If student fails to meet the due date and time, then the student has till the next class period (next A day or B day) to turn in assignment to be considered one day late.
- Students will be assessed a penalty of 30% points for up to one class period late.
- Score of a zero may be given for work turned in after one day late.

TEST RETAKES

- Students who fail a major test/assessment (below 70%) will be allowed to retake or correct up to a 70% grade. This does not include semester examinations.
- Students are expected to make arrangements with the teacher to retake or correct a major test/assessment.
- Students are encouraged to participate in tutoring opportunities before retaking a test.
- Each teacher will communicate routine requirements for retakes and corrections in his/her course syllabus.
- All retakes or corrections must be completed prior to the end of each six week grading period unless the student is afforded time, after the six week grading period, as a result of the district's absent/make-up guidelines.
- See UIL Eligibility ("No Pass/No Play") guidelines for additional information related to grades and UIL Eligibility.

TUTORIALS – *It is your responsibility to let me know that you are in need of help.* It is very important that you not fall behind. Tutorial times will be set on an individual basis, as arranged with the teacher.

ACADEMIC DISHONESTY

Teachers determine what constitutes cheating and/or plagiarism.

Consequences for 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

- 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
 - 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

CTSO –DECA is the Career Tech Student Organization for students enrolled in Fashion 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 Fashion show. The Executive Officers 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 early September, however, students may join in the spring. 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.

DECA members will be subject to district and state UIL Eligibility requirements as outlined below:

UIL ELIGIBILITY (“No Pass/No Play”)

- Semester grades are computed by averaging the numerical grades recorded for each of the three six week reporting periods.
- Each six week grading period will stand alone for eligibility purposes.
- A student who is declared academically ineligible after a six week grading period will be able to regain eligibility if all of the student’s grade averages are 70% or higher at the subsequent 3 week grade reporting period.
- See MISD Board Policy FM (LOCAL) – Exempt Courses.

PARENTS, please read the information in this letter carefully. I must receive a confirmation e-mail and a signed acknowledgement form (sent home via student) from you by January 25, 2019 that includes the following information:

Subject Line: Student’s Name, Advanced Marketing

Content information:

Parent/Guardian Phone number(s) and email address (es) for best contact.

Any information I should know about your student to help make them successful in my class.

My email reply will be verification that your student has received a 100 on this assignment. The signed acknowledgement form will be an additional 100. I look forward to hearing from you. Let’s make this an outstanding year!

Sincerely,

Leslie Waldson



The Barber Shoppe

As a member of the Advanced Marketing Class, you will be filling out an application to work in our school store, "The Barber Shoppe". The Barber Shoppe is a school based enterprise designed as a learning lab for our Business, Marketing, and DECA students.

The Barber Shoppe helps the students to get a real-world experience of running a small business and utilizing the knowledge and skills developed through DECA and the classroom curriculum.

The Barber Shoppe offers the students at Ben Barber Career Tech Academy with school spirit-wear, supplies as well as morning and midday snacks.

Attendance/Technology Expectations

1. Students are to be in the room when class begins.
2. Sign in at the table by the door. This is how attendance is taken. It is your responsibility to sign in each class day.
3. Backpacks, purses and other large items must be left on the floor under computer workstation. (Place items on the floor in front of your feet next to the wall.)
4. Cell phones are not allowed during class per District Policy, unless instructional use is warranted and approved by the teacher.
5. Computers are to be left in the same configuration as found. **NO CHANGES!** Remember these are not your home computers, and the District is watching.
6. No outside storage devices (flash drives, CDs, etc.) are to be used in the computer lab.
7. No food/drink is allowed in the computer lab.
8. No electronic devices are to be used during class, other than the computers or iPads provided.
9. Five minutes before the end of class students are to:
 - Return all materials to the appropriate location.
 - Leave workstation area clean for the next class.

Syllabus: Agreement of Understanding

Mrs. Leslie Waldson

Advanced Marketing Spring 2020

Student Home Campus (circle one): MHS THS FHS SHS LRHS LHS

I, _____ ***the student***, fully understand the terms of the syllabus and will abide by the classroom expectations, policies and procedures to the best of my ability.

Printed Name _____

Signature _____

I, _____ ***the parent/guardian***, fully understand the terms of the syllabus and will encourage my student to abide by the classroom expectations, policies, and procedures.

Printed Name _____

Signature _____

Return this signed copy to Mrs. Waldson on or before January 24th to receive a daily grade of 100.