

2023-24 LCHS Marketing Management

COURSE TITLE: Marketing Management

TEACHER: Mr. Gerry Moses

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ROOM: 311

PREREQUISITE: Marketing Principles is the foundational course recommended for the Marketing Management Pathway and is the prerequisite for this course.

COURSE DESCRIPTION

Marketing Management is the third course in the Marketing and Management pathway. Students assume a managerial perspective by applying economic principles in marketing, analyzing operation's needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career Technical Student Organization (CTSO) competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing and Entrepreneurship.

INSTRUCTIONAL PHILOSOPHY

Students who attend class, complete work, pay attention, and give 100% effort will be successful in this course. Just as you would expect in a business setting, students will be required to have communication skills and be able to work well with a diverse group of people. They will be required to problem solve, be detail-oriented, and cope with deadlines. In addition, students will work on core employability skills in this course.

We will be respectful of each other at all times. I want this to be a fun learning experience for you and look forward to working with you this school year!

COURSE STANDARDS

MKT-MM-1

Demonstrate employability skills required by business and industry.

MKT-MM-2

Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service.

MKT-MM-3

Examine marketing activities and related legal considerations to facilitate business development and growth.

MKT-MM-4

Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function.

MKT-MM-5

Evaluate financial systems to enhance their impact on business and marketing operations and decisions.

MKT-MM-6

Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions.

MKT-MM-7

Apply pricing strategies to maximize return and meet customers' perceptions of value.

MKT-MM-8

Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

MKT-MM-9

Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.

MKT-MM-10

Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.

MKT-MM-11

Explain distribution knowledge and skills to manage supply-chain activities.

MKT-MM-12

Analyze and apply the steps needed for an effective sales presentation.

INSTRUCTIONAL MATERIALS AND SUPPLIES**Student Supplies Needed:**

- ✓ **3-ring binder** (not folder or spiral notebook)
- ✓ Pen, pencil, and paper—daily!

EVALUATION AND GRADING

Student's grades for each 9 weeks will be based on tests, daily work and DECA participation.

THIS COURSE WILL HAVE AN END OF THE COURSE ASSESSMENT THAT WILL COUNT 20% OF THE GRADE. STUDENTS WHO PASS THE ASSESSMENT QUALIFY TO RECEIVE A NATIONAL CREDENTIAL.

Grades will be assigned according to the following scale:

A = 90-100

B = 80-89

C = 70-79

F = 69 or below

It is the student's responsibility to keep track of their grades. All scores will be recorded into Infinite Campus in a timely manner. Students should check grades regularly. ***Grades are also available on the Parent portal. Parents should contact the school for login information.***

Guidelines for Success:

Preparation

Respect

Integrity

Dependability

Excellence

Mr. Moses Class Procedures

❖ **Entering the classroom**

Sanitize your hands upon entering the room as others use the computers. Be in your seat prepared to work when the bell rings. Begin the bell ringer assignment and read the standards that will be posted on the white board or in Google Classroom. Sit quietly when finished and wait for instruction to begin.

❖ **Exiting the classroom**

You should stay seated until I dismiss you. I will dismiss you as soon as the bell rings, but you should never stand up or huddle around the door waiting on the bell to ring. **ALWAYS PUSH YOUR CHAIRS UNDER THE TABLE BEFORE LEAVING.**

❖ **Getting my attention**

If you need my attention, please raise your hand. Please do not talk to your neighbor while I'm providing instruction.

❖ **Food and Drinks in the Classroom**

School policy states that there should not be any food or drinks in the classroom.

❖ **Technology (Cell phones, AirPods, Apple Watches, iPad, etc.)**

Prior to entering classroom you should put up or turn off all technology including, cellphones, headphones, and Apple watches. This applies bell to bell. Remember, technology should be used for instruction only and that is when specifically told by me. If I have not informed you to use your technology, all devices should be put away including all accessories.

❖ **Bathroom Breaks, Nurse, Etc.**

You should go to the restroom prior to class. All time away from the classroom should be kept to a minimum. Nobody may leave the room within the first or last 5 minutes of instruction. In the event that you must leave, you should always get permission first. Never interrupt instruction time to ask about going to the restroom except for legitimate emergencies. If it is an emergency, you can raise your hand or step up and tell me privately. You must sign the log prior to exiting the room.

❖ **Tardy Policy**

Refer to your handbook for our tardy policy. This is a business class. You would not be late for work on a regular basis, so you should treat this class the same way. Punctuality is extremely important in this class and in the workforce.

❖ **Absent/Missed Work**

If you are out for any reason, always check with me and/or Google Classroom when you return. **This is absolutely YOUR responsibility.** In the event that there is not any work posted or if you need a hard copy of something, you should always double check with me before or after class. You will have **3 days** to complete any missed work once you return. Again, it is your responsibility to check with me and make arrangements to make up work. Failure to do so will result in a zero for those assignments missed.

❖ **How to contact me**

I check my email on a regular basis. If you have any questions or need to contact me for any reason, school email or REMIND will be the best ways to get in touch with me, mosesge@lee.k12.ga.us REMIND codes are found in the beginning of school Google Classroom announcements.

❖ **Finishing work early**

In the event that you finish an assignment early, I may have another assignment on the board or in Google Classroom for you to complete. If I do not you should take this time to review your work, study current class material, but should not talk to your neighbors who are completing their work.

Other notable items:

1. **Be Respectful of your classmates and your teacher:** Use respectful language at all times. Never make fun of or make someone feel uncomfortable in this classroom. We are all here to learn and I want learning to be fun! Follow the golden rule and you will be fine. 😊
2. **My Area-Podium, Desk, Etc.:** Never enter the area behind my podium or my desk without permission. Never take anything off of my podium or my desk without asking first.
3. **Reminder - No Food or Drink:** Follow the school policy of no food or drink in the classroom at all times.
4. **Marketing students are encouraged to join DECA**—a co-curricular association of marketing students. LCHS DECA chapter stresses leadership, community service, and career development (with lots of fun mixed in).

Sign and return bottom portion.

I have read and understand the rules and expectations.

Student Name (Printed)

Parent Name (Printed)

Student Signature

Parent Signature

Phone number where parent can be contacted: _____

Email address for parent: _____

***Don't forget to send \$30 for DECA dues. This includes your t-shirt for the year. 😊**

T-shirt size: _____