Deer Valley Unified School District

Jeffrey Samaniego

Room # C102b
Voice Mail #602-376-3113
Advanced Marketing
https://www.dvusd.org/Domain/11748
Jeffrey.samaniego@dvusd.org

Course Description:

This course is aligned with Arizona College and Career Ready Standards and Arizona Department of Education ***Career and Technical Education Program Standards* – Marketing** and supports the school wide efforts in increasing student achievement. Students will be introduced to the concepts and career opportunities in marketing, management & entrepreneurship. The process of developing, promoting, and distributing products will be explored. Additional units will include personal finance, personal selling, management, computer simulations, and other occupational skills. Students may work in the school store as a Work-Based-Learning component of Marketing. DECA is the co-curricular student organization that marketing students are encouraged to join and participate at the local, state & national level. Marketing - 52.1801.00 | Arizona Department of Education (azed.gov)

Course Objectives:

By the time the student completes this course of study (2-year program), the student will know or be able to:

- Analyze economic principles and concepts fundamental to business operations
- Evaluate optimal prices to maximize return and meet customers' perception of value
- Examine concepts and processes of distribution
- **Examine concepts and information used in marketing and branding**
- Examine marketing research tools and technologies for the creation of a marketing plan or pitch deck
- Demonstrate payment systems and transactions
- Examine selling concepts to build customer relationships
- **Examine sales methods and practices**
- **Examine fundamental management concepts that affect business decision-making**
- Examine legal issues in sales
- Examine promotional strategies
- Examine personal finance, business, and financial management practices
- **Evaluate visual merchandising techniques to increase interest in product offerings**
- Assess concepts, strategies, and systems used in digital marketing

Classroom Rules and Consequences:

1. Student Conference
2. Conference with student AND parent contact
3. Conference with student AND parent contact AND officer referral

**Depending on the severity of defiance steps may be skipped*

Deer Valley Unified School District's Student Rights and Responsibilities handbook are applicable to all students in this class in addition to agreed-upon workplace expectations.

The Deer Valley Unified School District does not discriminate on the basis of race, color, national origin, sex, disability, or age in its programs and activities. For any inquiries regarding nondiscrimination policies contact the Superintendent's Department, 20402 N. 15th Avenue, Phoenix, AZ 85027. 623.445.5000.

Grade Book Weighting: (District-Wide)
80% Assessment
20% Coursework

Grading Scale
100% - 90%
89% - 80%
79% - 70%
69% - 60%
59% - 0%

Homework: Minimal homework will be given in class, only what is not finished in class may need to be done outside of class time.
Student Store: Students will be required to work a minimum of three 15-minute shifts in the student store per semester for a grade either before school or during their lunch.
No extra credit is given in this course.

Report Cards
In an effort to conserve resources and harness the capacity of our electronic grade reporting program (PowerSchool) district schools will no longer print hard copies of report cards unless requested by individual parents. To request a hard copy of your student's report card, please contact the front office at 623-376-3000. To receive your PowerSchool login, please stop into the office with a valid photo ID.

Power School Online Access:
Grades and attendance may be accessed 24 hours a day online with your Power School access code. Access codes are available in the Counseling Office or Front Desk Monday – Friday 7:00 AM– 3:30 PM. You may check student progress regularly on the PowerSchool site using the same login for one or more students. For Mountain Ridge parents/guardians without home computer access, a computer with guest log-in capability is available in the Counseling Conference Room.

Academic Assistance/Office Hours:
In addition to the Academic Prep times built into our schedule each week, additional assistance/tutoring is provided on a weekly basis both by MRHS and individually by instructors. These office hours will be posted in my classroom, website, and/or Canvas at the start of each week. I will demonstrate to the students how to find my availability each week.

Make-up Policy:

Absences: After an absence**,** a student has one school day for each day missed to make up work/tests, regardless of the number of days absent. If many days were missed, please schedule an appointment with me to formulate a plan for the completion of make-up work. Make-up work for extended absences (over 3 days) may be requested through the Counseling Office and picked up there.

Late Assignments Policy:
In order for **Late Work** to be accepted, students must meet the following parameters:

- Assignment is not due within the class period
- Assignment is not a timed activity (such as a Quick-Write Essay)
- Assignment is not a Long-Term assignment (over multiple weeks)
- Assignment is turned in by the end of the instructional unit

Classwork Policy: In-class assignments may be due by the end of the class period. You will receive time to complete in class.

Test Retakes – Assessment Category Only

The student completes another assessment of the same learning targets. The assessment to be retaken may be in the same format or a different format and will be at the same difficulty level. The higher of the two scores will be entered in the grade book.

To earn a retake opportunity, a student must complete all of the following:

- Consult with the teacher
- Submit a reassessment plan or application.
- The reassessment plan may include all formative coursework related to the content/skill assessed

Reassessment Plan

- The student must initiate contact with the teacher within 5 school days of the assessment score being posted.
- The student must communicate with the teacher to create a reassessment plan.

AI Statement

In Deer Valley Unified School District, we are committed to providing our students with the best possible education while ensuring their safety, privacy, and well-being. As part of our ongoing efforts to enhance learning experiences, we may incorporate the use of Artificial Intelligence (AI) in the classroom for students. However, it is important to approach this technology with caution and adhere to responsible data privacy practices.

DVUSD has determined that the use of Large Language Models (LLMs), such as ChatGPT, is prohibited unless clearly specified by your teacher. Specific guidelines will be provided in the assignment details. If you are unsure if the tool or website you are using is an LLM or if it is permitted on a specific assignment, please contact your teacher before submitting your work.

Daily Device Use (iPads)

Students should come to school with their iPads charged and ready to use in each class every day. Devices may not be used to record or take photos of other people without their consent. Consequences for classroom disruptions and misuse of devices will follow a progressive discipline model, beginning with a phone call home and progressing to office referrals for repeated or more serious offenses. See the Student Rights and Responsibilities consequence chart in the handbook for more specific descriptions of infractions and consequences.

Recommended Supplies for this Course: Students do not need any specific supplies for this course except what will help them master the standards their way. Notes should be taken during lectures, students can choose to keep digital notes or paper notes however they would like to organize them. All other materials will be provided.

Parents/Guardian Acknowledgement

Please scan the QR code or click on the link below to fill out a Google form to verify the student and parent acknowledge receiving and reading the course outline and understand the outlined acknowledgments and procedures.

Link to Syllabus Acknowledgement Form