

Course Syllabus Report



BU771TO INTRO TO MARKETING 1-1

Meets Graduation Requirements: Yes

Details

Description

This course is designed for students who want a first look at the world of marketing. First semester content will address the marketing role in a healthy economy, entrepreneurship, personal selling, creating marketing plans, marketing segmentation and the promotional mix. Second semester continues with the free enterprise system, channels of distribution, communications skills, workplace attitudes and advertising.

Ale Course Essential Learnings:

PS 1 Name and identify and demonstrate interpersonal skills needed to foster teamwork in the business world.

PS 2 Increase employment potential in the workplace through career exploration and preparation.

PS 3 Identify the differences between goods and services.

PS 4 Explain and demonstrate the concepts of market segmentations and demographics of target markets.

PS 5 Identify and demonstrate the steps in the marketing plan and SWOT analysis.

PS 6 Understand, explain, and demonstrate the 4 P's of marketing.

PS 7 Apply the marketing concepts in business.

PS 8 Identify and explain the various types of promotion.

PS 9 Demonstrate and create marketing advertisements promoting products.

PS 10 Employ critical-thinking skills both independently and in groups to solve problems, make decisions to create and accomplish goals (Critical Thinking and Problem Solving)

PS 11 Demonstrate leadership skills by analyzing, evaluating and applying diverse perspective0 to solve problems, make decisions or accomplish a common goal (Collaboration and Leadership)

PS 12 Demonstrate verbal communication skills in a variety of forms and contexts to various audiences (Communication)

PS 13 Demonstrate written communication skills in a variety of forms and contexts to various audiences (Communication)

PS 14 Apply digital literacy/career-based technology for exploration, research, creation and reflection (Digital Literacy)

9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9–10 texts and topics.

9-10.RST.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.

9-10.WHST.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.

9-10.WHST.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.

Default Ale Certificated Teacher: Laurie Hamilton

Ale Course is Active: 1

Ale Course is Parent Template: 0

State Course Codes:BUS151 (Marketing Career Exploration)

Ale Course Type:NCAA Not Approved

State Subject Area:Business and Marketing

Ale Course Grading Scale: Official Grades are accessed through StudentVUE/ParentVUE A 3.50-4.00 B 2.75-3.49 C 2.00-2.74 F 1.99 or below

Ale Course Available Credits: .5

Ale Course Prerequisites:

Ale Course Texts:

Ale Course Additional Resources:

Instructional Materials needed: Internet access, computer, printer, printer paper and ink, modern OS/ software/web browser, headphones with microphone, webcam

Average Number Of Hours Of Study Per Week: 6.00

Syllabus

Ale Course Syllabus:

Objectives

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Ale Course Standards:

Course is aligned with current Federal Way Public Schools Priority Standards and Washington state standards.

Ale Course Learning Requirements:

Weekly Work Completion: Scholars will submit original work in all classes each week.

Original Work Submissions: Scholars will only submit their original work. If a scholar uses outside sources in the creation of their original work, citations must be present in the format requested by their teacher.

Weekly Communication: Scholars will communicate weekly with their teachers regarding their academic progress.

Functioning Technology/Required Materials: Scholars will always have constant and consistent access to the functioning hardware, software, technology, and required materials necessary to complete their coursework in all classes.

Academic Integrity: Academic integrity is essential to learning. scholars are expected to complete their own work. Copying, plagiarizing, cheating, or other methods of intentional deception are prohibited and could result in the scholar's removal from the class or iA entirely.

IA Policy 1st Offense: The scholar will be contacted by the teacher via phone call, the scholar will be made aware of the plagiarism and examples of how this can be avoided will be discussed. Direct instruction on plagiarism will be delivered by the teacher. iA Administration and other teachers will be made aware of the plagiarism. The work must be redone without plagiarism.

2nd Offense: The scholar and parents will be contacted by the teacher directly and the scholar will have to complete the plagiarized assignment without plagiarism before moving on in the course. iA Administration will be made aware.

3rd Offense: The scholar will be withdrawn from the course or iA depending on the severity and/or frequency of the plagiarism.

WAC (Weekly Academic Contact): State regulations require scholars in online programs to have weekly academic contact with each teacher. This occurs by engaging with the curriculum and online

instruction, submitting assignments to make progress in learning, and successfully completing courses. Scholars have multiple opportunities and methods to achieve weekly academic contact and receive teacher assistance and feedback: email, message, live online sessions, assignments, phone, and/or face-to-face meetings by appointment when applicable and in accordance with social distancing guidelines. In accordance with new state law the iA Weekly Academic Contact policies are changing. To ensure the success of all iA scholars, Weekly Academic Contact is required to remain enrolled at iA.

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1st week missed WAC= Notification of missed WAC that informs scholars and parents of the consequences of additional missed WAC.

(Step 1)

2nd consecutive or 3rd cumulative week of missed WAC= The scholar and parent must conference with a designee to discuss the missed contact, administer a “screener”, and develop a data-based interventions plan. (Step 2)

5th consecutive OR 6 cumulative of missed WAC= BECCA petition will be filed. (Step 3)

Ale Course Academic Goals:

Activities

Ale Course Learning Activities:

Activity Selections

- Projects.
- Activities.
- Hands-on Projects.
- Individualized Reading.
- Internet Research.

Evaluation

Ale Course Evaluation Methods:

MPR

(Monthly Progress Review)

Each month teachers decide whether a scholar is making Satisfactory or Unsatisfactory progress in each course. Then the homeroom/advisory teacher will determine if scholar is overall Satisfactory or Unsatisfactory for the month.

Secondary (6-12) - to be overall SATISFACTORY for the month, a scholar must be passing half or more of their courses.

Three consecutive months of Unsatisfactory Progress will result in a course reduction - which may affect graduation for high school scholars.

Four consecutive months of Unsatisfactory progress will result in complete withdrawal from iA. Scholars withdrawn from iA for Unsatisfactory progress may not re-enroll until the following school year.

Timelines:

September Timeline:

Complete all lessons and assignments in the September module on your "modules" page in Canvas.

October Timeline:

Complete all lessons and assignments in the October module on your "modules" page in Canvas.

November Timeline:

Complete all lessons and assignments in the November module on your "modules" page in Canvas.

December Timeline:

Complete all lessons and assignments in the December module on your "modules" page in Canvas.

January Timeline:

Complete all lessons and assignments in the January module on your "modules" page in Canvas.

February Timeline:

Complete all lessons and assignments in the February module on your "modules" page in Canvas.

March Timeline:

Complete all lessons and assignments in the March module on your "modules" page in Canvas.

April Timeline:

Complete all lessons and assignments in the April module on your "modules" page in Canvas.

May Timeline:

Complete all lessons and assignments in the May module on your "modules" page in Canvas.

June Timeline:

Complete all lessons and assignments in the June module on your "modules" page in Canvas.

September Timeline:

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Complete all lessons and assignments in the May module on your "modules" page in Canvas.

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