

WELCOME

**Rob Lange**

**MARKETING I**

**Perry High School**

**DECA**

**Mr. Rob Lange**

**Room # F301**

**Phone # 480-224-3070**

**E-mail: lange.rob@cusd.com**

**Class Overview**

This course deals with many aspects of marketing and business including economics, selling, market research, product planning, promotion, and careers in marketing and related areas. Also covered is a unit on job preparation where students will learn skills necessary for success in the job search process including effective interviewing techniques. This class is a prerequisite to the Marketing II (dual enrollment) class.

This course is the first part of a two-year program and is offered to all students.

**DECA**

All course participants are *required* to join the career technical student organization DECA that is co-curricular to the Marketing Program. DECA is an integral part of this course and assignments are given that are directly related to DECA activities. Membership is necessary in order to fully take advantage of the learning opportunities available in the Marketing Program. **Dues are $25.00 and are due by the 2nd Monday in August.** Each student must participate in a set number of events per semester. Dues must be paid in order to get credit for events, participate in conferences, travel, competitions, and other DECA activities.

In order to make this classroom a comfortable place for everyone, my expectations of EACH student are:

1. EVERY student must participate and contribute daily to the best of their ability.
2. EVERY student must maintain a high level of attendance and punctuality.
3. EVERY student must participate in local, regional, state, and national activities whenever possible.
4. EVERY student must RESPECT all persons, equipment, and materials at all times!

Marketing – Real Life Application:

* As part of the Marketing program, students are required to participate in all aspects of Marketing. As a real-life application to the classroom, students will create a product, market the product, sell the product and execute the marketing plan. Please encourage them to experience this real-life application of the classroom instruction and community involvement.

Attendance & Tardies:

* Students will adhere to the Perry High School attendance & tardy policies as outlined in the student handbook.
* Problems with absents & tardiness may also result in the loss of participation points.

Grading Policy:

🡺 When homework is assigned it will be due the next day, exception being projects.

* Make-up work is YOUR RESPONSIBILITY! You will have one week to make up missing work.
* Due dates and major tests will be announced in advance.
* **Late work may result in the loss of credit**.
* **ACADEMIC HONESTY:** Every student in the class is expected to produce his or her own original work. Plagiarism is unacceptable and will not be tolerated and will result in being dropped from the course with a failing grade and a letter to the dean of students for further action
* Grades are based on total percentage points. Each assignment will be worth a certain number of points. The total number of points earned will determine your percentage grade. All grades are done using the following percentage total:
* A \_ 90% - 100%
* B \_ 80% - 89%
* C \_ 70% - 79%
* D \_ 60% - 69%
* F \_ 59% & Below
* I will gladly speak with any student or parent/guardian concerning the students’ progress at any time during the year. Competencies and other course requirements will be attained and evaluated through a points system based on the items listed below:

• Assessment (quizzes and tests)

• Classwork (projects, handouts, case studies, etc.)

• Participation (DECA - students must attend a set number of **DECA events per semester** to earn full points for DECA)

• Workplace Skills

• Other points at teacher discretion

Supplies Needed:

🡺 In order to be successful in class each student needs to come to class prepared with the correct materials.

• 1 flash drive

• 1 spiral notebook

• Folder / ability to keep all handouts

Academic Learning Environment:

* Begin and end of class to occur on time
* Turn off cell phones and electronics for class
* Professionalism, courtesy, respect and empathy for one another and treating EVERYONE with great respect even if there is a difference of opinions
* Put forth personal best efforts & class participation
* Ask questions when needed for best understanding