



Course Overview

Course Description

This course exposes students to many facets of business and the 4 P's (Product, Price, Place, and Promotion) of marketing, including consumer behavior, legal and ethical issues, branding, management, communication, employability skills, leadership, decision-making, and opportunities in marketing related careers. Also, many other aspects include economics, e-commerce, selling, market research, product planning, merchandising, and promotion. There is a hands-on project with every unit in which classroom instruction is applied to a realistic situation. Students enrolling in this course are automatically enrolled in DECA, the Career and Technical Student Organization associated with the Marketing program. Opportunities available through DECA include leadership development, event planning, networking, digital and social media marketing, field trips, travel, and competition. At Chandler High School, 11th and 12th grade students in this course may be eligible to participate in the IB Career-related Programme (IBCP).

AP/IB/Dual Enrollment

May be offered for Dual Credit/IBCP

Prerequisite/Fee(s)

\$25

Course Materials

Laptop

Course Attire: Students are responsible for the following

Professional attire for select events and comply with student handbook

Adopted Resource(s)

Marketing Essentials.

**An asterisk indicates a resource containing sexually explicit materials per legislative definitions. CUSD has determined that all the above resources are of exceptional educational value.*

Site and Faculty Information

School name and address:

Hamilton High School, 3700 S Arizona Ave, Chandler, AZ 85248

Building principal:

Domonic Romero

romero.domonic@cusd80.com

Teacher:

Ms. Nicole Richards MBA

richards.nicole@cusd80.com

Office hours: 6th Period

Course Access

This course is taught in-person at Hamilton High School. Students will have access to the curriculum and instruction in the classroom. Google Classroom is the primary location for students to access material when absent from classes taught in person.

Equipment Usage Agreement:

Students will receive training for the proper use and care of all equipment. I understand that while my student uses school equipment, they are responsible for its care. If school equipment is damaged, lost, stolen, or destroyed under my student's care, I further understand that my student and I will be responsible for the replacement or cost of repair of the damaged equipment.

CTE Program Responsibilities:

Career & Technical Student Organization (CTSO)

Career & Technical Student Organizations (CTSOs) are co-curricular organizations that help enrich applied academics, communications, and teamwork. Students in CTE programs can participate in CTSO leadership activities and competitive events.

This program is aligned with the following CTSO: DECA.

Industry Credentials

CTE programs allow each student to earn an industry certification aligned to their CTE program area. This CTE program will offer the following industry credential(s) for all students by program completion:

This is a beginning-level course, which will lead to an industry credential(s) in the advanced course(s) within this program

Technical Skills Assessment (TSA)

Technical Skills Assessments (TSA) are an Arizona Department of Education high-stakes state assessment designed for each program area. The TSA is to certify and document student attainment of industry-validated knowledge and skills through online testing. The TSA is taken after the CTE program (year 2 or 3) of each program.

Non-Discrimination Clause/ Aviso de no discriminaci3n

The non-discrimination clause can be accessed using the link or QR code (www.cusd80.com/Page/983)



Help

Academic Support

- Contact the teacher to schedule an appointment during office hours
- [Ed Tech](#) support for students, parents/guardians, and community link (cusd80.com/Page/45109)

Mental Health Support

- CUSD mental health support cusd80.com/Domain/10528 or 480-573-8808 (talk or text)
- Suicide & Crisis Lifeline: 9-8-8 hotline
- 24-hour Crisis Line Talk: 602-222-9444, Text: 741-741

Student Conduct, Success, and Responsibilities

Student Handbook

Students must follow the policies and procedures in the [Student Handbook](#). Copies of the handbook can be found at <https://www.cusd80.com/Page/533>, and printed copies will be provided upon request.

Student Responsibilities

Participation in the Marketing CTSO (DECA) is required.

Students should bring their laptops to class fully charged and ready to use.

Homework/Class Work: Students will be given time in class to work on assignments and projects. They are expected to finish them at home if not completed in class. Homework and nightly study time are

necessary for the highest achievement. All work is to be turned in digitally unless specified or an accommodation is necessary. Sloppy assignments will be returned. All assignments are subject to point deduction for incompleteness and spelling, grammar, or punctuation errors.

Tests and Assessments: There will be a few quizzes and tests in each unit, a few major projects over the year and a final exam at the end of each semester.

Academic Integrity:

- Every student is expected to do their own work. The student's grade is a determination of their mastery of the content. Students caught cheating on an assignment, test or exam will receive a zero, be referred to administration, and a phone call to parents will be made.
- Cheating includes talking to another student during a test, quiz, or exam, copying another student's work, and having someone else do the work for you, either in or out of class. BOTH PARTIES, the person who copied the work and the person who allowed the other person to copy, will receive the consequences listed above.
- Copying from any source, including the Internet, without giving the source proper credit, is plagiarism and is considered cheating. Any written material borrowed from another writer must be given the appropriate credit. Please ask any questions you may have about citations well in advance of the due date of the assignment.
- That said, collaboration is an important component of this class and of any creative process. Students are encouraged to help each other when difficulties arise. Just make sure to give credit where credit is due.

Classroom Management Plan:

The Student Handbook can be found at <https://www.cusd80.com/Page/15353>, which covers in detail what is expected of you with regard to behavior in school and in the classroom. Additionally, there are rules that are specific to this classroom:

- Come to class on time. Be in your seat and prepared to begin working when the bell rings. Upon entering the room, students must place their cell phone in cell phone holder in the front of the room. There is a posted roster for cell phones next to the holder. Then, students should find their seat, open their laptops, and be ready to work. Attendance will be taken at the bell and the cell phone holder will be checked. Entering after the bell has rung will count as tardy. Referrals will be sent to Administration after the fifth and all subsequent tardies per semester.
- Come to class prepared to learn and participate in class activities.
- Be respectful of the teacher and other students as well as substitute teachers or guest speakers. Negative comments or actions of any kind will not be tolerated.
- No food, gum, or drink in the classroom except water in containers with caps.
- No use of cell phones.
- Ask for teacher's permission before leaving the classroom.
- Restroom use requires signing in and out on designated sign in/out paper and the teacher will issue a restroom pass. Only one person may leave for the restroom at a time. After 15 minutes, if a student has not returned from the restroom, security will be sent to locate the student.

Students are expected to act as they would in a professional business environment. They will be given points at the beginning of the grading period for professional work skills. The professional work skills points will be deducted for any of the offenses mentioned above or for anything deemed inappropriate by the teacher.

Late work

Work is late if it is not turned in on the designated date by the designated time. 10% of points will be deducted for each school day of late submission for up to five days. Work will not be accepted after five school days. This policy applies to all assignments. Assignments may never be turned in late unless it is due to an excused absence. Unusual circumstances will be discussed with the students on an individual basis.

In the event of excused absences, students have one day of extension to submit the assignments. Longer

excused absences may be granted additional extensions. Students will be expected to take tests or quizzes upon their return if the test/quiz was announced prior to the absence. Therefore, the student is expected to return from an absence prepared to take the test/quiz. It is the responsibility of the student to make up work that was missed due to any absence.

No late work will be accepted after the gradebook closes for the grading period.

Assessments and Assignments

Students will complete assessments during each unit of study to assess their understanding. Students will complete the CUSD Common Final at the end of the first and second semesters. The Common Final will count for 20% of the student's final semester grade in grades 9-12 and 10% in grades 7-8 (some exceptions may apply at the Junior High level). Common finals will be in ELA, Math, Science, Social Science, and World Language.

Final exams will be given during the CUSD Jr High/High School Early Dismissal days in December and May, as identified on the [District Calendar](#).

If students are requested to participate in a survey, the survey questions will be provided to parents/guardians seven days before student contact.

Grading

Grade Percentage

A	B	C	D	F
90% - 100%	80% - 89%	70% - 79%	60% - 69%	<60%

Quarter grades

Quarter grades are calculated based on a combination of classwork, homework, projects, tests, quizzes, participation, and professional work skills which all bear the same weight with different points assigned.

I do not grade on a curve nor "round up" points.

Semester grades

Semester grades are calculated using 80/20: A combination of the two quarters accounts for 80% of the semester grade and the final exam accounts for remaining 20%.

Units of study

Units for MRK200 Marketing 1

**An asterisk will indicate a unit of study containing sexually explicit materials per legislative definitions.*

Job Applications/Interviews/Professional Dress
Financial Practices/Money Management
Foundations of Marketing/Marketing Mix
Sales/Sales Presentations/Consumer Behavior
Market Research
Communications/Negotiations/Contracts
Decision Making
Distribution
Economic Principles



Signature Page - Please return this page to your student's teacher.



Chandler Unified School District

MRK200 Marketing 1
SY 2024-25



Site: Hamilton High School

Building Principal: Domic Romero, romero.domic@cusd80.com

Teacher: Ms. Nicole Richards , richards.nicole@cusd80.com

Parent/Guardian

Acknowledgment

Parents/Guardians must specify their approval by selecting "Acknowledge" or "Potential Conflict" for their student's involvement in the units of study. Please note students cannot decline participation in standards-based units. The teacher will reach out regarding options if "Potential Conflict" is selected.

Unit of study	Acknowledge	Potential Conflict
Job Applications/Interviews/Professional Dress	<input type="checkbox"/>	<input type="checkbox"/>
Financial Practices/Money Management	<input type="checkbox"/>	<input type="checkbox"/>
Foundations of Marketing/Marketing Mix	<input type="checkbox"/>	<input type="checkbox"/>
Sales/Sales Presentations/Consumer Behavior	<input type="checkbox"/>	<input type="checkbox"/>
Market Research	<input type="checkbox"/>	<input type="checkbox"/>
Communications/Negotiations/Contracts	<input type="checkbox"/>	<input type="checkbox"/>
Decision Making	<input type="checkbox"/>	<input type="checkbox"/>
Distribution	<input type="checkbox"/>	<input type="checkbox"/>
Economic Principles	<input type="checkbox"/>	<input type="checkbox"/>

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By signing and returning this form, the parent/guardian acknowledges they have reviewed the resources and units of the study included in the syllabus.

- As the parent/guardian, I understand I may contact the teacher with questions on resources, content, or units of study at any time during the school year and view my student's grades in Infinite Campus.

Student name (printed)

Student signature

Parent/Guardian name (printed)

Parent Signature

Date

Please return this page to your student's teacher.