



## Marketing 2

**Instructor:** Mr. Samaniego

**Contact Information:**

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**Course Description:** This course is designed for students to continue their development from Marketing I. Professional Sales and Marketing II includes projects and activities to enhance the student's ability in communications, presentations, entrepreneurship, management, business ethics, and interpersonal marketing skills. This course is focused on project-based learning providing students with real-world application. Students enrolled in this course will also gain leadership experiences and scholarship opportunities through participation in DECA. *Technology Fee required.*

**Objectives:**

*\*\*\*these objectives are subject to change concerning scheduling, content and duration\*\*\**

**Week 1:** Introductions, networks, norms & procedures, syllabus, ice breakers, student motivation, learning style, google classroom

**Week 2-4:** CAREER PLANNING

**Week 5-8:** MARKETING PLANS AND MARKET RESEARCH

**Week 9-13:** MANAGEMENT AND LEADERSHIP

**Week 14-17:** DIGITAL MARKETING

**Week 18:** MID-TERM EXAM

*Winter Break*

**Week 19-24:** DISTRIBUTION

**Week 25-28:** LEGAL ISSUES IN SALES AND MARKETING

**Week 29-35:** PERSONAL FINANCE

**Week 36:** FINAL EXAM

**Required Materials:** Pencil/Pen and a note book **OR** binder with paper. I expect you to come to class with ALL of these items daily. Everything else will be organized on your computer.

## **Grading Scale** % Total Points System

100-90 A  
89-80 B  
79-70 C  
69-60 D  
59 - ▼ F

## **Classroom Expectations:**

1. Be Here, Be Ready – Come to class on time and prepared to work, with the necessary materials.
2. Be Respectful – Respect your teacher, peers, Adults and classroom equipment/furniture.
3. Attitude – Listen to instructions, follow directions, and be engaged in the lesson. Positive attitudes make a classroom a fun and interactive atmosphere.
4. Be Responsible – Try your best on EVERY assignment and turn them in on time.
5. Plan on using the restroom between classes. Restroom passes will be limited.

## **Consequences:**

1. Warning – Including eye contact, gesture, or verbal statement.
  2. Individual conference/detention – after school or after class discussion with student
  3. Parent Contact – Phone call /email or meeting with parents
  4. Referral – sent to administration
- ~ **Steps may be skipped if offense is violent or extremely disruptive to the class.**  
~ **Parents may be contacted at any time if deemed necessary.**

## **Rewards**

Rewards will be given based on individual /group behavior and will vary day to day. Some rewards may include...

- Music privileges during independent practice
- Positive call home
- Late Homework pass
- Food Privileges

## **Office Hours/Extra Help:**

Tutoring days/times are listed on the board every week. If those days do not work, students have the opportunity to meet with me another day/time before or after school just come talk to me.

## **Cell Phone and 1:1 Technology**

With the implementation of 1:1 technology MHS does not see a need for students to be on their cell phone at **ANYTIME** during class. If a student is using their phone during instructional time I will 1<sup>st</sup> ask them to put it away, 2<sup>nd</sup> I will take it for the remainder of the period and follow the order of consequences listed above.

## **Responsible Digital Citizenship**

*What does this mean?*

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## Classroom Procedures

### Before entering the classroom

- Use the restroom
- Throw away any open drinks or food. They are **NOT** allowed in the computer lab unless otherwise instructed.
- Make sure you are ready for some fun and have your workbook, writing utensils, and completed assignments that are due.

### Upon entering the classroom:

- Sit in assigned seat.
- Have any assignments that are due ready to be turned in
- Begin working on bell work. EVERYDAY there will be bell work to do when you enter my classroom. You will be responsible to sit in your assigned seat and complete the bell work for that day.

### When the bell rings to end the period:

- Stay in your seat, unless otherwise instructed by me.
- Make sure your area is clean, please pick up after yourself
- Computers are logged off and put away properly
- Chairs pushed in
- ***I WILL DISMISS YOU, NOT THE BELL.***

### Attendance and Make-up Policy:

Regular school attendance is essential to the successful completion of this course. There is a direct correlation between students' attendance patterns and their academic and personal success.

***Course content can be made up; the classroom experience cannot.*** The following make-up policy is in effect in this classroom to ensure successful completion of this course:

1. **Communication is key**, please come talk to me about any missing work, in general if you are absent I expect make up work to be turned in within 3 days of excused absence.
2. If you are absent please ask one of your group members or me for any needed worksheets and/or make-up tests or quizzes or check the absent stacks on the side table
3. Make-up tests are to be completed before or after school on a day that is convenient for the teacher. **Please see me after class to arrange a time.**
4. Students absent from class due to Tardy/Sweep, **MUST** see me before the end of the day to get work he/she missed.
5. **Late work is NOT accepted without an excused absence.** Please speak to me if you have concerns about finishing assignments **BEFORE** they are due. I am happy to make arrangements with you, **BUT** only if they are made prior to the assignment due date.
6. My goal for you is to understand all of our standards at a mastery level, with any assignment, project or test this is not accomplished I am always willing to accept the assignment, project or test again for full credit.

## **PARENTS**

Please review this syllabus with your student. Do not hesitate to contact me throughout the year regarding any questions you may have. Email is the best way to reach me:

Please complete the section below and have your student return it by **Monday, January 9<sup>th</sup>, 2017** to receive **20 points** towards their grade.

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*My signature below acknowledges that I have received a course syllabus and I have an understanding of the expectations and policies of the course.*

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Student Name (Printed

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Student Signature

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Parent/Guardian Name (printed)

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Parent/Guardian Signature

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Parent/Guardian Phone Number

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**Parent/Guardian E-Mail**

If there is any additional information you would like **Mr. Samaniego** to know about your child please describe below. **Please provide your e-mail above.**

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