

Introduction to Marketing/DECA



Issaquah School District
Skyline High School
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Course Information:

Course:	Sales and Marketing I	Instructor:	Mr. Debiec
Department:	Business and Technology	Office:	2105
Credits:	1 Occupational	Telephone:	425-837-7866
Semester:	Fall and Spring 2019-2020	Email:	DebiecS@issaquah.wednet.edu
Classroom:	Varied. See website	Website:	www.StanDebiec.com

Course Overview

Introduction to Marketing is a course for students interested in business. Those enrolled in the program will be eligible to participate in DECA, a national association of marketing students. Participation in DECA will develop your leadership skills at a variety of levels. The Program of Work 19-20 document will be handed out shortly and will introduce you to the conferences, competitions, course work, chapter work, school activities, and fundraisers that DECA will participate in this year. Every student must pay the \$40.00 DECA dues fee in September and attend the AREA conference in January which is approximately \$40.

Course Objectives

1. Examine marketing theory
2. Develop marketing concepts
3. Analyze marketing situations
4. Analyze demographic forces
5. Analyze social/cultural forces
6. Analyze economic forces
7. Analyze political/legal forces
8. Analyze competition
9. Analyze technological forces
10. Examine international marketing
11. Examine target markets
12. Examine market potential
13. Conduct marketing research
14. Determine product strategy
15. Determine pricing strategy
16. Determine promotion strategy
17. Determine distribution strategy
18. Have fun!

Resources Used

Written:

- ✓ Marketing Essentials Text
- ✓ Topical packets
- ✓ Topical books
- ✓ Topical role-plays
- ✓ Newspapers and periodicals

Multimedia:

- ✓ Sales / Marketing Videos
- ✓ PowerPoint presentations
- ✓ Internet
- ✓ Business simulation

Materials Needed

- ✓ \$40 DECA Dues
- ✓ Lined spiral notebook with 5 sections

Grading

Assignments / Projects	30%
Tests and Quizzes	40%
Final Test	10%
Participation	20%

Scale

A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%
B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
F	59% and below

In order to receive an “A” students must attend the one day DECA Area competition in Bellevue, Washington.

Participation:

Students who expect to succeed in this course must attend and participate. I expect students to be in class, prepared and ready to participate on a daily basis. **In order to receive full participation credit, students will be given a list of chapter activities to participate in.** Additionally, tardiness and unexcused absences are unacceptable and will affect your participation grade.

Expectations:

- ✓ Be in class on time
- ✓ Be prepared with all materials and supplies
- ✓ Be kind, courteous, and respectful to all
- ✓ Cell phones are to be silent and put away

Attendance:

The depth and coverage of material in class requires active student engagement, and failure to attend class prevents active student engagement, which is an expectation of all student in all courses at Skyline. Students in this course will be held to the school attendance policy.

Missed class: If a student is out of class, it is their responsibility to:

Use my classroom website to determine and take responsibility for missed content.

Proactively communicate with me clearly and in a timely manner.

- ✓ **Excused absence:** Turn in missed graded deliverables and/or complete missed assessments within the number of days they were absent.
- ✓ **Unexcused absence:** Turn in missed graded deliverables and/or complete missed assessments immediately. In the event of an unexcused absence, the student should attempt to meet the deadline by turning in missed assignments to me via email.

Late work: Adhering to deadlines is important in the business world, and I expect deliverables to be turned in and assessments to be completed on time. Graded deliverables and assessments will be considered late after the above policies and recorded as “missing” in the gradebook. However, these missing grades can be cleared once the student turns in the deliverable/completes the assessment by a mutually agreed upon date. No late work will be accepted 10 school days prior to grading deadline.

Extra Help Opportunities: I am willing to schedule additional help sessions before or after school (mutually agreed upon). Additional opportunities will be available through Flex Time when possible.

Extra Credit: No extra credit opportunities are available in this class.

Turn it In: Certain assignments may be submitted to the website www.turnitin.com.

Leaving Class: Only two students may leave the classroom at a time unless given my expressed permission. You may not leave my classroom during direct instruction (i.e. lecture or giving directions). Before you leave the classroom, you must fill out the classroom sign-out sheet. To sign out, legibly sign your name, list the time you are leaving class, and state where you are going. When you return to class, mark the time you returned to class. Please note that during assessments, only one student may leave the classroom at a time.

Group Work: Students will frequently work in pairs/groups in this class. Sometimes I will allow students to choose their own partner(s), and other times I may assign them. I expect you to gracefully accept these assignments with a positive attitude. During group work, answers and solutions may be freely shared, but all members are expected to contribute. Simply copying answers without having helped to produce the product is plagiarism and will be treated as such.

Electronics Use:

Students will be held accountable to all related ISD and Skyline High School technology policies and procedures both in and outside of the classroom, which can be found on the respective websites. We may use cell phones, tablets, and/or laptops for activities and assignments during class, but use of electronics by students is up to my discretion. When these electronics are not being used for class, they are expected to be kept out of sight, preferably in the student's backpack or bag.

Academic Integrity: The Skyline High School Student Handbook outlines the definition of academic dishonesty, types of academic integrity violations, and consequences for violations. My classroom policies align with these guidelines. Cheating and plagiarism are both against course and school policies and will NOT be tolerated.

Food & Drink: Both food and drinks are allowed in my classroom. Students are expected to clean up any messes as necessary, and these privileges will be revoked if students do not respect the classroom.

Tech Prep College Connections Program:

This course is *Tech Prep College Connections* approved and articulated with Bellevue and Shoreline Community Colleges. Students who demonstrate proficiency of the college course competencies with a 'B' (3.0) or better grade, *may be eligible* to earn college credit through the *Tech Prep* program. During the (semester/year) all of the college competencies will be covered in class. Students must register online using the statewide enrollment and reporting system <http://sers.techprepwa.org> and also are required to pay a non-refundable \$46 annual consortium fee to earn college credit through the Tech Prep College Connections program (<http://pay.techprepcc.org>). Students MUST register for Tech Prep college credit *while they are enrolled* in the high school course.

Questions? Contact the Tech Prep College Connections office at: techprep@bellevuecollege.edu or 425-564-6158. Please also visit the Tech Prep CC website at: www.techprepcc.org.

Introduction to Marketing Course Topics
2019-2020

MARKETING ORIENTATION

Program overview and classroom management
Student Introduction Project
Tech Prep Credit, DECA, National Pre-test

THE WORLD OF MARKETING

Marketing and the Marketing Concept
Fundamentals of Marketing
Marketing Planning
Market Segmentation

MARKETING INFORMATION

MANAGEMENT

Marketing Information
Issues in Marketing Research
The Marketing Survey

ECONOMICS

Understanding the Economy
International Trade
The Global Marketplace

BUSINESS AND SOCIETY

The Free Enterprise System
Traits of Private Enterprise
Business Opportunities
Legal and Ethical Issues
Government and Laws
Social Responsibility and Ethics

SKILLS FOR MARKETING

Basic Math Skills
Communication Skills
Technology for Marketing
Interpersonal Skills
Management Skills

SELLING

The Sales Function
Sales Careers
Preliminary Activities
First Steps of the Sale
Product Presentation
Objections
How to Close a Sale
Customer Satisfaction
Using Math in Sales

PROMOTION

The Promotional Mix
Types of Promotion
Visual Merchandising and Display
Display Features
Artistic Design
Advertising Media
Media Rates
Elements of Advertising
Advertising Layouts

DISTRIBUTION

Channels of Distribution
Distribution Planning
Transportation
Inventory Storage
The Role of the Buyer
The Purchasing Process
Stock Handling
Inventory Control

PRODUCT AND SERVICE MANAGEMENT

Branding
Packaging
Labeling
Warranties
Credit

ENTREPRENEURSHIP AND FINANCE

Entrepreneurship
Business Ownership
Business Risk Management
Handling Business Risks
The Business Plan
Marketing and Financial Plans
Financial Analysis
Financial Statements

SPECIAL TOPICS

As directed by teacher

Sales & Marketing Syllabus (Homework Assignment)
(Sign and Return this page only)

Read the syllabus with your parent/guardian, sign, and return this course syllabus within 1st week of class.

*By signing this syllabus, you are agreeing that you have read the syllabus which is located on my website
(www.standebiec.com)*

Student Name (printed)

Period

Parent/Guardian (printed)

Parent/Guardian (signed)

Date

Students please answer the following questions or statements:

I do best in school when:

Things that teachers do that help me include:

Things that make it harder for me to do well are:

Parent(s) please tell me any information you would like me to know about your student:

