

# Marketing Rules & Procedures

**Place this signed syllabus at the front of your notebook.**

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<b>Office Hours</b>	Mondays 12:21 – 12:48 Thursdays 11:53 – 12:21	<b>Phone</b>	919-562-3600

Welcome to Marketing. Here are some important things you need to know about our class.

### **Content Outline – “What we learn”:**

- **Objective 1.00** – Marketing, career opportunities, market planning, and foundation of marketing-information management.
- **Objective 2.00** – Selling, customer relations, and product management.
- **Objective 3.00** – Product/service management, pricing, and channel management.
- **Objective 4.00** – Promotion, marketing-information management, and selling.

### **Materials Needed:**

- 1 three ring binder
- Pen & #2 Pencils
- Notebook Paper
- USB/Flash Drive (optional)

### **Overall Grading:**

- 1<sup>st</sup> Quarter 40%
- 2<sup>nd</sup> Quarter 40%
- Final Exam Grade 20%

### **Classroom Grading:**

- Tests 30%
- Projects 20%
- Classwork 35%
- Quizzes/Notes 15%

**Classroom Rules:** This is a business class so we will treat it like a business. Non-negotiables and Start-on-Time procedures also apply as classroom rules.

- **Be Prompt** – Be on time and ready to begin class when the bell rings. Please make every effort to make it to class on time.
- **Be Prepared** – Have your materials with you and ready for class every day. Keep your notes and activity sheets in an organized format in your notebook.
- **Be Respectful** – At no time will profanity be accepted in Mr. Walker’s class. It is rude and disrespectful. You should always show respect towards your teachers and classmates. Maintaining a peaceful environment is a must in this class.

### **Classroom Computer Use:**

- Computers are not a requirement for this course. It is a privilege to have them therefore we must use them in accordance with school rules.
- If you finish your assignments, before the period ends you may continue to use the computer for constructive activities while not disturbing others.
- Inappropriate or distracting websites will be blocked.

### **Classroom Procedures:**

- Assignments will be posted on the board every day. It is important that you check the board as soon as you arrive.
- We will begin classwork promptly and you should not disturb others while you work. (This is a sign of respect.)
- No food or drink is allowed in the classroom per school rules. This is for the safety and cleanliness of our computers and classroom.
- The classroom printer should only be used to print assignments for your Marketing class.
- Remain in the classroom until the bell rings.

**Late Assignments**

- All assignments are expected to be completed by the due date. There should be no reason for late assignments if you are present in class.
- 5 points per day will be taken off for assignments turned in after the due date.

**Consequences**

- Verbal Warning
- ISS
- Call Home
- Referred to Administration

**WCPSS Make-Up Work Policy**

Late work due to an excused absence will follow the WCPSS make up work policy: Assignments assigned prior to an absence will be due upon return; this includes tests scheduled for the day of the return.

If the make-up work has not been assigned in advance, for absences of 1 to 3 days, the student will have a minimum of 2 days for each absence to complete for assignments. Students will receive full credit for all make up work following an excused absence as long as the work is completed within the time limit according to teacher expectations. Special consideration should be given in the case of extended absences due to inquiry or chronic illness.

**Testing**

There will be a test given after every unit. If you are not comfortable with the material, please come in during SMART lunch for extra help. My goal is that everyone succeeds and to make sure you understand all of the class material.

**Electronic Devices**

Students may use their device to check Edmodo messages, assignments, grades, etc. Students can earn the privilege of listening to music with headphones while they work at the teacher’s discretion. Music should not be loud enough for anyone in close proximity to hear, including the teacher. No headphones are allowed when the teacher is instructing the class either by lecture or demonstration. Students should not engage in telephone conversations using hand free headphones at any time during the class period. Phones, IPODs, etc. that become a distraction will be collected by the teacher.

**WHS Honor Code:**

The students of Wakefield High School are committed to being honest and responsible in the completion of academic materials and interactions with the school administration and community. Cheating, stealing, plagiarism (passing off another's work, words, or ideas as one's own), and lying (including willful distortion or misrepresentation) are considered violations of the Honor Code. Through a joint fulfillment of this code, students and faculty will achieve their fullest potential in academic excellence and character.

***Please DO NOT cut this portion off.***

***Once you have this syllabus signed, place it in the front of your notebook.***

I have read and understand the policies and rules set forth in this syllabus.

\_\_\_\_\_  
Student Name (Print)

\_\_\_\_\_  
Student Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Parent Name (Print)

\_\_\_\_\_  
Parent Signature

\_\_\_\_\_  
Date