**MARKETING I & II**

**SYLLABUS**

**ABSENCES**

Students are responsible for all work missed during an absence. Work missed due to an unexcused absence will receive a “0”. (Refer to the handbook for the policy.) Missing work can be found on Schoology.

**CLASSROOM EXPECTATIONS!**

Students are expected to:

* Be prepared and on time for class.
* Complete class assignments and homework, maintain a notebook and prepare for assessments and participate in class discussions and projects.
* Complete work missed during an absence.
* Follow school and district policies.
* Attend extra help when class material needs additional explanation.
* No book bags, cell phones or hoods up will be allowed. (See handbook for policy)
* BE KIND! There is enough hate and judgement in this world.
* Clean up after yourself or you will lose privileges.
* Keep the language clean! This is considered to be a work place.

**EXTRA! EXTRA!**

**READ ALL ABOUT THE TOPICS!**

* Marketing Concepts
* Marketing Segmentation
* Retail & Pricing Math
* Steps of Sales
* Fundamentals of Marketing
* Intro to Marketing Plan
* Promotional Mix
* Sales and Distribution

**Mrs. Nikolai**

**Room B105**

(814)874-6200 ext.1535

knikolai@eriesd.org

**GUIDED NOTES**

* Guided notes will be passed out each chapter. Students will complete the examples and problems to use as a resource during class time and homework.
* Guided notes will be collected at the end of each section or chapter.
* These will be included in your theory grade.

**MATERIALS**

* Pen/Pencil
* Three-ring Binder or Folder
* Marketing Textbook
* Schoology

**THEORY/LAB WORK**

* Theory and lab work are to be completed in class. Any assignment not completed in class will receive a “0”.

**DO-NOWS**

* Do-now’s will be completed at the beginning of each period. I will not accept late do-now’s unless you have an excused absence. They will be worth 5% of your grade.

**CELL PHONES**

Cell phones must be turned off and put away at ALL times. Failure to do so will result in disciplinary actions.

**COMPUTER DAMAGE COSTS**

* Keyboard - $125 ● Mouse - $50
* Monitor - $300 ● Tower - $1200

**GRADING SCALE**

A – 100-90

B – 89-80

C – 79-70

D – 69-65

F – 64 & below

**GRADING**

* Quarter grades will be comprised of the following items:
  + Tests and quizzes – 15%
  + Lab work – 50%
  + Theory - 20%
  + Clean up/Participation/School Store – 10%
  + Do-nows – 5%
* Grades will be determined by dividing the number of points earned by the number of points possible. The final grade is computed by averaging the percentages earned for each of the four quarters.

**HALL PASSES**

You must ask permission to use the pass. You must fill out SMART PASS in order to leave. You will have 5 minutes to use the pass. If you don’t abide by this rule, you will lose your privileges.

**TESTS/QUIZZES**

* Tests will be announced at least two classes in advance.
* Students can retake a test within 10 days of the test. The new test score will be calculated as follows:80% of the higher test and 20% of the lower test.
* Quizzes CANNOT be retaken.