**MARKETING**

Mrs. Searle • kate.searle@nebo.edu • www.MrsSearle.weebly.com • (801) 465-6025

**COURSE OVERVIEW**

Marketing is an introductory course where students will learn about marketing and business fundamentals, selling, financing, product/service planning, information management, purchasing, distribution, pricing, promotion, risk management, career development, economics, communications, human relations, marketing math, and marketing operations. This is an interactive and activity based course that will help students understand their role as consumers and buyers.

A course outline and daily updates are available on our class website at **www.MrsSearle.weebly.com.** Be sure to check for assignments, missed assignments, additional resources, and our class blog.

**EXPECTATIONS**

* Be **prepared** to learn and have a **positive** attitude. There is nothing more frustrating than someone with a “can’t” attitude. Being prepared includes bringing required materials, being willing to listen, and complete homework and studies.

Guidelines for Success:

Prepared and Positive

H20 Bottle Only

Respect yourself and others

Be The Best You

* Except for certain occasion’s food and drink is limited to **water**. We will be dealing with electronics and we need to keep our resources safe.
* Respecting yourself and having confidence in your abilities is one characteristic that I want you to walk out of our class with a little bit more each day. When you **respect** **yourself** it is easier to **respect others** as well. Verbal and physical violence will not be tolerated.
* **Being the best you** includes not cheating, trying your best, and working hard.

**POLICIES/PROCEDURES**

* Please contact me ahead of time if you’re going to be absent. If you are absent or tardy it is your responsibility to get the information you missed. Be sure to check class website first.
* Late work will be graded more harshly but students are encouraged to turn in all assignments.
* Appropriate use of electronics is mandatory; which includes use, care, and content. Computer privileges will be lost if misused. We will abide by the school’s Computer Use Agreement.
* No outside electronics allowed, especially cell phones, unless permitted by instructor (Cookie Jar Rule).
* No audio and/or video recording allowed without prior permission.
* Please get help when needed.
* Cheating, directly or indirectly, will result in a zero.
* We will be using movie/internet clips to enhance classroom instruction.

**GRADING**

This class will be full of activities, projects, research, quizzes, guest speakers, and tests. You need to be in class to be successful. A student choosing not to participate will lose points. Grades will be posted on SIS and is broken down by:

|  |  |
| --- | --- |
| A | 100-94% |
| A- | 93-90% |
| B+ | 89-87% |
| B | 86-83% |
| B- | 82-80% |
| C+ | 79-77% |
| C | 76-73% |
| C- | 72-70% |
| D+ | 69-67% |
| D | 66-63% |
| D- | 62-60% |

* 20% Attendance/Participation
* 40% Tests/Projects
* 40% Assignments/Quizzes

**JOIN DECA**

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe. Here at Payson High we have a fun and exciting year ahead of us. We will be working on a service project, role playing, and competing against other students from other schools. DECA provides great opportunities to network, prepare for real- life jobs, earn scholarships, and have fun. Joining DECA is strongly encouraged for marketing students.

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PARENTS AND STUDENTS MUST READ THE DISCLOSURE AND RETURN THIS FORM SIGNED BY THE SECOND WEEK OF SCHOOL

By signing below you knowledge that you have read Mrs. Searle’s classroom disclosure and have a firm understanding of its content:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Name (printed)

Best way to contact: □ Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ □ Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature Date

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Name (printed)

Please contact me for any questions, comments, or concerns.

Thank you!

*-Mrs. Searle*