

INTRO TO COURSE

Course: Marketing

Instructor: Mr. George

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Course Description:

This course offers a comprehensive overview of the field of marketing from a domestic and global viewpoint. Marketing analysis and segmentation, market research, types of consumers, 4Ps of marketing, advertising, selling, and careers in marketing are among the wide range of topics that will be discussed. Different aspects of advertising will be researched and evaluated that will include television, radio, print media, and online. The emerging role that information technology and social media play within marketing will also be covered. Students will be required to “think critically” and draw conclusions based on different marketing situations. First term introduces marketing concepts. Second term asks students to apply those concepts.

TURNITIN.COM	E Block:	ClassID: 18712387	password/enrollment key: hingham
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Outside of Class Assignments:

****Term 1 Writing Assignment:** Stella & Dot

– **Hard copy due in class on Tuesday 9/18.** Last day to accept for partial credit (less 30%) is 9/21. Not accepted after 9/21 unless prior arrangement. Assignment, article and rubric are on class web site. Must be submitted to *turnitin.com* by end of day 9/21 (or loss of credit/no credit).

****Term 2 Writing Assignment:** GoPro Army – dates TBD

What do I need for this course?

- A 3-ring binder (with loose leaf paper) and something to write with should be brought to each class.

Will there be homework in this course?

- There will be homework that will involve reading and writing assignments.

Course Objectives:

Students participating in this course will demonstrate understanding by being able to identify and communicate:

- The components that make up the marketing function
- The important role that marketing plays for domestic and global businesses
- The important role that marketing plays for small and large businesses

Students participating in this course will acquire and develop:

- An understanding of basic marketing concepts
- An awareness of marketing activities that touch their daily lives
- Communication skills that are required in a business environment
- Cooperative learning skills by working together in groups to solve problems

Importance of Class Participation:

It is important that you participate as an attentive listener and speaker. There will be many opportunities for you to contribute to class discussions. I hope that you take advantage of this opportunity.

Evaluation Overview:

40% - First Term
40% - Second Term
20% - Final Exam/ Marketing Project

Grading Overview:

30% - Class/Group Participation
30% - Quizzes
40% - Projects, Assignments & Papers

--Subject to Change at Teacher's Discretion--



Mr. George's Classroom Expectations:

These expectations are similar to what is expected in a workplace setting.

Mr. George expects his students to:

- Develop good listening skills. Students will learn from him and from each other.
- Act respectfully towards him and each other. Put downs, teasing and swearing are not allowed.
- Express tolerance. Each student learns differently. Learn to value other students for their differences. The world and our class would be boring if we were all the same.
- Work cooperatively as part of a team.
- Be cordial to each other by saying "Please", "Thank you", and "You're Welcome".
- Come to class on time, prepared and organized for each class.
- Stay on task. Stay focused on classroom goals. Manage your time. The result will be high-quality work. (A potential employer's dream)

Students should expect Mr. George to:

- Create a positive learning environment that is entertaining and academically challenging.
- Act respectfully in the classroom.
- Be reasonable and fair.
- Communicate progress or concerns.
- Be prepared for each class.
- Make you laugh. (I will do my best)

Various Classroom Activities:

<p>Works Independently and Cooperatively</p>	<p>Unable or unwillingly to work independently or cooperatively with others. Unable to stay on task.</p> <p>0 PTS 0 PTS</p>	<p>Needs improvement in the area of working independently or cooperatively with others. Able to accomplish few assigned tasks. Has a difficult time staying on task.</p> <p>18 PTS 20 PTS</p>	<p>Works independently or cooperatively with others most of the time. Able to accomplish most assigned tasks. Stays on task most of the time.</p> <p>24 PTS 18 PTS</p>	<p>Works independently or cooperatively with others all of the time. Able to accomplish all assigned tasks. Stays on task all of the time. Engaged and a productive member of class.</p> <p>30 PTS 50 PTS</p>
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Follow a Product Assignment – weekly assignments due for Term 1. If class doesn't meet on due date, the assignment will be due at the beginning of the next class. If you are absent when an assignment is due, you can provide it at the next class you are present.

Weekly Assignment – Individually you will choose “one product” within a company that you are a fan of. You will follow it throughout the term and learn about the major aspects of product marketing and how the company markets this product. Each week you should add to a Google Doc. Your weekly assignments are required to be typed and in “your own words” (not copied from another source). Some assignments will require research. You should only submit the assignment that is due on the due date. Late assignments are NOT ACCEPTED unless prior arrangement is made.

**You should review the Ford Mustang example for each week prior to completing each assignment. It's online.

	Topic	Hardcopy due at beginning of class
Week 1	Choose a Product Explain the company's logo & slogan (tagline) if there is one. State buying motives (incentives) to purchase the product	9/12 (Wed)
Week 2	Target Market – State and describe demographics, geographics, psychographics and consumer behaviors/attitudes	9/19 (Wed)
Week 3	Product Strategy	9/27 (Thu)
Week 4	Place Strategy	10/3 (Wed)
Week 5	Pricing Strategy	10/10 (Wed)
Week 6	Promotion Strategy	10/17 (Wed)
Week 7	Summary: What did you learn about the marketing of the product and the brand? What changes would you recommend regarding any of the 4Ps?	10/24 (Wed)

Weekly Assignment Rubric

	0 pts	15 pts	30 pts
Follow A Product Weekly Rubric	Not prepared. Nothing printed out or handwritten. Unable to contribute to discussion for assigned topic. Responses not in own words. Unacceptable.	Typed responses are partially done – but incomplete. Content demonstrates weak effort and little time went into assignment. Writing needs to be proofread due to grammar or spelling mistakes. An inability to discuss topic.	Typed responses passed in on due date. Clear and organized writing with no grammar or spelling errors. Comprehensive content. Thoughtful responses. It is clear that the model example (Ford Mustang) was reviewed. Able to positively discuss topic.

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Name: _____

/20PTS

Weekly Grade: Classroom Behavior & Individual Participation Rubric - Mr. George

	Beginning – 0 pts	Developing –6 pts	Focused –8 pts	Exemplary –10 pts
Communicates Effectively	Does not participate in class discussion & does not respond thoughtfully.	Occasionally speaks clearly and confidently in class. Occasionally listens critically and accurately to spoken messages. Occasionally communicates ideas and messages within a class discussion.	Frequently speaks clearly and confidently in class. Frequently listens critically and accurately to spoken messages. Frequently communicates ideas and messages within a class discussion.	Consistently speaks clearly and confidently in class. Consistently listens critically and accurately to spoken messages. Consistently communicates ideas and messages within a class discussion. Reflects thoughtfully and makes a positive contribution toward class discussion.
	0 PTS	6 PTS	8 PTS	10 PTS
Demonstrates Respect for Others	Poor behavior. Disruptive to other students. Lack of respect is demonstrated in the classroom. Comments show a lack of respect and courtesy.	Classroom behavior needs to be improved. Needs to act in a more respectful way in the classroom. Needs to continually be spoken to regarding behavior or attitude. Demonstrates inability to pay attention when others are speaking.	Classroom behavior was acceptable. Acts respectful in the classroom on most occasions.	Classroom behavior was superior, professional, and a model of how the teacher would like students to behave. Demonstrates self-respect and respect for others at all times.
	0 PTS	6 PTS	8 PTS	10 PTS

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