

Course: Marketing (grades 10-12)

Mr. George – sgeorge@hinghamschools.org | www.georgeacademics.com

School number: 781-741-1560 x2070

Course Description

This course offers a comprehensive overview of the field of marketing from a domestic and global viewpoint - and how marketing connects to their daily lives. 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 addressed in this course.

Different aspects of advertising will be researched and evaluated that will include television, radio, print and online. The emerging role that information technology plays 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. Term 1 introduces marketing concepts. Term 2 asks students to apply those concepts. Culminating assignment is the creation of a marketing plan.

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 in the life of a small and large business*
- *How marketing can be connected and applied to a student’s life*

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*

What do I need for this course?

- A 3-ring binder with 3-holed loose-leaf notebook paper (for notes, handouts) and something to write with should be brought to each class
- Utilization of an organization system (i.e. agenda book, calendar, etc.) - for daily, weekly and long-term assignments

Homework:

- There will be homework that will involve reading, taking notes or writing assignments.
- There will be one outside of class writing assignment each term based on an assigned article. See class website for assignment, article, due dates, rubric and details.

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.

Assessments

There will be a variety of assessments to evaluate student progress and performance including:

- Participation / Demonstrating Respect in class
- Homework
- Quizzes, Tests, writing assignments, and projects

Classroom Expectations:

Students are expected to:

- “Be nice.”
- Develop good listening skills. Students will learn from him and from each other.
- Act respectfully towards him and each other. Put downs and swearing -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. It is suggested to use an agenda book or some other method of managing classroom responsibilities.
- Stay on task. Stay focused on classroom goals. The result will be high-quality work.

Students should expect the teacher to:

- “Be nice.”
- Create a positive learning environment that is entertaining and academically challenging.
- Act respectfully in the classroom.; Be reasonable and fair.
- Communicate progress or concerns;
- Provide student encouragement
- Be prepared for each class.

Weekly Participation/Respect Rubric - Mr. George

Each week you will be evaluated based on your behavior, your class participation and how you act towards each other in the classroom.

	Beginning – 0 pts	Developing –5 pts	Exemplary –10 pts
Demonstrates Respect for Others & Class Participation	<p>Poor behavior. Disruptive to other students. Needs to be spoken to regarding behavior.</p> <p>Lack of respect is demonstrated in the classroom.</p> <p>Chooses to not participate in class activities or discussions. At times, refuses to participate.</p>	<p>Classroom behavior is acceptable. Acts respectful in the classroom.</p> <p>Participation in class activities and class discussions needs to be improved.</p> <p>Teacher needs student to become more involved/ active.</p>	<p>Classroom behavior is superior, professional, and a model of how the teacher would like students to behave.</p> <p>Demonstrates self-respect and respect for others at all times.</p> <p>Takes initiative and actively participates in all class activities and class discussions.</p> <p>Poses questions and responds to teacher & peer inquiries.</p>

Classroom Activities Rubric - Mr. George

	Beginning – 0 pts	Developing –5 pts	Exemplary –10 pts
Works Independently and Cooperatively	<p>Unable or unwilling to Work Independently or Cooperatively with others.</p> <p>Unable to stay on task.</p> <p>Unproductive member of group/class.</p>	<p>Needs improvement in the area of Working Independently or Cooperatively with others.</p> <p>Able to accomplish Some assigned tasks.</p> <p>Has a difficult time staying on task.</p>	<p>Works Independently or Cooperatively with others all of the time.</p> <p>Able to accomplish ALL assigned tasks.</p> <p>Stays on task.</p> <p>Engaged and productive member of group/class.</p>