Course Description

Marketing I is designed to provide students with an understanding on marketing/commerce practices. This focus of study is on the marketing mix with a managerial approach (the 4 Ps—Product, Place, Price, and Promotion). We will create a demonstrate activities from each of the 4 Ps.


Supplies: Students should bring their binder and pencil or ink pen to class each day.

Official Stuff

Binders: All class materials will be hole punched and are expected to be placed in your Marketing binder. At the end of each chapter, your binders will be graded based on accuracy, completeness, and organization. Any items not completed when the binder is turned in will receive a zero on the check sheet. Binders not turned in on the due date will receive an automatic 10 percent deduction in points for each day late. BINDERS SHOULD BE BROUGHT TO CLASS EVERY DAY!!!

Printing: Printers must be used for school assignments only. Should you need to print something else, ask the instructor first. Printouts to the color printer MUST be approved first; only final copies should be sent to the color printer.

Missed Classes: You are responsible for checking the “Absent Area” after an absence for any notes, worksheets, handouts, etc. given while you were gone. If we took notes, you should get them from another student, as you will still be responsible for the material. Missed work must be made up outside of normal class time. Mrs. Drew is available each day before school and after school on certain days of the week. Advisory passes should be requested in advance.

Assignments: All assignments are due at the end of class on the date due and should be completed in your binder unless otherwise instructed.

Electronic Devices: School policy will be followed, but out of respect for your learning, your classmates and your instructor please refrain from using cell phones, iPods, etc. while class discussions are taking place.

Grading: Test/Quizzes/Projects: 75%  Classwork: 25%
Official Stuff-Continued

Re-do Policy: Students scoring less than an 80% on an assessment will have the opportunity to make up that assessment (after showing additional mastery of the content) two (2) times per semester. It is the student's responsibility to contact Mrs. Drew regarding the re-do and it must be completed **BEFORE** the next assessment is taken.

Academic Dishonesty: Plagiarism and cheating are serious offenses and will be punished based on the student handbook policy. Anything typed MUST be saved in your student folder. There are many ways that an instructor can verify a student's work.

Food/Drink: NO FOOD OR DRINK is allowed in the computer lab.

Classroom Expectations

This classroom is a place for positive attitudes only. Be prepared, cooperative, and respectful. All school policies will be enforced.

- Listen when your teacher is talking
- Raise your hand to speak and listen to each other during class discussions—no interrupting.
- Refrain from inappropriate/distracting behavior (this includes applying make-up, working on assignments for other classes, using your cell phone while class is being conducted) as well as offensive language.
- Be prepared to contribute to class discussions by completing all assignments.

Internet Rules

Students must understand that using the Internet is a privilege, not a right and their cooperation is necessary or they may not be allowed to use the Internet. Following are four simple rules that all students must follow:

1. Students have permission to use the Internet for structured lessons only. (This means that you may use the Internet for class research or as directed by Mrs. Drew.) If you are using the Internet for other purposes (games, e-mail, etc.) before finishing your assignment, your Internet usage will be suspended until the assignment is complete.
2. Students will use teacher/school approved websites only. If a website is blocked with the school filtering software, there is a reason it is blocked. Attempting to access a site through a proxy will result in a discipline referral.
3. Students will not use the Internet for chat rooms, instant messaging, or social networking sites. NOTHING should be downloaded on these computers (including games, additional search engines, etc.) without your teachers permission.
4. The lab is outfitted with NetSupport monitoring software. Be aware that it is possible for the teacher to see what you are doing on your computer at all times. Attempting to block the software from your workstation WILL result in a discipline referral.

Topics Covered

- Chapter 1 Marketing Is All Around Us
- Chapter 2 The Marketing Plan
- Chapter 3 Political and Economic Analysis
- Chapter 4 Global Analysis
- Chapter 5 The Free Enterprise System
- Chapter 6 Legal and Ethical Issues
- Chapter 9 Technology Applications for Marketing
- Chapter 12 Preparing for the Sale
- Chapter 13 Initiating the Sale
- Chapter 14 Presenting the Product
- Chapter 15 Closing the Sale
- Chapter 16 Using Math in Sales