

Academy for Business and Technology
Marketing I Syllabus

Instructor: Ms. Delaine

Prep and Office Hours: 7:15 a.m. – 8:00 a.m., 2:05 p.m. – 3:30 p.m. and additional times by appointment.

Email: sandra.delaine@leonagroup.com

School contact number: 313-382-3422, extension 203

Course Description: This course introduces students to the processes and functions involved in providing products or services that meet consumers; wants and needs. In Marketing, we explore as the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. We will examine the Marketing Mix (product, price, promotion, place and people) and the impact marketing has on business and society.

Course Objectives and Outcomes:

1. Recognize the customer oriented nature of marketing and analyze the impact of marketing activities on the individual, business and society.
2. Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
3. Analyze the characteristics, motivations and behaviors of consumers.
4. Recognize the sales processes and techniques used to enhance customer relationships and to increase the likelihood of making sales.
5. Analyze the influence of external factors (ethical, legal, economic, etc.) factors on Marketing.
6. Identify the concepts and strategies needed to communicate information about products, services, images and/or ideas to achieve a desired outcome.
7. Describe the elements, design and purposes of a marketing plan.

Student Materials: Students need to bring paper, pencil and pen to class every day. Students will be provided advance notice if any additional materials are needed.

Grading Policy: Each assignment should be turned in on the day it is due. Late assignments will receive partial credit. After a certain date, determined by the teacher, assignments will not be accepted. Each quarter points are added and your grade will be based on the percentage of the total points possible. You will lose points for not completing assignments, lack of neatness, or work labeled improperly. Points for both quarters will be added together to obtain your semester grade.

Scale –

A	93.0 and above	C	73.0 – 76.9
A-	90.0 – 92.9	C-	70.0 – 72.9
B+	87.0 – 89.9	D+	67.0 – 69.9
B	83.0 – 86.9	D	63.0 – 66.9
B-	80.0 – 82.9	D-	60.0 – 62.9
C+	77.0 – 79.9	E	59.9 and below

Assignments and assessments will fall into three general categories as listed below.

- 10% Class warm up activities
- 30% Classroom activities and assignments
- 60% Projects and assessments

Classroom Rules and Procedures: All rules listed in the Student Handbook will be enforced. It is the student's responsibility to become familiar with each rule. In addition, there are three key rules in my classroom: **Presence, Responsibility and Respect**. These three rules will be discussed at length during the first week of class. Generally, if you follow the guidelines below, we will have a productive year together.

- Come to class on time, prepared to work.
- Make good use of class time and begin working on the warm up activity immediately.
- Show self-control.
- Complete work neatly and efficiently.
- Listen and make valuable contributions to class discussions.

Passes – Please use the restroom between classes. Each student will be given three passes at the beginning of each semester. Once the passes are used, the student will not be allowed out of the classroom. Any unused passes will be worth five points of extra credit EACH, This extra credit can be applied to the student's semester grade.

Attendance – School attendance policy will be enforced. Excused absences must be made up according to the handbook. Students are responsible for determining any work that must be made up after an absence. This includes locating work missed in the “absent” folder and speaking to the teacher.

Tardiness – Students who arrive tardy will not be able to complete the warm up activity and will forfeit those points. In addition, excessive tardiness will result in further disciplinary action in accordance with the school policy.

Disclaimer: Changes may be made as the semester progresses to fully accommodate the needs of the students, the school and the teacher.