

# MARKETING



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Website: [www.missbeck.org](http://www.missbeck.org)  
Lab Hours: M-F 7:25 – 7:50 am / 2:25-3:30 pm

## WELCOME TO MARKETING

Marketing I is designed for students who are interested in basic marketing principles, introduction to hospitality management, and basic finance. The skills learned in this class will prepare you to participate in DECA (Marketing association for students) where you can apply the principles learned in the classroom to real-world situations. Joining and participating in DECA is strongly encouraged.

## CLASSROOM RULES

1. Be on time and prepared.
2. Respect others and their property.
3. ABSOLUTELY no food or drink by the computers at any time.
4. Please come to class appropriately dress. No hats.
5. Cell phones, iPods, or other electronic devices must be turned off and put away during class time.
6. Use all equipment properly
7. Chatting, listening to or downloading music, videos or games online is not allowed

## GRADING INFORMATION

94-100 = A	73-75 = C
90-93 = A-	70-72 = C-
87-89 = B+	67-69 = D+
83-86 = B	63-66 = D
80-82 = B-	60-62 = D-
77-79 = C+	59-0 = F



## GRADING CRITERIA

Participation/Attendance	15%
Test/Quiz	30%
Bell Ringers	15%
Assignments	40%

## CLASS WEBSITE

**Main Class Website** - A website has been created so students can check to see what they miss while absent. They will also be able to download and printout worksheets and/or notes that are handed out during class. There will also be a calendar to show due dates and upcoming events. The website can be accessed by going to: [www.missbeck.org](http://www.missbeck.org)

**CANVAS** - CANVAS is a learning management software that will be used for this class. CANVAS will be used to submit assignments electronically online and take tests & quizzes. CANVAS will also have assignments instructions and be the driving force for due dates and upcoming test dates. Announcements will be sent from CANVAS and broadcasted onto the website.



## GRADING POLICIES

### ✓ Participation (15% of Grade)

- ✓ Participation will be based on attendance, on task, and preparation.
  - ✓ **Participation** – Each day you can earn or lose 30 points depending on your time on task and preparedness during class.
  - ✓ **Absences:** Every day you are not here (excused or unexcused) you can lose 30 points. You are held accountable for being here every day and doing your work.
  - ✓ **Tardies:** You will lose 10 participation points for a tardy and 15 for a late tardy.



### ✓ Test/Quizzes (30% of Grade)

- ✓ Make-up tests are due within **5 school days** of an absence with prior approval. Tests may not be made up without prior approval.
  - ✓ Only one test/quiz retake per term is allowed.

### ✓ Assignments (40% of Grade)

- ✓ It is expected that assignments will be turned in on-time. Due dates and deadlines will be posted far enough in advance for you to get your work in on time. If you are absent the day an assignment is due, you must make prior arrangements with me in order to receive full credit. (unless assignment is given and due that day then you have 5 school days to turn in for full credit.)
- ✓ **Late Work** – Late assignments will lose 10% of their point value each class period they are late up to a maximum of 50%. NO late work for a Unit will be accepted after the test date for that Unit has been given.

#### Be Prepared Each Day

You will need a place you can keep EVERYTHING you will need for this class. Please have a binder or folder that you can keep papers in for safekeeping. You will also need to bring a pen or pencil with you to class each day.

### ✓ Bell Ringers (15% of Grade)

- ✓ There will be a bell quiz and warm-up activity every day at the beginning of class to check for understanding and mastery concepts.
  - ✓ **Bell Quizzes** are given daily. Bell Quizzes cannot be made up due to absences or tardies. (4 of the lowest quizzes will be dropped)
  - ✓ **Warm-Up Activities** are given daily at the beginning of each class. Warm-up Activities follow the same late work policy as assignments.  
(See Assignments above)



In order to receive the points for your Course Contract, you need to complete the two items below:

Completed	Assignment	Points	Earned
<input type="checkbox"/>	Course Overview	20	
<input type="checkbox"/>	E. Disclosure Signature – Student Response (Canvas)	15	
<input type="checkbox"/>	E. Disclosure Signature – Parents Response (Canvas or Website)	15	
	<b>TOTAL</b>	<b>50</b>	

**You and your parent** must sign to verify you have read and understand the rules and policies presented in this course contract. To access the E-Signature Card go to **MISSBECK.ORG** go to the **MARKETING** page and click on **Sign electronic signature card.**