



Edmond Santa Fe High School  
2017-2018 Course Syllabus/Parent Notification Letter

Course Title: ***Marketing Fundamentals***

Room Number: **119A**

Conference time: **6<sup>th</sup> period**

Textbook name: ***Marketing Essentials, Glencoe Publishing***

Instructor: ***Mrs. Christy Flanigan***

Phone: **726-7353**

E-mail: [christy.flanigan@edmondschools.net](mailto:christy.flanigan@edmondschools.net)

Course Description:

This is a course of study in the basic marketing concepts and foundations, including topics related to marketing basics, job safety and security, human relations, economics, employability, career exploration, selling, and promotion. Students will develop leadership traits and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

Course Objectives:

- Explore fundamental business, management, and entrepreneurial concepts that affect business decision making
- Explore concepts, strategies, and systems needed to interact effectively with others
- Explore the economic principles and concepts fundamental to marketing
- Explore concepts and strategies needed for career exploration, development, and growth
- Explore the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services
- Explore the financial concepts used in making business decisions
- Explore the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
- Explore concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers perceptions of value
- Explore the concepts and processes needed to obtain develop, maintain, and improve a product or service mix in response to market opportunities
- Explore the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- Explore the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities
- Implement marketing activities requiring the use of technology
- Explore the implications of safety practices and procedures in a working environment

Classroom Instructional Methods:

Instructional methods in the class will vary from group instruction and activities to individualized study, computer simulations, and audio-visual materials.

### Supplemental instructional materials:

Instructional materials may be used such as Learning Activity Packets (LAP's), DECA Inc. materials, and selections from videos such as The Apprentice, Shark Tank, The Truman Show, as well as news clips and documentary materials. (Contact teacher if you would like more info)

### Assessment:

Daily work, Projects, Tests	60%
DECA/Leadership	20%
Semester exam	20%

***All assignments should be turned in by the original due date. Any assignments not turned in by the original due date will be assessed a penalty and will not receive full credit. Assignments that are not turned in before the completion of each unit will receive no credit.***

### Progress Reports:

Parents are encouraged to sign up for access to your child's grades. Students will be given progress reports upon request.

### Career Tech

Marketing Education is a division of CareerTech (Career and Technical Education). CareerTech provides students of all ages with the academic and technical skills, knowledge and training necessary to succeed in future careers and to become lifelong learners. CareerTech prepares these learners for the world of work by introducing them to workplace competencies, and makes academic content accessible to students by providing it in a hands-on context.

### DECA

The DECA student organization is an integral learning process within the Marketing program. Through various leadership activities, the student learns the elements of management, technical knowledge, problem solving, decision making, human relations, etc. As a result, all students enrolled in the Marketing program are expected to pay DECA dues and join this student organization. DECA provides the opportunity for young people to learn leadership and professionalism, as well as compete scholastically within their industry. DECA points will be distributed among each of the DECA leadership activities for all students based upon their participation, which counts as 20% of their total grade. DECA members will be given the opportunity to go on field trips and leadership conferences to broaden their concept of various types of occupations and to receive leadership training. This will be determined by approval of the marketing teachers and the students' other classroom teachers. Students must dress professionally for all DECA activities and events. DECA dues are \$40.00 which covers membership in the DECA organization at the local, state, and national levels, a DECA t-shirt, the ability to participate in field trips, activities, and leadership conferences referred to earlier.

**Payment of DECA dues should be received by September 29, 2017.**

*\*Students will receive a list of "DECA Dates" which outlines required activities and their respective dates.*

### Graduation recognition

Seniors have the opportunity to be recognized as a Marketing Education/DECA program completer at Santa Fe by wearing DECA cords/stoles at graduation. Each of the following requirements must be met in order to qualify for this recognition:

- Complete at least 2 years in the Marketing program (Marketing Fundamentals must be one of the classes)
- Maintain a 3.5 GPA in the marketing classes taken
- Pass the Industry Certification test at end of instruction
- Attend the Oklahoma State Career Development Conference at least 1 year
- Be enrolled in a Marketing class senior year

### Class Guidelines/Procedures

- Be here! Attendance is vital to your success in this class and the ability to receive credit. The student handbook details the attendance policy. You will be able to make up work for an excused absence. It is your responsibility to ask me for your make up work!
- Be on time. On time means in the classroom preparing for the day's activities. If you are tardy, you should enter the class without disruption.
- Be prepared. Make sure you bring all necessary items to class. You will not be allowed to leave to get forgotten items.
- Be respectful of classroom items (equipment, furniture) and keep classroom clean. Please pick up all trash. Remember, drinks with a lid only! Snacks may be brought as long as there is no problem with trash, noise, distractions, etc. Food and drink should be kept away from all computer equipment. (This privilege is subject to change)
- Be focused. Stay focused on what we are doing throughout the class period. No sleeping! No cell phones (I will take them)!!! Cell phones should be turned off and put away when class starts.
- Be good people!!! Represent yourselves, your family, and your school well!
- Be mindful of hall passes. You will receive 4 passes per semester! Use them wisely!! You must scan QR code and fill out Google form to leave the class. **Do not ask to use a pass during class discussion or when I am instructing!** Passes may be revoked at any time. Passes can be turned in at semester end for extra credit possibility. **You must have your student ID in order to use a pass!**



Dear Parents and Guardians,

Welcome to the 2017-2018 school year! I am excited to have your child in my class. The previous pages present information about the course and outline my expectations for success in the classroom. As you read these, understand that I present my classroom guidelines as expected behaviors, not rules, therefore allowing students to make choices about whether or not they will follow these guidelines. As in everyday life, choices we make have results/consequences. If a student chooses to follow these guidelines, they can expect to be successful in the classroom. If they choose not to, they should understand that their chances for success are greatly reduced.

I encourage parents to be involved in their child's learning and urge you to contact me at any time you have a concern or question (contact information on 1<sup>st</sup> page). I would like to receive some information from you that will assist in our communication throughout the year. Please fill in and sign the appropriate places below and have your child return the bottom portion to me. Let's have a great year!

Mrs. Christy Flanigan

*Please detach and return the bottom portion by Friday, August 25, 2017.*

---

**Acknowledgement Form:**

Student name: \_\_\_\_\_ Period: \_\_\_\_\_

**Parent/Guardian:**

I, \_\_\_\_\_, have read the expectations and guidelines for Mrs. Flanigan's Marketing Fundamentals class and the DECA organization for the 2017-2018 school year and understand what will be expected of my child.

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Parents:  
Please  
complete  
this  
section.**

E-mail address \_\_\_\_\_  
Best phone number to reach you \_\_\_\_\_  
Alternate phone number \_\_\_\_\_  
Anything you would like for me to know about your child \_\_\_\_\_  
\_\_\_\_\_

**Student:**

I, \_\_\_\_\_, have read the expectations and guidelines for Mrs. Flanigan's Marketing Fundamentals class and the DECA organization for the 2017-2018 school year and understand what will be expected of me.

Signature \_\_\_\_\_ Date \_\_\_\_\_