

7th Grade – Exploring Marketing Education

COURSE SYLLABUS 2022-2023

TEACHER: Dr. Vanessa Yasuda

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HELP SESSIONS: Thursdays 8-8:25am by appointment, please email or ask during class to schedule

COURSE DESCRIPTION:

This course, “Exploring Marketing Education”, is the second course in the Middle School Marketing Program (no pre-requisite is necessary). Standards may be taught in the order deemed appropriate by the teacher. However, Standard 1, the Employability Standard, should be taught and reinforced along with each standard. Students learn basic marketing concepts and proceed to explore the seven functions of marketing. Participation in local and state DECA (Distributive Education Clubs of America) co-curricular events is available to reinforce the students’ marketing coursework and develop leadership skills.

COURSE OVERVIEW:

Students will be able to demonstrate understanding of the following standards-based content / units:

- 7 Functions of Marketing: finance, information management, methods of distribution, product management, pricing, promotion, selling
- Advertising
- Target Market
- Products / Services / Needs / Wants
- Entrepreneurship
- Employability Skills / Presentation Skills
- DECA opportunities

Standards can be viewed at [Microsoft Word - 06.04200-Exploring-Marketing-Education-SBOE-FINAL \(gadoe.org\)](https://www.gadoe.org/standards/06.04200-Exploring-Marketing-Education-SBOE-FINAL)

LEARNING RESOURCES:

Student supplied: Notebook/paper, folder, pen/pencil, laptop (AMMS issued), charger, earbuds/headphones – bring these everyday

Classroom supplied: Online resources and project materials

Textbook: Marketing Essentials, 2016 McGraw-Hill Education

GRADING PROCEDURES:

Grading procedures follow the AMMS and FCS policies. For quarter-long classes there are a minimum of 2 Major Assignments, 2 Minor Assignments, and 2 Practice Assignments.

Calculations:

Percentage grades will be earned for major, minor, and practice assignments calculated from standards-based assessments. Final grades for the course are reported at the Quarter End grading period.

Academic Work	
The course grade is based on the following percentages:	
Major Assignments	50%
Minor Assignments	40%
Practice Assignments	10%

Non-Academic Skills	Non-Academic Skills
Self-Direction	are reported as:
Collaboration	Consistently Demonstrates
Problem Solving	Often Demonstrates
Work Habits	Sometimes Demonstrates
	Rarely Demonstrates

Absent Assignments:

If a student has an absence, it is his/her responsibility to get their assignments from their teacher (all assignments are posted on Teams under assignments). It is the students' responsibility to submit the assignments in accordance with AMMS/FCS policy.

Late Assignments:

Assignments not turned in will be marked as M/NHI in the gradebook (Missing / Not Handed In = 0). Assignment scores are reduced by 10 points for every day late (up to 25 points).

Recovery:

As per AMMS and FCS policy. Resubmissions/retakes of assignments/assessments are available upon request. Students are eligible for recovery when they have earned a 75 or below and are able to earn a replacement grade no higher than a 75.

Academic Dishonesty:

Academic Dishonesty is giving or receiving information on an exam, copying, plagiarism, etc. Assignments will be marked as Ch in the gradebook (Cheating = 0) and students receive a discipline referral per policy.

Accommodations and/or modifications will be made according to the student's IEP or 504 needs.

Please see the AMMS handbook for more details on grading procedures.

OUT OF ROOM OR BATHROOM

Students must ask the teacher and gain permission to leave the room for any reason. Students must sign out AND in on the login sheet. Only 1 student may be out of the room at a time (unless there is an emergency). Students have 5 minutes to use the bathroom and return to class.

BASIC CLASSROOM EXPECTATIONS:

1. Be RESPECTFUL

- School appropriate behavior
- Use kind, school appropriate language and gestures
- Cooperate with adult directions
- Leave area clean: free from dirt, marks, trash, clutter or graffiti
- No gum, candy, food or drinks (except water) in classroom
- Keep hands, feet, and objects to yourself

<p><i>RESPECT yourself</i> <i>RESPECT your teacher</i> <i>RESPECT your classmates</i> <i>RESPECT your school</i></p>
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2. Be RESPONSIBLE

- Be in your seat with your belongings when the bell rings
- Turn in your work by the due date
- Check your work for accuracy and completion before submission
- Only work on assigned tasks

3. Have a POSITIVE attitude and have fun

Classroom expectations are based upon AMMS Positive Behavior Intervention and Support (PBIS) and Student Success Skills (SSS). Please see the FCS Code of Conduct and AMMS Handbook for further expectations and procedures.

DISCIPLINE GUIDELINES:

Per AMMS PBIS and FCS Code of Conduct.