**Phillips Marketing Syllabus**

Course Description:

This course introduces marketing concepts and examines economic, marketing, and business fundamentals, in addition to the marketing functions of selling, promotion, pricing, and distribution. The standards listed reflect the needs of the local business community. This is the fundamental course in the marketing curriculum and should be taken before specialized marketing courses.

Grades:

Student’s nine week grades will be determined by averaging the class work (40%), projects (20%) and test (20%) and professionalism (20%). The semester grades will be determined by counting each semester grade (40%) and the semester exam (20%). Final Grade is determined by averaging semester 1 (50%) and semester 2 (50%).

Rules:

1: Don’t disturb the learning process

2: No eating/drinking in class

3: Follow all other rules and regulations found in the student code of conduct

4: No phones should be out or active

We will use the book along with various virtual simulations, online assignments and projects. All of these can be found on my website www.STPhillips.weebly.com or on my virtual Canvas class. Some of the simulations we use require headphones. If you have headphones, please bring them. The use of headphones is only authorized in my class and only for the online simulations. If you use them outside of my class or besides for the simulations, discipline action will ensue. If you choose not to bring headphones, there is a closed caption option in the assignments.

Be one time. Show up to class on a regular basis.

All disciplinary procedures are outlined in the Student Handbook. Please read over these rules and the Attendance Policy carefully. Classroom rules are posted in the classroom.

Course Outline:

Quarter 1: EverFi (computer/lab safety) Unit 1: World of Marketing and Unit 2 Economics (Ch. 1-4)

Quarter 2: Unit 3: Business and Society, Unit 4 Skills for Marketing (Ch. 5-11)

Quarter 3: Unit 5: Selling (Ch. 12-16)

Quarter 4: Unit 6: Promotion (Ch. 17-20)

Outline is dependent on many variables and is subject to change