

MARKETING & SALES SYLLABUS

SCHOOL:	Tuscola Technology Center	Instructor:	Cindy Olson
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COURSE DESCRIPTION:	This exciting course is designed to prepare you for the world of business. You will be learning core Marketing and Business Administration concepts in a variety of ways. We will operate the Cleaver Corner Store; we will create exciting hands-on projects; we will use and learn about technology; and most of all, we will work together as a team. Participation in DECA will also be another very important part of this class. Please visit www.mideca.org for a complete list of DECA activities.
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COURSE GOALS & OBJECTIVES:	<p>Goal: Operate a retail store efficiently Objective: Handle and complete customer orders correctly, stock and display merchandise, plan and execute window displays, implement sales promotions, work as a team member.</p> <p>Goal: Be confident and poised when presenting to small and large groups. Objectives: Present role plays, PowerPoint presentations, interviews, participate in small and large group discussions, participate in DECA activities.</p> <p>Goal: Learn about our competitive, global economy. Objective: Learn about global business and economics, play the stock market game, develop marketing and business plans, complete article summaries and reflections, participate in Ebay activities.</p>
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ATTENDANCE POLICY AND GRADE REDUCTION	<p>The Tuscola Technology Center places a high priority on attendance because the attendance pattern established by the student in school often sets an attendance pattern for employment. To benefit from the primary purpose of the school experience, it is essential that each student maintain regular and punctual attendance. Class attendance is necessary for learning and academic achievement as well as for developing the habits of <u>punctuality, dependability, and self-discipline demanded by business and industry</u>. Regular attendance in the Technology Center’s labs is essential to allow students to fully participate in class instruction, discussion and skill development. Absences beyond eight days per semester are considered excessive. Both excused and unexcused absences are charged in the student total.</p> <p>Grade reductions will occur when students reach 9, 11, 13, and 15 absences. Good attendance is strongly enforced and will have a direct correlation with your grade. Please see me immediately if you have any questions regarding this important policy and be sure to log your attendance and daily activities in your notebook.</p>
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STUDENT ASSESSMENT	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: left;">A</td> <td style="text-align: center;">100</td> <td style="text-align: center;">93</td> </tr> <tr> <td style="text-align: left;">A-</td> <td style="text-align: center;">92.99</td> <td style="text-align: center;">90</td> </tr> <tr> <td style="text-align: left;">B+</td> <td style="text-align: center;">89.99</td> <td style="text-align: center;">87</td> </tr> <tr> <td style="text-align: left;">B</td> <td style="text-align: center;">86.99</td> <td style="text-align: center;">83</td> </tr> <tr> <td style="text-align: left;">B-</td> <td style="text-align: center;">82.99</td> <td style="text-align: center;">80</td> </tr> <tr> <td style="text-align: left;">C+</td> <td style="text-align: center;">79.99</td> <td style="text-align: center;">77</td> </tr> <tr> <td style="text-align: left;">C</td> <td style="text-align: center;">76.99</td> <td style="text-align: center;">73</td> </tr> <tr> <td style="text-align: left;">C-</td> <td style="text-align: center;">72.99</td> <td style="text-align: center;">70</td> </tr> <tr> <td style="text-align: left;">D+</td> <td style="text-align: center;">69.99</td> <td style="text-align: center;">67</td> </tr> <tr> <td style="text-align: left;">D</td> <td style="text-align: center;">66.99</td> <td style="text-align: center;">63</td> </tr> <tr> <td style="text-align: left;">D-</td> <td style="text-align: center;">62.99</td> <td style="text-align: center;">60</td> </tr> <tr> <td style="text-align: left;">E</td> <td style="text-align: center;">59.99</td> <td style="text-align: center;">0</td> </tr> </table> <ul style="list-style-type: none"> • Participate in opening business meeting: 9:00 am – 9:30 am, and 12:15 pm to 12:45 pm • Project Work time/Cleaver Corner Store Shifts: 9:30 - 10:40 am and 12:45 – 2:10 pm • Participate in closing business meeting: 10:40 to bell and 2:10 to bell • Approximate grade percentages: professional participation – 33%, projects & tests 33%, bookwork 33% 	A	100	93	A-	92.99	90	B+	89.99	87	B	86.99	83	B-	82.99	80	C+	79.99	77	C	76.99	73	C-	72.99	70	D+	69.99	67	D	66.99	63	D-	62.99	60	E	59.99	0
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D	66.99	63																																			
D-	62.99	60																																			
E	59.99	0																																			

	<ul style="list-style-type: none"> • Ten – twenty questions answered in complete sentences • Daily work will be found on a “moodle” site where you will submit your work on-line.
CERTIFICATE REQUIREMENTS	
CERTIFICATIONS	Earn your National Professional Certification in Customer Service from the National Retail Federation. Please visit their website for more information: www.nrf.com
ARTICULATED CREDIT	Delta College (12 credits), Baker College (23 credits) or Davenport University (30 credits)
CLASSROOM RULES	<p>Please follow the basic classroom rules posted in front of the room, as well as the school wide rules that can be found in your handbook. There will also be a specific set of rules that you must follow in the Cleaver Corner Store. Everyone will be trained to understand and to follow all of the Cleaver Corner Store Policy and Procedures prior to our store opening. You must pass the handbook exam and turn in your emergency form to work in the store. In addition, the following posted policy will be strongly enforced for computer usage:</p> <ul style="list-style-type: none"> • Absolutely NO – Instant messaging, games, myspace, facebook, music videos or any other inappropriate activity. • A student who breaks the rules will be disciplined, and may lose all of his or her computer privileges at the time of the offense. <p>Open Door Policy – I’m excited to get to know you as a person and welcome your suggestions and comments. Please feel free to come to me with absolutely anything. If there is something that is troubling you, I know we can handle it quickly and professionally.</p>
DECA ACTIVITIES	<p>State Leadership conference: Holiday in South, Lansing, October DECA Central Region Conference: Minneapolis, MN, December DECA District Competition: Northwood University, December Sports and Entertainment Marketing: The Palace, attendance at the DECA District and/or state competition is mandatory for students to participate in this event. DECA State Competition: Hyatt Regency, Dearborn - Spring DECA Nationals: Sault Lake City – Spring 2012</p>
SPECIAL FEATURES	<p>Five day Entrepreneurship course worth 3 credits through Delta College, second semester Year End – Job Shadowing Second Year Students - Manage the store and specialize in one of the following: International Business, Fashion Merchandising, Sports Marketing or Hospitality Management. Run the Cleaver Corner Store. Project based learning. Unique travel opportunities.</p> <p><i>The instructor reserves the right to make adjustments to this syllabus as needed.</i></p>