

## MARKETING & SALES SYLLABUS

|  |   |   |   |     |    |    |       |    |    |       |    |   |       |    |
|--|---|---|---|-----|----|----|-------|----|----|-------|----|---|-------|----|
| <b>SCHOOL:</b>                               | Tuscola Technology Center   | Cindy Olson   |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>ADDRESS:</b>                              | 1401 Cleaver Road<br>Caro MI 48723  | 989.673.5300 ext. 30338   |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>URL:</b>                                  | www.tuscolaisd.org  | colson@tuscolaisd.org   |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>ACADEMIC AND TECHNICAL SKILLS</b>         | <b>ACADEMIC SKILLS:</b><br>Students will learn all of the skills needed to open a business. Curriculum will focus on key business skills, writing, and communication skills.  | <b>TECHNICAL/LAB:</b><br>Students will learn and practice technical skills in a laboratory hand-on setting. Students will master: Google Suite, basic accounting, design software, inventory control, cash handling, customer service and management. |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>COURSE DESCRIPTION:</b>                   | 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 <a href="http://www.mideca.org">www.mideca.org</a> for a complete list of DECA activities.  |   |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>COURSE GOALS &amp; OBJECTIVES:</b>        | Goal: Operate a retail store efficiently<br>Objective: Handle and complete customer orders correctly, stock and display merchandise, plan and execute window displays, implement sales promotions, work as a team member.<br><br>Goal: Be confident and poised when presenting to small and large groups.<br>Objectives: Present role plays, PowerPoint presentations, interviews, participate in small and large group discussions, participate in DECA activities.<br><br>Goal: Learn about our competitive, global economy.<br>Objective: Learn about global business and economics, play the stock market game, develop marketing and social media and business plans.  |   |   |     |    |    |       |    |    |       |    |   |       |    |
| <b>ATTENDANCE POLICY AND GRADE REDUCTION</b> | 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.<br><br>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. |   |   |     |    |    |       |    |    |       |    |   |       |    |
|  | <table border="1"> <tr> <td>A</td> <td>100</td> <td>93</td> </tr> <tr> <td>A-</td> <td>92.99</td> <td>90</td> </tr> <tr> <td>B+</td> <td>89.99</td> <td>87</td> </tr> <tr> <td>B</td> <td>86.99</td> <td>83</td> </tr> </table>   |   | A | 100 | 93 | A- | 92.99 | 90 | B+ | 89.99 | 87 | B | 86.99 | 83 |
| A  | 100   | 93  |   |     |    |    |       |    |    |       |    |   |       |    |
| A-   | 92.99   | 90  |   |     |    |    |       |    |    |       |    |   |       |    |
| B+   | 89.99   | 87  |   |     |    |    |       |    |    |       |    |   |       |    |
| B  | 86.99   | 83  |   |     |    |    |       |    |    |       |    |   |       |    |

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| <b>STUDENT ASSESSMENT</b>                            | 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  |
|  | Daily work can be found on Google Classroom. It is your responsibility to keep up with the work and to submit on time. You will also be assessed on projects, tests, and the school store.   |   |    |
|  | <b>CERTIFICATE REQUIREMENTS</b>  | Obtain at least a B average on all of the units. Acceptable attendance and professionalism. |    |
| <b>CERTIFICATIONS</b>                                | Students will have the opportunity to earn certifications in Marketing, Management, and finance (Precision exams).   |   |    |
| <b>ARTICULATED CREDIT/ SEGMENTS AND COMPETENCIES</b> | <p>Delta College, Northwood University, Baker College. Students will be prepared for post secondary education through the rigorous curriculum.</p> <p>Segments/Competencies</p> <ol style="list-style-type: none"> <li>I. Intro to marketing: Four P's, target marketing, customer service, professional development. <b>Safety training.</b></li> <li>II. Selling: Learn about sales as a career option, create a professional sales presentation, selling skills in the school store.</li> <li>III. Promotion/Social media: Learn and execute the four functions of promotion, manage social media pages.</li> <li>IV. Pricing - Learn and manage the pricing functions. Execute mark-up and mark-down in the school store.</li> <li>V. Financial analysis: Complete the personal finance and accounting unit, Dave Ramsey Personal Finance training, participate in DECA's stock market challenge.</li> <li>VI. Channel Management: Learn and describe the function. Participate in stock handling in the Cleaver Corner Store including ordering, packing and displaying.</li> <li>VII. Entrepreneurship, Risk Management, Operations: Complete a business plan, access risk and reward in the school store, participate in operations such as product planning, inventory management and safety.</li> <li>VIII. Marketing Information Management: Understand the use of information management in business. Create, implement and collect primary and secondary data.</li> <li>IX. Strategic Market Planning: Understand the function. Create a SWOT analysis.</li> <li>X. Product Service Planning: Understand the importance of product planning in a competitive market place. Plan and implement a product mix while evaluating its effectiveness.</li> <li>XI. Human Resources/Careers: Assess careers in marketing, create a resume, cover letter, participate in an interview, <b>complete a work based learning assignment.</b></li> <li>XII. Economics: Economics will be infused throughout the course: supply and demand, micro and macro functions will be analyzed.</li> <li>XIII. Post - Show growth on marketing post test. Complete a portfolio.</li> </ol> |   |    |
| <b>CLASSROOM RULES</b>                               | 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  |   |    |

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|--------------------------------|---|
|                                | <p>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 stoOpen 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> |
| <p><b>DECA ACTIVITIES</b></p>  | <p><b>State Leadership conference:</b> Fall, Detroit/Grand Rapids<br/> <b>DECA District Competition:</b> Saginaw Valley State University/Winter<br/> <b>Sports and Entertainment Marketing:</b> Little Caesar Arena TBD<br/> <b>DECA State Competition:</b> Spring - Detroit<br/> <b>DECA Nationals:</b> Rotation - Florida, Nashville, California, Atlanta</p>   |
| <p><b>SPECIAL FEATURES</b></p> | <p>Participate in DECA<br/> Run the Cleaver Corner Store.<br/> Project based learning.<br/> Unique travel opportunities.</p> <p><i>The instructor reserves the right to make adjustments to this syllabus as needed.</i></p>  |