 Marketing and Management

Syllabus | 2025–2026 School Year

# Course Information

Course Title: Marketing Principles

Location: Room 514, CTAE hall

# Teacher Information

Instructor: Mrs. Ashley Carter

Email: CarteAs1@richmond.k12.ga.us

Teacher Website: www.ghhs.rcboe.org/domain/20185

Remind Code: h9f9e4gdg

# Resources

Glencoe Marketing Essentials

The Internet, Various Periodicals, Current Events, Various television programs

Materials Needed **Daily**:

School Issued laptop will be needed for class **DAILY**.

Spiral notebook (Notebooks will be left in class)

Pen/Pencil

# Course Description

Marketing Management is the third course in the Marketing and Management pathway. Students assume a managerial perspective by applying economic principles in marketing, analyzing operation’s needs, examining channel management and financial alternatives, managing marketing information, pricing products and services, developing product/service planning strategies, promoting products and services, purchasing, and professional sales. This course also includes global marketing where students analyze marketing strategies employed in the United States versus those employed in other countries.

# Policies

Attendance & Make-Up Work:

- Students are expected to attend class daily and arrive on time.

- Missed work must be made up within 3 days of return from absence.

-Canvas work may be submitted only with approval, **attendance is required**

Late Work Policy:

- After 14 days = 0% (unless excused absence)

Exam Exemption Policy:

- A average (90+)

# Grading Information

Grading Scale:

- A = 90–100%

- B = 80–89%

- C = 75–79%

- D = 70%–74%

- F = 0–69%

Grade Weights:

- Minor Grades: 60%

- Major Grades: 40%

Grade Recovery:

- Relearn and reassess plan

# Device & Textbook Expectations

- Laptops must be fully charged and brought daily.

# Additional Help & Resources

Office hours: Mon 2:15-3pm, Tues-Friday: Appointments

Let’s make this a winning year, Spartans!  **Game On: Playing to Win!**