Glenn Hills High School

2840 Glenn Hills Drive

Augusta, GA 30906

**Course Syllabus**

Course Name: Marketing and Management

Course Number: 08.4420012-1

Classroom Number: 514

Instructor: Mrs. Ashley Carter

Resources: Glencoe Entrepreneurship Textbook, The Internet, Various Periodicals, Current Events, Various television programs

Email: [CarteAs1@richmond.k12.ga.us](mailto:CarteAs1@richmond.k12.ga.us)

**Welcome**

Welcome to the 2024-2025 school year on the hill. This year has been carefully planned to bring you exciting lessons aimed at improving your marketing knowledge while making real-world connections.

Parents/guardians are encouraged to visit the school and develop a strong parent/teacher/staff relationship. A firm parent/teacher/staff relationship facilitates effective communications and fosters a positive student academic experience. Parent/guardian volunteers are always welcomed at Glenn Hills High School. Please see a member of the front office staff to get additional information on volunteering.

**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.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and perhaps in a formal WBL Program; (2) DECA Career Technical Student Organization (CTSO) competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing and Entrepreneurship.

***Prerequisites****: Marketing Principles*

**Units To Be Covered Approximate Time Frame** (weeks of instruction)

MKT-MM-1 Demonstrate employability skills required by business and industry 4

MKT-MM-2 Utilize communication skills and technology tools to facilitate information flow in marketing, sales, and service. 4

MKT-MM-3 Examine marketing activities and related legal considerations to facilitate business development and growth 4

MKT-MM-4 Apply social-studies skills in marketing, sales, and service to obtain understanding of customers and the economic environment in which they function. 4

MKT-MM-5 Evaluate financial systems to enhance their impact on business and marketing operations and decisions 4

MKT-MM-6 Gather, synthesize, evaluate, and disseminate marketing information to make business and marketing decisions. 4

MKT-MM-7 Apply pricing strategies to maximize return and meet customers’ perceptions of value. 4

MKT-MM-8 Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

MKT-MM-9 Analyze sales knowledge and skills to determine client needs and wants and to respond through planned, personalized marketing communications.

MKT-MM-10 Describe promotional knowledge and skills for communication information to achieve a desired marketing outcome.

**Grading Policy**

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Major (Unit/chapter exams, Projects 40%

Minor (Quizzes, Presentations, Daily assignments, Homework 60%

**Method of Calculating Grades**

All major assignment grades will be added together, and the average multiplied by 40%. All minor assignment grades will be added together, and the average multiplied by 60%. The listed grading policy is a school wide grading policy mandated by the district.

**Projects**

Students will participate in both individual and group projects. Time is provided in class to complete. Students are responsible for using the time provided to complete the work.

**Make-up Work**

***All missed work must be made up by the student within five (5) days upon returning to school.***

**Discipline Plan**

**Class Rules**

1. Per the new Richmond County Policy **CELL PHONES ARE NOT ALLOWED DURING SCHOOL HOURS.**
2. Profanity will not be allowed nor tolerated at any time.
3. Always respect yourself and others.
4. Arrive to class on time, prepared and ready to learn.
5. Follow all school rules.
6. Respect everyone and everything in the classroom always.

**Action by the teacher**

1. 1st offense, student will be counseled privately.
2. 2nd offense, student’s parents will be contacted to discuss behavior and possible solutions to correct the behavior. Outcome of parental meeting will be discussed with student and applicable corrective measures implemented.
3. 3rd offense, student’s parents will be contacted to advise of continued problem. Student will receive a written disciplinary action referral.

**Office Hours/Tutoring**

Office hours are Monday- Friday 2:15pm- 2:55pm. For specific needs please reach out and schedule an appointment.

**Required Supplies**

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

Spiral notebook (Notebooks will be left in class)

Pen/Pencil

I have read and understand the course syllabus and the requirements for this class.

Student’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_