 Marketing and Entrepreneurship

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

Phone: (555) 123-4567 (ext. 204) \*\*or google voice number\*\*

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

Remind Code: caghk8k

# 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 Principles is the **foundational course** for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

***Prerequisites****:* N/A23

# 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!**