**MARKETING PRINCIPLES**

**Dr. Sandra D. Best**

**Course Syllabus 2025-2026**

**Course Description**

#### Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences will be incorporated as well.

**Unit/Concept Names**

|  |  |
| --- | --- |
| **1** | **Skills You Need to Succeed in The Fashion Marketing Workforce** |
| **2** | **Soft Skills: What Are They and How to Apply Them In Your Day To Day Life?** |
| **3** | **Marketing Concepts** |
| **4** | **Business, Business, Business!** |
| **5** | **Understanding Customers & The Economy** |
| **6** | **Making Financial Decisions** |
| **7** | **Marketing Information Management (MIMs)** |
| **8** | **The Price is Right!** |
| **9** | **Product Development: From Start to Finish** |
| **10** | **Generating Sales** |
| **11** | **All Forms of Promotion** |
| **12** | **Final Destination: The Supply Chain** |
| **13** | **Global Economy** |

**Major Course Projects and Instructional Activities**

At least one project will be assigned each grading period. This will be an extension or enrichment of the concepts discussed. Students will have 1 to 3 weeks to complete each project depending on the complexity of the task. Some tasks and/or projects will be completed in class (specifically the unit culminating tasks – these MUST be completed in class only).

**Course work/Classwork**

Students will receive a variety of assignments designed to enhance their learning. If a student is absent, the student is responsible for the missed assignment.

Students are expected to submit work on time. Doing so exhibits pride in producing quality work and fulfilling student responsibility. This work habit is a behavior that supports academic achievement and demonstrates characteristics from our Richmond County School System Profile of a Graduate. Late work can negatively impact learning and your ability to demonstrate mastery of the standards.

When the assignment calls for students to produce original work, students will not use Artificial Intelligence (AI) to generate the assignment for them. Assignments are given to help students learn and demonstrate what they know. While there may be appropriate times for students to use AI during the learning process, using AI to generate original work in place of the student completing the work, is considered

Academic Dishonesty and can be punished according to the rules outlined in the Code of Conduct.

*See RCBOE IHA-R Grading Practices*

**Late Work (Grading Policy- See RCBOE IHA-R Grading Practices)**

Students may have their scores reduced by 5% per school day for a 25% maximum reduction (five school days). ***Late work submitted after the fifth school day will only be accepted at the teacher’s discretion.***

**Make-Up Work (Grading Policy)**

Students are expected to make-up assignments and assessments that were missed due to absence from

school. Students are responsible for asking teachers for the make-up work upon returning to class.

Make-up work should be completed by the student within the time specified by the teacher **[Insert your specific procedural guidance here].**

**Evaluation (Grading Policy)**

* Minor Grades (Quizzes, Class work, Graded Writing Assignments, Group Work, etc.)
* Major Grades (Unit & Chapter Test, Projects, Tasks)

**Relearn and Reassess Plan**

For any major assessments, students will have the opportunity to submit a relearning plan for parent and teacher approval. Upon satisfactory completion of the plan, as determined by the teacher, students will be given a minimum of **ONE** opportunity to be reassessed. Only students scoring below 70 on a major assessment can complete a relearning plan unless exempted with parent approval.

Reassessments may be different from the original.

The reassessment score will replace the original score (the scores will not be averaged).

Reassessments should be completed **within 7 school days** of receiving the original grade. Teachers should have discretion to extend the timeline to address extenuating circumstances.

*See teacher class page for Relearn/Reassess*

**Classroom Procedures & Expectations**

The overarching expectation in this class is to represent WAR (W, Accountable, Respectful)

Below are the expectations for how to W.A.R. in class!

|  |  |
| --- | --- |
| **Wholehearted** | * **Commit to doing quality work** |
| **Accountable** | * **Commit to the responsibility of turning in your work** |
| **Respectful** | * **Commit to treating your teachers and classmates as you’d want to be treated** |

**Course Materials**

\* 3” 3-ring Binder \* 1 Package of Dividers (5 Total)

\* 1 - Composition Notebook \* Pencils (mechanical pencils preferred)

\* Handheld pencil sharpener \* Highlighters

\* Loose Leaf Paper \* (6) two pocket plastic folders w/ 3 holes

\* Coloring Utensils (crayons, coloring pencil, or markers)

**My contact information:**

Email: BestSa@boe.richmond.k12.ga.us

Remind messages:

**Resources:**

www. Mathia.com

iReady.com

To sign up for class reminders, please visit: TBA

**Student Contract:** I understand that all work should be completed on time. I understand that my teacher may deduct five points per day and communicate this in my Infinite Campus gradebook. I also understand that work turned in after the learning has occurred may not be graded (no more than 5 school days from the due date). I understand that using Artificial Intelligence to complete assignments where I am asked to produce original work will be considered Academic Dishonesty.

Student Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_

**Parent Contract:** I understand that my child is expected to complete assignments on time. I will remain in communication with my child’s teacher and monitor missing and late work as noted in Infinite Campus Parent Portal. If my child continues to submit work late, I understand that a parent-teacher conference will be needed to co-develop a plan of action. I understand that my child should not use Artificial Intelligence to complete assignments where students are asked to produce original work.

Parent Signature:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date:\_\_\_\_\_\_\_\_\_\_\_