Mr. Justin Hitschler

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Voicemail: 314-953-7324

Google Voice: 314-282-5438

**ADVANCED MARKETING**

Dear Parents and Students:

The content area of business education provides a foundation for success for all students, no matter what their ultimate goals in life may be. Students who will graduate and operate small businesses, as well as future entrepreneurs, need to understand the principles of business if they are to make wise decisions. No student can function in today’s society and escape the need for the life-long lessons that are taught in the business education curriculum. The skills of writing, listening, and speaking are important components of all business education courses. The discipline also includes problem-solving activities to emphasize higher-order thinking skills in analyzing, synthesizing, and evaluating information. Students who study business education will have increased opportunities to succeed in whatever field they may choose to pursue.

It is a pleasure to have your child in my Marketing class this year. Advanced Marketing is a full year course that provides students with the basic principles of the functions of marketing. Although not every Advanced Marketing student is enrolled in coop, this course is co-curriucular with the internship aspect. Some assignments will require students to use a business of their choice, or their coop employment. Every Advanced Marketing student is required to join the DECA club and conference field trips will be available throughout the year. At the end of the year, a course EOC is given to students covering basic Marketing knowledge.

I am looking forward to working with you and your child this year. Please check Parent Portal frequently to stay up to date on your student’s progress. Please feel free to e-mail me at any time if you have any questions, concerns, or would like to schedule a conference time. This should be a great year for all of us!

Sincerely,

Justin Hitschler

***Please sign and return last page of this syllabus to your child’s teacher.***

**COURSE OUTLINE**

This course is designed to introduce students to marketing, customer service, and the skills necessary for entry-level position in marketing. Units of study include marketing, product management, promotion, pricing, marketing information, selling, and distribution.

\*\*Please see District website for complete syllabus.

**UNITS OF STUDY:**

Marketing Concepts, Consumer Markets, Organizational Markets

Product Management

Promotional Communication: Advertising, Publicity

Marketing Research

Selling

**GRADING**

30%--Learning Activities: daily assignments, worksheets, quizzes, Chapter Tests, etc.

70%--Performance Evaluation: unit tests, practice sets

A 100-90%

B 89-80%

C 79-70%

D 69-60%

F 59% or below

**LATE WORK GUIDELINES**

It is the responsibility of the student to discuss the work missed with the teacher. Students who have **verified** absences from class are allowed an equal number of class periods to complete the work. Any needed testing will be scheduled by the teacher for a specific time, or as time allows in class.

For each class meeting that an assignment is late, a 10% deduction in the earned grade will occur with a maximum of 30% deduction. All teachers will allow a minimum of three assignments per student per quarter. Some assignments will NOT be eligible for a late work grade.

**CLASSROOM EXPECTATIONS**

* All school rules apply in class: No phones during instruction, tardies, dress, etc. You should be in the classroom when the bell rings. Consequences will follow the school behavior guide.
* No eating or drinking in class.
* Be respectful of all students and teacher: beliefs, belongings, and personal space.
* \*\*No foul or obscene language.
* Don’t talk when teacher is talking.
* Do not make any changes to the computer settings or damage the computers in any way!!!!
* Internet policy to be followed at all times.
* No cheating!
* Materials needed: Chromebook (Incase computers are down), pen, pencils.

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**PLEASE FILL OUT AND RETURN TO TEACHER**

Advanced Marketing

STUDENT NAME\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

I have read the letter and course syllabus and understand the expectations and responsibilities for my child.

I realize that school and home communication and cooperation will result in a successful experience for our child in your class.

(Parent/Guardian’s Signature)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

(Student Signature) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent’s Contact Info (Please Print Legibly) Please **MARK THE BOX** for the **main contact**.

Parent’s Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Times Available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Work #/Cell #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Times Available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_



Parent’s Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home # \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Times Available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Work #/Cell #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Times Available \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you have internet access outside of school? Yes No

(Chromebook access, not cell phone)