

Introduction to Marketing

Instructor Information:

Teacher: Mr. Ryan Moore, CTE-Business Teacher

Email: Ryan.moore2@slps.org

Class Duration: 1 period, 1 semester, 90 minutes

Course Overview:

This class is designed to give you a foundational understanding of the principles of marketing. Class content will help prepare you for further studies in the field of marketing. Use the digital textbook and other materials to become more familiar with what marketing is, how marketing influences business decisions and consumer actions, and how to use principles of marketing to present yourself as you build a professional profile.

Course Structure

This course will focus on introducing the student to marketing theory and practice. Students will engage in case studies and real-world applications, providing them with an in-depth analysis of successful marketing campaigns. This hands-on approach will help students develop essential entrepreneurial skills. Assignments will include two book reports that will challenge students to connect theoretical concepts with real-world scenarios. Regular quizzes and homework assignments will ensure that students stay engaged and reinforce their learning. Additionally, students will prepare for a semester end exam, which will test their understanding and application of the course material.

- 100-point final exam
- 100-point book report
- 100-point simulation
- 25-50 points per assignment/quiz

Online Learning Platform:

Students will utilize the STUKENT online learning platform for all assignments and learning modules. This platform will provide interactive and up-to-date resources to enhance the learning experience. All textbooks will be provided through STUKENT. Any information that is not provided within STUKENT, will be provided electronically through the Microsoft Teams classroom.

Grading Policy:

The course will follow the standard grading scale of A, B, C, D, and F. Students who fall below a D in the class may be removed from the program, emphasizing the importance of maintaining high academic standards.

90-100% A

80-89% B

70-79% C

60-69% D

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59% and lower F

Attendance Policy:

Attendance is crucial for success in this course. Students are required to maintain at least 90% attendance each semester. If a student is going to miss a class, it is their responsibility to inform the teacher ahead of time, similar to a workplace setting. This policy helps instill a sense of responsibility and professionalism. ***Students are responsible for making up any missed lessons and work from the day they were absent.***

Important Dates:

Students can check our class Teams page and parents can check the teacher website for dates of exams, important assignments, and other due dates.

Course Schedule:

The course schedule is listed below. It may be adjusted based on relevant topics, the availability of specific speakers, or to accommodate unforeseen circumstances. Any changes to the schedule will be communicated ahead of time. Each unit is considered one week of learning.

1st Semester

MARKETING

Week 1:

Chapter 1 – Introduction to Marketing

Week 2:

Chapter 2 - Ethics

Week 3:

Chapter 3 - Research

Week 4:

Chapter 4 – Targeting/Segmentation

Week 5:

Chapter 5 – Consumer Behavior

Week 6:

Chapter 6 – Positioning

Week 7:

Chapter 7 - Branding

Week 8:

Chapter 8 - Product

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Week 9:
Chapter 9 - Promotion

Week 10:
Chapter 10 - Place

Week 11:
Chapter 11 - Price

Week 12:
Chapter 12 – Digital Marketing

Week 13:
Chapter 13 – Social Media

Week 14:
Chapter 14 – Marketing Plan

Week 15:
Chapter 15 – Personal Branding

Integrity:

Academic integrity is fundamental to the mission of higher education and provides a foundation for responsible student conduct that transcends graduation. Promoting academic integrity is at the heart of the mission statements of institutions of higher education. As such, we have established policies and procedures that require students to exhibit ethical and honest behavior as well as provides guidelines to faculty members who are required to report incidences when they occur.

Students at SLPS are expected to adhere to the Student Code of Conduct. Academic Dishonesty is any form of cheating, plagiarism or sabotage which results in students giving or receiving unauthorized assistance or receiving credit for work which is not their own. There is a wealth of information available online that can assist in discovering and preventing academic dishonesty.

Communication and Office Hours:

For any questions or concerns, students and parents can reach me via email at Ryan.moore2@slps.org. Office hours will be 4th or 8th period by appointment or after school by appointment. During this time, I will be providing additional opportunities for one-on-one assistance and support.

Course Materials:

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All necessary textbooks and resources will be provided. Students will also have access to the STUKENT platform, which will be integral to their learning experience.

Additional Information:

Further details on assignments, schedules, and additional resources will be provided during the first week of class. Once provided a copy will also be made available on the teacher's website on Gateway STEM's webpage.

This comprehensive syllabus aims to outline the expectations and structure of the course, ensuring that students are well-prepared for a successful year of learning and practical experience. This syllabus is subject to change and the most up to date copy will be available to students and parents as the changes become available.

I look forward to an engaging and productive semester with all of you!

Mr. Ryan Moore
CTE-Business Teacher