

Marketing Management

South Forsyth High School

2016-2017

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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 in the Marketing Management course, students will participate in the School-Based Enterprise and DECA competitive events that are directly aligned with course standards. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. The prerequisite for this course is Marketing Principles.

Areas of Instruction: Georgia performance standards can be found at: <https://www.georgiastandards.org/Standards>

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

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

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

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.

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

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

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

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.

MKT-MM-11 - Explain distribution knowledge and skills to manage supply-chain activities.

MKT-MM-12 - Understand the marketing concepts as they relate to international trade.

Learning Resources/Text:

Entrepreneurship, Leaders in Action, Cengage Learning, 2007

Virtual Business: <https://vb.knowledgematters.com/>

Grading Calculations:

1ST & 2ND Semester Course Work = 75% Summative + 25% Formative

Course Average = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)

A = 90 – 100 **B** = 80 – 89 **C** = 70 – 79 **Failing** = Below 70

Concept of formative assessment: <http://pareonline.net/getvn.asp?v=8&n=9>

**Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/*

research papers/presentations.

*Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentation.

Classroom Expectations and Procedures: In addition to the SFHS rules stated in the student handbook, I have the following expectations of all students in my class.

- Please see SFHS student handbook for conduct information.
- Store procedures and policies will be reviewed during our first week of training
- The dress code will be enforced.
- You must wear your name badge at all times.
- You may leave the classroom only with teacher permission.
- You must be on time and present in class
- As in the business world, late work will be accepted, but a 10% penalty will be assessed for each day work is late. For example, if a project is turned in 3 days late, then a 30% deduction will be “charged” to your grade.
- **Show respect all times to yourself, your teacher, and your classmates.** If we all practice courtesy, consideration, and cooperation, we will have a classroom environment conducive to learning. Disruption of that environment will result in detention or being asked to leave the classroom.

Availability for Extra Help: I am available for help during IF and other times by appointment if necessary.

Absences and Tardies: It is difficult to support your learning when you are not present in class. Course subjects can only be effectively learned when you are in class on a regular basis. However, I understand that illness and such can keep you away from school. Unexcused absences and tardies will be handled in accordance with established SFHS policies.

Make-Up Work: Ten points will be deducted for each day an assignment is late.

Required Supplies: 1 half inch, hard cover, three-ring binder and, your class’s required supply (see below), and pens.

- **Class Required Supplies:**
- 4th Period- A pack of pens
- 5th period- Clorox wipes
- *Required classroom supply will be kept in the classroom and shared by all students.*

DECA: All students are strongly encouraged to join DECA, an international association for students interested in marketing. DECA is co-curricular, meaning its mission is to enhance the education of marketing students and to provide opportunities to apply the knowledge and skills learned in the classroom. Participation in DECA helps build self-esteem as well as marketing competence through competitive events at the local, state, and international levels. Students will also develop leadership skills and participate in community service projects.

For more DECA information visit:

www.sfhsdeca.com

www.gadeca.org

www.deca.org



The four points of the DECA Diamond describe areas of activity and learning that define a complete DECA program: Civic Consciousness, Leadership Development, Social Intelligence, and Vocational Understanding.

SFHS DECA is the Largest DECA chapter in the world.

My Commitment to You: I pledge to do everything I can to help you get the most out of this class. Your comments and suggestions are always welcome. Please feel free to let me know when you need extra help and how we can work together to make this class applicable to your future. I sincerely look forward to working with you.

*The class instructor holds the right to change the syllabus at any time.***