

Yearbook Marketing Course Syllabus Fall 2012

Course Description

Yearbook Marketing is a class in which students work together to complete a project. **Cat Paws** attempts to cover the people and events of the school as fairly, impartially, and as accurately as possible. Through the use of technology and teamwork, students will develop a high school annual, a written history of the academic school year. Students will engage in photography, business administration, interviewing process, journalistic writing, advertising and selling, and experience a glimpse into the journalistic realm. The staff develops interpersonal skills, assumes leadership roles, and accepts responsibility in a team atmosphere. All staff members select content for publication. They never knowingly libel, invade the privacy of, deny the rights of, ridicule, or mock an individual or group. The staff's intentions are to include all persons directly involved with Anderson County High School without regard to race, creed, or socioeconomic status. Staff members are expected to actively promote all students and staff members within sections.

Required / Needed Materials

- ☐ Access to school computers and Internet (signed AUP on file)
- ☐ Signed contract from student and from parent
- ☐ Notebook or folder for maintaining records
- ☐ Staff member shirt – approximately \$12 (optional item, but encouraged)

Upon course completion, all students will:

- ☐ Demonstrate an understanding of sales person techniques
- ☐ Be a partner in securing a minimum of \$10,000 in advertisements
- ☐ Design and develop customer ads
- ☐ Design and develop yearbook pages as assigned by the advisor

Optional Supplies

A box of Kleenex – earns bonus points

Grading Procedures

Student progress is assessed daily and weekly. Forms of assessment include class participation; completion of assignments; cooperation with a group or team; ad sales; weekly logs; and completion of picture shoots.

All students participate in class activities. These assignments and activities will be worth no less than 100 points each. Students form teams of 2-3 people, and work together to complete sales, projects, and other tasks for the class.

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Homework Policy

Students are expected to finish assignments at home if necessary. Grades are given for every homework expectation. We are an on line publishing program, so working on yearbook pages can happen on any computer that accesses the internet. Because ad sales and page assignments must be completed, a student should expect to work until completion of class tasks, even on evenings and weekends.

Tests

Yearbook Marketing is a class devoted to production and projects. While a test is possible, it is not likely unless the class behavior warrants such a need. If the class behavior warrants tests, then each test will be worth 300 points and will occur every two weeks.

Ad Sales Project

Students are expected to participate in ad sales activities. This includes leaving the school campus and speaking with prospective customers. A log sheet of daily activities will be submitted, and will carry a heavy percentage of the course grade. Each weekly log sheet is worth 300 points, or a total of 3,600 points over the trimester. Incomplete log sheets are not accepted, and late sheets are taken for only two days. After that time, the log grade for the week becomes a zero and cannot be made up.

Yearbook Pages

Pages receive a grade based on the accuracy and appearance of the page. Pages submitted late will receive penalty points. Pages that are assigned must be completed to the level of publication – no exceptions. Students are to send an email to the advisors when a page is ready for the advisors to check (kim.medley@anderson.kyschools.us). If corrections are needed, the advisor will place a correction box on the page, and the student should make the corrections within two class periods. Each double page spread is worth 1,000 points, and no points are earned until the page work is completed to the expectations of the staff advisors.

Students are expected to complete pages that are assigned to them. These pages will carry a heavy percentage of the course grade. Seniors should understand that these assigned pages are regarded as a senior obligation and may affect graduation participation if not completed.

Yearbook pages for the first trimester include, but are not limited to: football, boys' soccer, girls' soccer, boys' golf, girls' golf, volleyball, cross country, Homecoming, and other topics that occur only in the fall trimester. Failing to complete assigned pages to the level of publication is not acceptable or tolerated.

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Photography requirement

Each staff member will have the responsibility of covering or acquiring pictures of events that happen within our trimester; taking pictures needed for ads; and uploading pictures to our web site. ***Each person is responsible for obtaining the pictures needed for his or her assigned page. If a person sells an ad that requires a picture taken for that ad, the person must also take the ad picture.*** Students will assume the responsibility for having the pictures correctly uploaded to the website. The yearbook staff has one yearbook camera. Students may borrow or use personal cameras that have no less than a 5 megapixel setting. The resolution must be set to specific specifications as well. The photography requirement is worth **2,000 points**.

Yearbook Cover

A portion of the class will be devoted to determining a yearbook cover. Student participation in the activity will count as **100 points**. The cover for the yearbook will be selected within the 12 weeks of the Yearbook Marketing class and will be submitted.

Business Contacts

Students will receive a list of businesses to contact, and a grade will be given for doing so. All parts of the business contract must be filled out completely – no blanks – to receive a passing grade on the assignment. Students receive points for making efforts to sell the ads, not necessarily that the ad was sold. Students are expected to be honest in their efforts to secure ads, and not indicate the business has been contacted when in fact it has not been contacted.

Final Exam

The final exam is a performance event and includes accurate completion of all tasks given to the student. ***All tasks must be finished before final exams begin.*** Final exam grades are given based on completion of assigned tasks. Students must complete the tasks given or take an incomplete or a failing grade for the course.

Staff Book

Before the end of the first trimester, staff members who wish to purchase a 2013 book may buy a significantly discounted book. Books purchased after the class ends will be regular price. If a student is in another section of yearbook, discounts will be available during the class for those students. Only Yearbook Marketing will receive the significant discount available, so staff members are encouraged to make the purchase before the end of the trimester. The higher the total ad sales, the deeper the book discount for the Yearbook Marketing staff members. Staff forms will be distributed near the end of ad sales.

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Miscellaneous Information

Top Selling Team

The top selling team will receive their yearbook (no personalization, no icons) free of charge.

New Ads

The person who finds and secures the most ads NOT LISTED on the business contact sheet will receive a bonus –either cash or free book – dependent upon the number of new businesses the person sells.

Staff T-Shirt

The class will have input in developing a yearbook t-shirt that will be used for all three trimesters of the yearbook class. Students are not required to purchase these, but are encouraged to do so for identification and for unity. All efforts will be made to keep the cost to a minimum.

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Leaving Campus or the Classroom

Being a part of Yearbook Marketing requires students to leave school campus to conduct yearbook business, more specifically, selling advertisements to merchants in our community and in adjoining communities, such as Frankfort.

To keep the cost of the student yearbook down, we are expected to generate no less than \$10,000 in ad sales. Your behavior and cooperation are essential! We have several guidelines for being able to do this:

- ☐ **Parental permission is required to leave campus, regardless of your age.** At any point, parents may revoke this privilege by providing written notification to the teacher.
- ☐ **Students must visit places assigned – no other destination.** Students are expected to enter businesses assigned to them and to provide documentation of the visit. Please only approach your assigned businesses to avoid confusion.
- ☐ **Students are expected to secure advertisements for the 2013 edition of the yearbook.**
- ☐ **Students are NOT to ride with anyone who is not a part of the yearbook marketing class.** At no time should a student who is not a part of yearbook class leave the building with a yearbook staff member. This mistake will result in immediate removal from all sales activities; the student will complete book work for the rest of the term.
- ☐ **While out selling ads, there is no circumstance in which a student should bring another student food or drink from town.** All outside food and drink is frowned upon by the administration. Students are not to enter restaurants to eat. Leaving campus is not for food purposes.
- ☐ **Students must have permission from the advisor in charge in order to check out.** Should that advisor be unavailable, specific instructions will be left with the sub regarding checking out.
- ☐ **Students must agree to have a seat belt securely in place at all times.**
- ☐ **Students will not leave campus if weather conditions are not favorable.** This includes rain.
- ☐ **Students must sign in and out in the teacher's room and must return to school and to the classroom 5-10 minutes before the next class begins.**

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- ☐ **Only the student can sign himself/herself in or out of the classroom.** Students may not sign one another in or out, and all students must report to the classroom before leaving and upon returning.
- ☐ **Students will have work days and sales days.** On work days, teams develop ad pages of what has been sold, other page assignments, and assist in other situations.
- ☐ **Students will turn in ad contracts, ad specifications, and money collected daily.** Weekly logs are turned in on Friday.
- ☐ **Students always wear badges when out of the yearbook room.** Doing so identifies the student as a legal representative of the high school annual and serves as a pass into the hallways.
- ☐ **Violations of the contract will result in a mistrust situation.** Once leaving privileges are lost, they are not reinstated. There are no second chances on leaving. The yearbook advisor or a school administrator can revoke leaving privileges at any time.

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Contract for Class Participation Initial each statement to indicate you have read and accepted the terms.

As a student in Yearbook Production, I agree to the following terms and conditions:

- ☐ I accept **responsibility** for the yearbook. I understand that this includes staying after school and after the course has ended if necessary. _____
- ☐ I accept that not completing my portion of the book can affect whether or not I may participate in graduation exercises. _____
- ☐ I accept the **freedom** yearbook offers. I will not leave the room without permission, and I will not leave with out a valid yearbook purpose. _____
- ☐ I accept that **I must work** every day in order to receive a passing grade. _____
- ☐ I accept the **privilege** of leaving ACHS to conduct yearbook business. I understand that one mistake may result in the loss of this privilege. _____
- ☐ I agree to always **wear my seat belt**. I also agree to never leave the building without advisor permission and I agree to never leave with a person who is not part of yearbook marketing. _____
- ☐ I have **read and understand** the grading policies that accompany yearbook class. _____
- ☐ I **commit** myself to making an outstanding book. _____

Student Signature

Date

As the parent/guardian, I agree to all student terms previously listed and agree to the terms listed below:

- ☐ I accept all of the student responsibilities and understand each statement. _____
- ☐ I have read and understand the grading policies that accompany the yearbook class. _____
- ☐ I agree to give my child, _____, permission to leave the Anderson County High School campus on yearbook business. The destination may be in the county and may be out of Anderson County. _____
- ☐ I agree to hold blameless the staff and administration in the event of an accident. _____

Parent Signature

Date

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Student Information Sheet – Please complete accurately. All information here is critical and needs to be on file with the advisor.

Name _____

Cell number _____

Email Address _____

Method of transportation _____

This information is used to get access to the yearbook website. Please remember your password!

Computer log in _____

Password _____

No more than 8 characters!