



Marketing Applications

Period Virtual

Barbara Goleman Sr. High
Room: 4214

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Class Website: [Http://www.AgantTech.com](http://www.AgantTech.com)

ebook: Microsoft TEAMS, Adobe Creative Cloud Suite, K12.com Adobe Classroom in a Book

***This Syllabus is subject to Change. Any changes will have a new Syllabus emailed out.**

BLOOMZ ACCESS CODES: [Student](#) [Parent English](#) [Parent Spanish](#)

I. Course Description and Objectives

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the Internet in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

Students in the Digital Marketing Magnet program will become Industry Certified in Adobe Products. This includes Photoshop CC, Dreamweaver CC and Illustrator CC.

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II. Clubs & Organizations

Delta Epsilon Chi- Association of Marketing Students (DECA) is one of the largest student organization in the U.S. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe.

DECA Competitive Events

**If you would like to participate in DECA, please let me know.*

The cost of membership is \$20.

Apparel and Accessories Marketing Series
Automotive Services Marketing Series
Business Services Marketing Series
Buying and Merchandising Operations Research
Buying and Merchandising Team Decision Making
Food Marketing Series Integrated Marketing Campaign– Event
Integrated Marketing Campaign– Product
Integrated Marketing Campaign– Service
Marketing Communications Series
Marketing Management Team Decision Making Principles of Marketing
Professional Selling Retail Merchandising Series
Sports and Entertainment Marketing Operations Research Sports and Entertainment Marketing Series
Sports and Entertainment Marketing Team Decision Making Virtual Business Challenge – Fashion
Virtual Business Challenge – Retail Virtual Business Challenge – Sports

SWAMP Market Marketing Club (Markies): The Digital Marketing Magnet STUDENT led club that work for hire and become professional web, graphic and photographic designers. For more information about this club [click here](#). Officer Elections will be held in September and more information is found in the Swamp Markies handout. **Club Fees is \$15**



III. Teaching Procedures:

BLENDDED COURSE DELIVERY MODE:

This blended course (70% asynchronous, 30% synchronous) virtualizes the F2F classroom experience in a synchronous online environment called K12Learning where course facilitators and students interact in real-time via webcam and microphone. Additional online elements such as asynchronous learning modules enable students to do the majority of their learning whenever and wherever it is convenient for them.

1. **Method of Instruction:** Demonstrations, looking at professional/commercial materials via video (Youtube and TED Talks). Critiques, Discussion, Online Learning Modules, Student Grouping

IV. Materials from Student:

1. **\$15 Lab fee** for classroom supplies and software used during the school year. Students are to pay this lab fee upon returning to the Brick and mortar instructional Environment. Student obligations will be applied if a student fails to pay their lab fee before the given deadline. Students entering the **Marketing Applications** class after Spring Session will be given a 2- week period upon entrance of the class to pay their Lab fee before any obligations will be placed.
2. **INTERNET ACCESS at home.** ALL students will have home learning assignments every week, which account for a percentage of their overall nine-week grade. If students are not able to complete an assignment due to Internet loss, the **PARENT** is to contact me within 24 hours prior to the **due date** of the assignment. Failure to make contact will result in that student receiving a Z on the assignment,
3. **GMAIL Account (REQUIRED)** that will be created on the students first day of class.
4. Head phones of any kind.

V. REQUIRED PROJECT BASED LEARNING ACTIVITES

Completing this course will prepare you successfully for the endless possibilities in the Marketing Career Arena.

Marketing Mix

5Ps 7Ps

Soda Can Project

Marketing Faux Pas! Globalization through International Marketing PBL Project

Project Based Learning: At the end of each quarter there will be a culminating project. Each project from each quarter will lead to a new semester.

VI. Grading Policy:

Grades are cumulative through the end of each grading period and will also be based on personal effort and performance. Student performance will be assessed in the following areas: Tests & Quizzes (25%), Class Assignments (35%), Class Participation (10%) and PBL (30%). Each area will be weighted and used to determine the letter grades. The letter grades will be assigned as followed:

Numerical Value	
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59



Late Work: WILL NOTE ACCEPTED without proper documentation from the main office (ADMIT) A grade of zero will be entered for any missing assignments. This policy refers to classwork, homework, projects, papers and any take home assessments. Students must present an admit from the main office before submitting late work.

Absent Students: When you are absent, it is your responsibility to get any missing notes and/or assignments. You will have one (48 hours) for every day of an excused absence to complete the work. All assignments can be found via your EMAIL account and the class website.

Student Responsibilities:

- Make full use of class time, this includes participation in all classroom activities
- Bring all class materials with you to class everyday
- **Keep ALL work!** This is evidence of what you have done, in case of any grade discrepancies and to study from. Do not throw away work that is returned or not collected. Work is to be uploaded to your student folder via the K12 platform before the due date.
- Complete and turn in all work as directed in time. Copying or cheating will result in both academic and administrative action.
- Promptly make up work missed due to an absence. It is the responsibility of the learner to schedule make up exams and activities.
- Follow all policies and rules of the School District of Miami-Dade County and Barbara Goleman Sr. High School

Class Rules:

I will come to class prepared to learn.

I will follow the directions the first time.

I will raise a quiet hand when I have a question.

I will respect the rights of all individuals.

I will be on time to class.

I will bring all class materials every class

Consequences:

1. First Offense- Verbal warning /call home
2. Second Offense- Detention
3. Third Offense- Referral



Course Calendar

1 st Nine Weeks	Topics	Assignments Overview
August 31- September 4	K12 Online Platform Gant Website Overview	Introduction to Online Learning Course (IOL) Marketing Lesson
September 7- 11	Marketing Applications Overview	5ps and 7ps of Marketing Project
September 14-18	<ul style="list-style-type: none"> Students will identify strategies for the marketing mix. Students will understand and use marketing mix terms and definitions. Students will research, apply, and present marketing mix strategies to a new product. 	5ps and 7ps of Marketing Project
September 21- 25	<ul style="list-style-type: none"> Students will identify strategies for the marketing mix. Students will understand and use marketing mix terms and definitions. Students will research, apply, and present marketing mix strategies to a new product. 	5ps and 7ps of Marketing Project
September 28-October 2	Project Based Learning Activity: Discuss and identify the 4 P's of Marketing Create a Marketing Mix Presentation	Marketing Mix Project
October 5- 9	<ul style="list-style-type: none"> Project Based Learning Activity: Discuss and identify the 4 P's of Marketing Create a Marketing Mix Presentation 	Marketing Mix Project
October 12-16	<ul style="list-style-type: none"> Project Based Learning Activity: Discuss and identify the 4 P's of Marketing Create a Marketing Mix Presentation 	Marketing Mix Project
October 19- 23	Student Presentations	Student Presentations



2 nd Nine Weeks	Topics	Assignment Overview
October 26- 30	<ul style="list-style-type: none"> Identify how color is equated with emotions Explain the different parts of the color wheel and color theory Illustrate real world examples of the color wheel and color theory 	The Color Wheel and the Basics of Color Theory
November 2- 6	<ul style="list-style-type: none"> Create a photography collage of a single color Create a photograph of primary colors, secondary colors and contrasting colors 	Color Theory in Practice
November 9-13	<ul style="list-style-type: none"> Identify the basics of color theory Illustrate their knowledge of color theory through completed photography projects 	Color Theory in Practice
November 16-20	<ul style="list-style-type: none"> Identify the how color effects our emotions and behavior Complete photoshop project illustrating the psychology of color. 	The Psychology of Color
November 23-27	Thanksgiving Recess	
November 30- December 4	<ul style="list-style-type: none"> Identify how color emphasis effects art in print and movies Determine if they are colored blind or color deficient 	The Psychology of Color
December 7- 11	Project Based Learning Activity: Making a Difference With Color	Market PBL
December 14- 18	Project Based Learning Activity: Making a Difference With Color	Market PBL
January 4-8	Project Based Learning Activity: Making a Difference With Color	Market PBL
January 11-15	Project Based Learning Activity: Making a Difference With Color	Market PBL
January 18-22	Student Presentations	Student Presentations



3 rd Nine Weeks		
January 25- 29	<ul style="list-style-type: none"> • Students will study international marketing blunders throughout the world. • Students will identify the key elements that caused the marketing mistakes • Students will search for their own marketing example that demonstrates a marketing success 	Marketing Faux Pas! Researching International Marketing
February 1- 5	<ul style="list-style-type: none"> •Students will be able to define and identify key elements to international market research •Students will be able to describe why there was success in selected foreign ads based on the key elements of international marketing 	International Success! The Basics of International Market Research
February 8-12	<ul style="list-style-type: none"> •Students will be able to define and identify key elements to international market research •Students will be able to describe why there was success in selected foreign ads based on the key elements of international marketing 	International Success! The Basics of International Market Research
February 15-19	<ul style="list-style-type: none"> • Students will discuss their prior knowledge of assigned foreign countries. • Students will conduct and share market research on assigned foreign countries. 	International Market Research - Studying a Foreign Market
February 22- 26	<ul style="list-style-type: none"> • Students will discuss their prior knowledge of assigned foreign countries. • Students will conduct and share market research on assigned foreign countries. 	International Market Research - Studying a Foreign Market
March 1- 5	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Market Research Presentation
March 8- 12	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Market Research Presentation
March 15-19	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Market Research Presentation
March 22-26	Student Presentations	Student Presentations



4 th Nine Weeks	Topics	Assignment Overview
April 5- 9	<ul style="list-style-type: none"> • Students will be able to define their target market • Students will be able to identify and define the 4 P's of marketing, including: Product, Price, Place, and Promotion. 	Conducting Market Research
April 12- 16	<ul style="list-style-type: none"> • Students will be able to Identify and explain the components of a business plan. • Students will be able to synthesize all components into an original business plan. 	What Should I Sell? Choosing the Right Business
April 19- 23	<ul style="list-style-type: none"> • Students will be able to Identify and explain the components of a business plan. • Students will be able to synthesize all components into an original business plan 	Business Plans: Where Do I Start?
April 26- 30	<ul style="list-style-type: none"> • Students will learn and be able to identify entrepreneurial characteristics and traits. • Students will be able to identify the risks and rewards of entrepreneurship. • Students will be able to explain the role of manager that is played by the successful entrepreneur. 	The Impact of Entrepreneurship on Society
May 3-7	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Create Your Own Basic Business Plan - Project
May 10-14	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Create Your Own Basic Business Plan - Project
May 17-21	Project Based Learning Activity: Participate in teamwork activities to solve real marketing issues	Create Your Own Basic Business Plan - Project
May 24-28	Student Presentations	Student Presentations
May 31- June 4	Course Reflections & Survey	Course Reflections & Survey
June 7- June 10	Course Reflections & Survey	Course Reflections & Survey



Common Career Technical Core – Career Ready Practices

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

- 1. Act as a responsible and contributing citizen and employee.**
- 2. Apply appropriate academic and technical skills.**
- 3. Attend to personal health and financial well-being.**
- 4. Communicate clearly, effectively and with reason.**
- 5. Consider the environmental, social and economic impacts of decisions.**
- 6. Demonstrate creativity and innovation.**
- 7. Employ valid and reliable research strategies.**
- 8. Utilize critical thinking to make sense of problems and persevere in solving them.**
- 9. Model integrity, ethical leadership and effective management.**
- 10. Plan education and career path aligned to personal goals.**
- 11. Use technology to enhance productivity.**
- 12. Work productively in teams while using cultural/global competence.**



Student Rules and responsibilities Agreement:

Period: _____

I, _____ have read, understand, and agree to adhere to all class expectations, and student responsibilities. I understand that by following these procedures I will become a successful student in Ms. Alicia Gant Class for the 2020- 2021 school year.

Student Name (Print)

Parent/guardian Name (Print)

Student signature/date

Parent/guardian signature/date

Parent phone _____

Parent e-mail _____