



## Marketing Essentials

Period Virtual

**Barbara Goleman Sr. High**  
Room: 4214

**Teacher:** Alicia Gant **Phone:** (305) 305-362-0676  
**E-mail:** ajgant@dadeschools.net, msaliciagant@gmail.com

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

**ebook:** Microsoft TEAMS, Adobe Creative Cloud Suite, [K12.com](http://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**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion).

The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

### **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 Essentials** 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.

- Got Personality?
- Consumer/Business Buyer Behavior
- Candy Bar Project
- Social Media

**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 (15%), Class Assignments (35%), Class Participation (20%) 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 CLASS 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 /TEAMS 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





## **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 \_\_\_\_\_