*PRINCIPLES OF MARKETING* – SYLLABUS

MRS. Emily Styers, INSTRUCTOR   
[Styers.Emily.V@muscogee.k12.ga.us](mailto:Styers.Emily.V@muscogee.k12.ga.us)  
MRS. Libby Clay, INSTRUCTOR   
[Clay.Libby@muscogee.k12.ga.us](mailto:Clay.Libby@muscogee.k12.ga.us)  
  
COURSE DESCRIPTION:  
Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services.

COURSE OBJECTIVES & GOALS:  
The broad goals of the general marketing program are to develop basic understanding of:

* Employability Skills
* **Foundational and Business Administration skills
* Economics
* Entrepreneurship
* Financial Analysis
* Human Resources Management
* Information Management
* Marketing, Operations
* Professional Development
* Strategic Management
* Global Marketing strategies

Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

PROGRAM STANDARDS:

1. MKT-MP-1- Demonstrate employability skills required by business and industry.
2. MKT-MP-2- Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).
3. MKT-MP-3- Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.
4. MKT-MP-4- Implement, modify, and improve business and marketing systems to facilitate business activities.
5. MKT-MP-5- Demonstrate an understanding of customer behaviors and the economic environment in which customers function.
6. MKT-MP-6- Employ financial knowledge and skill to facilitate marketing decisions.
7. MKT-MP-7- Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.
8. MKT-MP-8- Utilize pricing strategies to maximize return and meet customer’s perception of value.
9. MKT-MP-9- Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.
10. MKT-MP-10- Employ processes and techniques to sell goods, services and ideas.
11. MKT-MP-11- Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.
12. MKT-MP-12- Utilize knowledge of distribution to manage supply-chain activities.

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REQUIRED MATERIALS  
1. 3 ring binder (HARDCOVER ONLY) in which syllabus, notes and handouts can be kept  
2. Loose leaf paper  
3. Pen or pencil to be used in completing written assignments  
4. Box of tissues  
INSTRUCTIONAL STRATEGIES:  
Several instructional strategies will be used for this course. These include demonstration, class projects, research, and visual examples.  
Textbook: Glencoe Marketing Essentials  
Workbook: Glencoe Marketing Essentials Student Activity Workbook  
EVALUATION:  
Your grades will be based on a combination of daily assignments, tests, presentations, participation, and homework.  
Tests/Projects 50%  
Notebook/Quizzes/Daily Assignments /Other 50%  
\*The grading scale is: A 90-100  
 B 80-89  
 C 70-79  
 F Below 70  
ACADEMIC HONESTY STATEMENT:   
Students will be asked to write the academic honesty statement on all assignments to guarantee their individual work. “I have completed this assignment without giving or receiving unauthorized help, thereby maintaining my integrity.

ATTENDANCE:  
Regular daily attendance is of the utmost importance to success in this course and is a life skill in the working world! If one must be absent, keep in mind that class continues. Accordingly, it is the student’s responsibility to find out the work he or she has missed. Any work missed with an excused absence must be made up within 3 school days. Work missed because of an unexcused absence or home suspension will result in a grade of zero (school policy). Late work is not accepted.   
BATHROOM POLICY:  
You will be given 6 bathroom passes per nine week period. If you abuse your bathroom passes, a call will be made to your parent/guardian. Remember, when you are in the hall or bathroom, you are missing out on valuable learning time!  
TARDY POLICY:  
1st/2nd – free!- 3rd/4th/5th – CENTRAL DETENTION-6th –REFERRAL  
FUTURE OPPORTUNITIES:  
Students will achieve the foundation knowledge and skills to enable them to enter careers in marketing. This program of study also prepares students for further marketing education in technical college programs, junior college programs, or university programs.  
DECA “AN ASSOCIATION OF MARKETING STUDENTS”   
An exciting opportunity to prepare yourself for the real world by competing in various marketing competitions, participating in job shadow days, opportunity to travel and meet new people, and gain leadership skills and experience that looks great on your resume! Get INVOLVED!!! Have FUN!!!