*PROFESSIONAL SALES & PROMOTION*– SYLLABUS

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COURSE DESCRIPTION:  
Professional Sales & Promotion is the second course in the Marketing Communications & Promotion Pathway. PSP addresses the scope of promotions and sales in a competitive economic environment.

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

PROGRAM STANDARDS:

1. MKT-PSP-1- analyze the scope of the advertising and promotion industry.
2. MKT-PSP-2- discuss the role of the promotional mix in a competitive economic environment.
3. MKT-PSP-3- demonstrate techniques used to analyze the potential market.
4. MKT-PSP-4- discuss regulations and ethics in promotion.
5. MKT-PSP-5- discuss the steps in planning for advertising campaigns.
6. MKT-PSP-6- calculate media costs that affect the elements of the promotional mix.
7. MKT-PSP-7- demonstrate advertising techniques used in a promotion plan.
8. MKT-PSP-8- develop public relations media.
9. MKT-PSP-9- develop visual merchandising to compliment advertising campaigns.
10. MKT-PSP-10- identify the importance of selling to the economy.
11. MKT-PSP-11- design sales promotion materials.
12. MKT-PSP-12- analyze and apply the steps needed for an effective sales presentation.
13. MKT-PSP-13- describe the importance of utilizing follow-up techniques after the sale has been completed.
14. MKT-PSP-14- identify potential career opportunities in PSP.

REQUIRED MATERIALS  
1. 3 ring binder (HARDCOVER ONLY) in which syllabus, notes and handouts can be kept  
2. Loose leaf paper  
3. 1 pkg. of notebook dividers  
4. Pen or pencil to be used in completing written assignments  
5. 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  
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! WHAT DO WE DO?: We are a 100+ club that participate in monthly socials/meetings, travel to conferences across the state, participate in regional, state, and international competition, host the HOMECOMING dance, volunteer in the community (OPERATION FLUFFY PILLOW), develop leadership skills, develop work ethics skills, meet new people and much, much more \*All activities are voluntary.   
Get INVOLVED!!! Have FUN!!