

Trumbull Career and Technical Center
Marketing Education
Syllabus
2011-2012

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Required Text: Marketing Essentials
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Course Description:

The Marketing Education program consists of two years of study. The first year is spent learning the functions of marketing; product, price, promotion, and place and applying these functions in a *real world environment*. The junior students operate an in-school store, which is open to the public three hours per day. Students rotate various job stations on a weekly basis. Some job stations include payroll procedures, cashier, deli, advertising, stock, inventory, head cashier, and manager. The junior students supplement their laboratory work with related studies given in class or on an independent basis.

During the senior year, Marketing Education students are co-op. This allows the students to attend school for one half the school day, and work in a marketing related field during the other half of the day. Students are required to be gainfully employed during the senior year in order to successfully complete the program. Students continue to receive related instruction in regards to the marketing field. Senior students will be **required** to participate in our school's job shadowing project, as well as complete several projects throughout the year. Marketing seniors will also participate in the schools "Senior Project" activities.

Instructional Philosophy:

Students are expected to work independently and in groups to reach course goals. Instruction will be presented through lectures, community resources (including guest speakers, and field trips) group projects, individual projects, research and individual studies as well as participate in our job shadowing experience.

Students are expected to take an active role in their youth organization, DECA (*An Association of Marketing Students*) and participate in all the organizations activities, including the annual DECA Employer Appreciation Banquet.

Assessment methods will include written exams, tests, quizzes, homework, reading assignments, daily grades, register skills, and projects.

Course Goals:

1. Demonstrate a thorough understanding of the fundamentals of marketing.
2. Read, understand and communicate in the language of the marketing field.
3. Use problem solving skills to make business decisions in the marketing education laboratory.
4. Use teamwork skills to achieve a common goal.
5. Use technology such as word processing, presentation software, spreadsheet applications and virtual business software to complete projects and facilitate business operations.
6. Obtain and maintain marketing related employment for the course of the senior year.

Grade Determination:

Junior students will be evaluated daily on their progress in the marketing laboratory. Students will also be evaluated daily on various job procedures, such as clocking in and out, as well as register accuracy. A daily evaluation sheet will be submitted regularly in order to receive instructor's feedback. Junior students will also be graded on related assignments, which will vary throughout the school year. Written work will account for approximately 50% of the laboratory grade. The remaining 50% of the laboratory grade is determined by the student's evaluation in the store setting.

Senior students will be evaluated throughout the school year with the completion of quizzes, tests, homework assignments, financial simulation, and projects including our job shadowing experience and the completion of our senior project. The total points will be added, and a percentage computed when determining the related grade.

Seniors are evaluated by their employers several times each grading period. These evaluations will count as 40% of their co-op grade. Approximately 20% of the co-op grade is determined by completion of weekly schedules as well as submitting weekly pay stubs, and completion of weekly salary amounts. Students must work an average of 15 hours per week, (approximately 150 hours per grading period). **Failure to work the required amount of hours will significantly impact a student's performance in the program.** Working the required amount of hours per week will count as 40% of the student's co-op grade.

Students will receive a computerized printout of their grade to date approximately once every two weeks.

Grades are based on an overall percentage of points earned for store work, class work, homework and examinations. Each of the components of the course will carry a certain point value and students must earn the following percentages to earn the grades indicated:

A = 92% - 100%

B = 83% - 91%

C = 74% - 82%

D = 66% - 73%

F = Below 66%

Classroom Policies:

All policies and regulations set forth through the Trumbull Career and Technical Center will be followed and enforced. The center has a **No Tolerance Policy** concerning harassment, drugs, alcohol.

Attendance procedures will be enforced according to the rules set forth by the school. Make-up work will be permitted for regular credit with the documentation of an excused absence and providing it is made up within a reasonable amount of time. Long term absences will be handled on a case by case basis. Assignments submitted one week beyond their due date will **not** be accepted, unless a medical excuse is provided.

Certificate of completion:

Students who have successfully completed the program, successfully completed all portions of the senior project and maintained acceptable attendance records will receive a certificate of completion upon graduation from the Trumbull Career and Technical Center. This certificate signifies to future employees that this student has achieved a level of competency in the field of marketing.

Articulation Agreement/Industry Credentials:

Currently, the Marketing program has an articulation agreement with Akron University and Gateway Community College. A total of 12 college credits can be obtained through Akron University with passage of the statewide test given to marketing seniors each May. College credits can also be obtained with completion of the course through Gateway Community College.

OSHA

Teaching students to work safely is more important than teaching any skill in any program. The TCTC has made passing the 10 Hour OSHA safety course a requirement for successful completion of this program. This nationally recognized certificate will go into the student's portfolio upon completion, and because safety is so important to employers these days, it gives our students an important advantage when applying for a job. The \$18 nominal fee (\$275 if taken after graduation) is part of the program fees and may be re-assessed if the student fails to complete the initial test successfully. Students will not receive their State Certificates of Program Completion if they do not successfully complete this test.