



**Marketing, Fashion Merchandising, Sports & Entertainment Marketing,
Small Business Operations, Organizational Leadership, Marketing Work Experience**

Course Syllabus

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Room 1105, A Lunch, aire-looms

Mission:

The mission of Marketing Education is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

Through the Marketing Education program, students may work at an approved work-station to gain on-the-job training, skills, and experience.

Supplies:

Your brain

Marketing Folder (supplied to student, bring to class daily)

Flash Drive, 2GB minimum—**BRING TO CLASS DAILY!**

Dark Blue or **black** ink pen, pencil

Current Planner, paper or electronic

Courage

Positive Attitude

Be ready to change the world!

Student Organization:

DECA is An Association of Marketing Students

Through joining DECA, you will be able to practice key leadership skills such as goal setting, consensus building and project management. Join more than 219,000 high school members in 5,000 classrooms in 3,500 schools across the world who are preparing for careers in marketing, finance, hospitality, management and entrepreneurship.

DECA enhances the co-curricular education of its members through a comprehensive learning program that integrates into classroom instruction, applies learning, connects to business and promotes competition. Membership in DECA is highly recommended of all marketing education students. **Club dues are \$20 and are due ASASP** Dues include membership in the National, State and Local Chapters PLUS a chapter t-shirt! Students participating in the work-experience portion must have their dues paid before the schedule change deadline.

Memories are priceless!

Classroom Rules: Each class section will create a social contract for classroom expectations. Remember to Respect yourself, Respect others and Respect your school and community.

Refer to the Alma High School Handbook (ONLINE) and the Marketing Folder. When in doubt, please ask.

Grades:

*Grades will be based as a percentage of points for the 9 weeks and semester.

*Participation in a community service activity each semester.

***The Marketing lab grade will be based on your work in the school based enterprise, aire-looms. (If you miss, unless you have completed a switch form, it will take 2 shifts in the SBE to make up the 1 you miss, and that is IF a shift is available. Making up a missed shift, with no switch form on file, will not be worth 100%. Please be on time! Be sure to sign in on the Point-Of-Sale Terminal.)**

*Refer to the student handbook for the grading scale.

Units of Study: (subject to modification)

All Marketing Education classes are composed of discovering solutions to individual or group problems or projects related to the subject area. Most assessments are oral presentations providing the solution to the problem or project.

All students will go through the Microsoft Office Digital Literacy Certification, participate in the Global Entrepreneurship Challenge, virtual business simulations like the Stukent Social Media Marketing Challenge, Virtual Business simulations, FIDM Challenge, and others throughout the year. Students will create, and update, a traditional resume, as well as a digital portfolio.

Marketing:

Topics include providing students with the basics of promotion, selling and business skills such as resume building and entrepreneurship.

Fashion Merchandising: (semester class)

Virtual Business-Fashion Merchandising sim, FIDM Challenge

Topics include looking at the fashion industry from the viewpoint of creating a product, branding, designing, promoting, distributing and selling apparel and accessories.

Sports and Entertainment: (semester class)

Virtual Business-Sports Marketing

Topic include examining the sports and entertainment industry and how marketing and promotional activities are important to all aspects of the industry from concessions, to staffing to promotion!

Organizational Leadership

Project Based-so what is your project?

Topics will include professionalism, organizational behavior, trends and issues in leadership, creativity, innovation, teamwork and other business trends. Please KNOW your project area(s) when you come into this class! **This is not a class to complete your homework projects!**

Small Business Operations:

SBE certification-Chapter SBE and Individual certification

Focus will be on entrepreneurship and operating a small business through hands-on experience in air-loom, the School Based Enterprise.

Notes:

- Make-up work for absences will be given the first day back in class. **Each student is responsible for getting that work from the Make-up Work Assignments folder located in the classroom or from me!** See the instructor if additional time is needed to complete the work missed.
- **Reminder: U absence=No Credit; E, SA, CD absence=Credit (See student handbook.)**
- **Daily classroom work must be handed in on the day which it is assigned unless otherwise designated.** Daily work turned in after its due date plus one day will not receive credit.
- Please turn projects in according to the deadlines!
- Please use a pencil or a blue or black ink pen for written work.
- Remember, a .5 or above, is not rounded. See the grading scale in the student handbook.
- You will receive a calendar for your SBE (marketing lab) work days. Please refer to it for your work schedule. Schedules are for the week, 7:45 a.m. to 8:12 a.m.
- **Class syllabus is subject to change.**

