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***Bullitt East High School***  
Course Syllabus – Principles of Marketing

**Course Information**

Credit Hour: 1  
Department: Business Department  
Class Location: Room 334  
E-Mail: [fay.anderson@bullitt.kyschools.us](mailto:fay.anderson@bullitt.kyschools.us)  
Webpage: <http://fayandersonbehs.weebly.com>

**Teacher Information**

Name: Mrs. Fhatj (Fay-ja) Anderson  
Phone: (502) 869-6400 ext. 6480  
Year: 2022 - 2023  
Office Hours: 8:20 am - 9:10 am

**Course Description:**

This course provides a basic foundation for further study in marketing. Students study economic functions at work in the marketplace; marketing functions including purchasing, pricing, and distribution functions. This course is based on the business and marketing core that includes communication skills, economics, financial analysis, and promotion. Both marketing and employment skills learned will improve and increase the student's college and career readiness. Leadership development will be provided through DECA activities and competitive events – TBD.

**Course Competencies/ Learning Objectives**

Students who successfully complete Principles of Marketing will be competent in the following areas:

1. define marketing and evaluate its impact on society.
2. apply basic fundamentals and concepts of marketing including marketing segmentation, target marketing, and the marketing mix.
3. use computers and other technology including the internet to collect, organize, and communicate information and ideas in preparing assignments and authentic projects.
4. identify and determine personal opportunities available within the Marketing program, (through both the course work and DECA) which will allow them to be college and/or career ready.
5. interpret the importance of economic principles and apply the knowledge to real-life scenarios using classroom activities and materials.
6. identify the marketing functions and analyze each function's related activities.
7. apply math and communication skills within the *marketing* content.
8. analyze and apply skills associated with communication, human relations, writing and speaking skills through communications in the promotion and salesmanship units.
9. demonstrate problem-solving and decision-making skills as they apply in economics, personal finance, human relations, distribution, or product service planning.
10. apply the concepts of promotion used to inform and persuade consumers.
11. demonstrate employability and social skills relative to the career cluster.
12. investigate the various types of risks that impact business activities; categorize the risks as natural, human or economic; and explain methods a business uses to control risks.
13. interpret the role and characteristics of marketing in three different types of economic systems: capitalism, socialism, and communism.
14. incorporate activities of DECA as an integral component of course content and leadership development.
15. begin a career portfolio including a resume, letters of reference, certifications of training, and samples of work.
16. analyze and apply the role of technology in improving the marketing process.
17. describe and explain the purpose of a marketing plan for a new or existing business or product line.
18. apply the steps of the selling process to determine goods and/or services that satisfy consumer needs and wants.
19. identify individual work habits/ethics (individual/team skills, confidentiality, problem-solving, punctuality, self-discipline, and communication skills) and explain their importance in the workplace.
20. apply the fundamentals of pricing techniques to determine selling prices for products and/or services.

## Student Evaluation

The grading system for the Business Department at Bullitt East High School is as follows:

Projects	30%
Classwork	40%
Homework/Quizzes	20%
Bell Ringers & Exit Slips	10%

**Final Exam** 20%

## Classroom Expectations

1. Students will be required to pay a \$10.00 class fee. Please see me if you have any questions or concerns.
2. Arrive to class on time and be seated at the workstation before the tardy bell rings.
3. ALL CELL PHONES WILL BE COLLECTED DAILY AND PICKED UP AT THE END OF CLASS.
4. Be ready and begin the bell ringer immediately.
5. Respect your classmates and teacher at all times.
6. Horseplay is not tolerated.
7. Keep personal items from touching equipment while in class.
8. Bags can be stored in the back of classrooms to keep from blocking the aisles
9. Do not stand on tables or chairs
10. Log on/off computers daily
11. Do not hinder others from learning
12. Do not touch any cable, wires, etc. – ask the teacher for assistance
13. Do not access the Internet without permission on desktops or Chromebooks
14. If equipment is not working correctly, please inform the teacher immediately.
15. **Students are to remain seated until the teacher dismisses the class; not the BELL!**
16. **Do not line up at the door.**
17. Give your all, all the time!
18. Maintain your workstation
19. **Plagiarism or cheating of any sort is unacceptable and will be dealt with according to District Policy**
20. Be responsible for your actions
21. **No eating, drinking, cell phones, iPods, or other electronics permitted in the classroom**
22. No food or drink (including gum)
23. Students are expected to work from bell to bell daily EVERYDAY!

*\*Please note: Class expectations can be altered if necessary for student and teacher safety.*

## Class Requirements

Regular and prompt class attendance is an essential part of the educational experience. Students are responsible for obtaining any missed assignments. District policy states that students shall have the number of days absent, plus one, to make up work missed, unless time is allowed by the teacher. Students must request additional time needed in writing to the teacher. **If a student is absent and grades have been entered – I will enter a 0 for the grade. However, when their makeup time has expired – the affected grade will be changed to reflect the status of the assignment missed.**

Homework will be assigned throughout the year and is expected to be completed. It will be collected at the beginning of class the day it is due. Students will not be able to turn in homework late unless they were absent.

It is YOUR responsibility to come after school to catch up on missed work from your absences. I will NOT re-teach the lesson during class time.

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# Do it, The Charger Way!

**These are our school-wide expectations. All of our rules and procedures aligned with being Safe, Responsible, and Respectful. This is the language we will use to teach and reinforce these positive behaviors at school.**

After reading this Syllabus, please return the signature page issued in class. **THIS IS A GRADE!** – DUE, Friday, August 12, 2022.