

MR. ARMSTRONG'S COURSE SYLLABUS MARKETING ESSENTIALS 2013/2014

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COURSE OBJECTIVES

- To introduce students to the study of Marketing.
- To allow students to gain knowledge and experience through preparing projects and presentations in career areas related to Marketing while increasing the student's self-confidence and leadership skills.

I. Grading Scale

100-93	A	77.9-73	C
92.9-90	A-	72.9-70	C-
89.9-88	B+	69.9-68	D+
87.9-83	B	67.9-63	D
82.9-80	B-	62.9-60	D-
79.9-78	C+	59.9-Below	E

II. SEMESTER FINAL GRADE CALCULATION

Cumulative grading: 18weeks = 90%

Final Exam: 10%

- **Senior Final Exam Policy:** All seniors are required to take the final exam.

III. COMPONENTS OF CLASS GRADE

- Projects/presentations, assignments, participation contribute to 50% of the student's grade. Tests & quizzes contribute to 50% of the student's grade. A 25% penalty will be assessed for late assignments.

IV. OTHER

- **Suggestions for Planner:** Recording due dates, assignments, appointments for extra help during AA, etc.

CLASSROOM RULES

As a student it is your responsibility to follow classroom and school policies. The following rules are specific to this class and disobeying these rules will result in the following consequences.

1. Passes will not be given during the first 10 or last 10 minutes of class unless you have a specific accommodation or need.
 - Consequence: Unexcused tardy
2. Disrespecting peers: You are expected to keep your hands, belongings, and negative/ inappropriate comments to yourself.
3. Seat assignment: You are expected to stay in your assigned seat during class. Moving around the room for unnecessary reasons is distracting and disruptive.
4. Food policy: All food, candy, beverages (other than water) is not permitted.
5. Personal electronic devices: You are expected to use PEDs responsibly for curriculum related purposes only when granted permission by the teacher for special situations or instructed times. PEDs are a privilege, not a right in class. If PEDs are out during a test or quiz, the student will receive an automatic zero on that quiz or test. If a student does not comply with PED guidelines, their PED will be confiscated and given back at the end of the school day. If a student fails to show maturity and responsibility towards the PED policy, they may lose all privileges for the entire semester. If a student does not comply, they will be required to turn it in at the beginning of class on a daily basis and have it returned at the end of class.
 - Consequences of rules 2-5:
 - 1st offense: warning
 - 2nd offense: behavior modification plan
 - 3rd offense: parent/guardian contact
 - 4th offense: parent/guardian meeting/2nd contact
 - 5th offense: office referral

SCHOOL-WIDE POLICIES

- Students will be held accountable for all policies in the student handbook

I. Attendance:

Students are expected to be on time for all classes and attend school all day every day.

- Students cannot exceed 10 absences (excused + unexcused) in a semester.
- If a student is passing the class, but has accumulated 11 or more absences, they will receive a "NC" (no credit) for the semester grade.
- If a student completes the class and is passing at the semester, the student may opt to take the test-out exam. If they earn 80% or better, they can earn credit back.
- Students who earn credit back will receive a "RC" (received credit) on their transcript.
- An "E" always supersedes the "NC".

Tardy Policy:

A student will be considered tardy if they are not present in their assigned class when the bell signifying the start of that class period sounds.

- Students who accumulate five unexcused tardies (per class) will be assigned one half hour detention to be completed within a week of being assigned the detention.
- A new detention will be assigned for each tardy after five.
- Students who fail to attend detention will be assigned two detentions.
- Detention will be served room 100 on Mondays and Thursdays from 2:10 p.m. to 2:40 p.m. and on Friday mornings from 6:30 a.m. to 7:00 a.m. of each week.
- Students who do not complete their assigned detentions in a timely manner will be referred to their assigned administrator for further discipline.

*For more details, the entire Attendance Policy can be found on the district website and in the Parent/Student Handbook (pg. 15A).

II. Cumulative Grading, Grade Reporting & Zangle-Parent/Student Connect:

- Semester grades (.5 credits) are determined using **Cumulative Grading**. After the first nine (9) weeks of each semester, progress reports will be distributed in Academic Advisory. It is important to remember that nine (9) week grades are a reflection of student progress midway through the semester. **Report Cards** (semester grades), will be issued after 18 weeks and are the only grades that are calculated into the grade point average (GPA) and recorded on the official transcript.
- Zangle is a management tool to assist students and parents in monitoring academic performance and attendance. It is the expectations that all teachers will use Zangle grade book and update it on a regular basis as a means to effectively communicate grades and daily attendance.

III. Cheating/Plagiarism:

An essential part of education is developing a sense of academic honesty and integrity. There is **zero tolerance** in regards to cheating/plagiarism. If a student cheats or plagiarizes on any class work or assessment (tests/quizzes), that student will receive a zero and their parent/guardian will be notified by the classroom teacher. In addition, any student who assists another student in the act of cheating/plagiarizing will experience the same consequences. Students will have an opportunity to complete the assignment or take the assessment to assist the student in mastery of the content; however, their grade will remain a zero.

- Students will be held accountable for all policies in the student handbook

I have read this grading procedure for the Marketing Essentials class and understand how my grade will be determined.

Parent printed name

Student printed name

Parent signature

Date

Student signature

Date