MARKETING AND MANAGEMENT
COURSE OUTLINE

Mr. Smith Room A112 Planning Period-4th (410) 674-7710, Ext. 211

Course Goals/Objectives

- Prepare students to participate in the Distributive Education Clubs of America program.
- The student will learn the managerial aspects of marketing.
- The student will learn managerial problem-solving techniques.
- The student will learn and apply managerial strategies that apply to product policy.
- The student will learn and apply managerial strategies to meet product promotion objectives.
- The student will analyze real-world marketing- management case studies.
- The student will develop and demonstrate decision-making skills.
- The student will learn and demonstrate team-building skills.

Course Content.

• Unit 1,2	Economic Functions	10 hours
• Unit 3,10	Marketing and Business Foundations	10 hours
• Unit 4,12	Human Resources	10 hours
• Unit 5	Selling,	20 hours
• Unit 6	Promotion	20 hours
• Unit 7	Distribution	5 hours
• Unit 8	Pricing	5 hours
• Unit 9	Marketing Information Management	5 hours
• Unit 11	Risk Management	5 hours

Evaluation Procedures

Grades are computed on a point/percentage system. The average of total points from each quarter will be converted to a letter grade. The letter grade will be based on the County's grading scale.

- Class Work = 30%
- Special Projects =10%
- Quizzes/Tests =25%
- Individual Projects = 20%
- Oral Presentations =15 %
- A=90 -100
- B=80 -89
- C=70 -79
- D=60 -69
- E=0 - 59

Materials

- Textbook: **Marketing Essentials**
- An assortment of supplemental materials
- A black or blue ink pen
- A composition book
- A Three-ring Binder

Classroom Procedures

Be to work on time	Positive Behavior	
Use positive language		
Courtesy	Attend Class	No excuses
Raise your hand	No food, chewing gum or drinks	Enter/Exit quietly

ACADEMIC HONESTY POLICY

Every student will sign the Meade High School academic Honesty Policy. The regulations in the policy will be strictly enforced.