

**Carlson High School
30550 West Jefferson Ave.
Gibraltar, MI 48173
(734) 379-7100**

Course Name: Vocational Marketing II
Course Number: 750-GB1
Course Credit: 2.0 per school year
School Year: 2008-09
Instructor: Todd Skopczynski

Course Description:

Students in this course will continue to work towards covering all of the objectives that were not covered in the first year of Vocational Marketing I. We will also continue to incorporate the school store into the curriculum. Student responsibility of daily activities will increase due to the fact of their exposure to the previous school years experience.

Course Objectives:

Instill in students an understanding of Career Pathways. Students will be competent in the nine functions of Marketing, the five utilities of Marketing, and the four promotional techniques. Students will be competent in the complete running of the Marauder Galley. Daily jobs will include management, cash register operation, security, customer service, inventory, ordering, and weekly deposits.

Student Competencies:

The students learning objectives will center around the Michigan Standards and Benchmarks in the Marketing curriculum.

Required Text:

Marketing Essentials, Glencoe, 1997

References & Other Resources:

Internet, Microsoft Word, Microsoft PowerPoint, Standard Deviants Video Series, The Apprentice Series, Field Trips

Course Advisory Committee:

James Perry, Garrett Ochalek, Jeffrey Acs, Malin Wagner, Walter Kargus, Shane Hall, Allison Ochalek, deAndra Fountain, Brenda Bechtol

Class Assignments:

Individual/group assignments, class projects, quizzes, tests

Final Exam:

10% of Final Grade per semester

Class Policies:

1. Be on time to class! You are expected to be in your seat and ready to work when the bell rings.
2. Be prepared! You need to come to class with your required materials (student planner, textbook, pen/pencil, homework assignments, etc.) to class with you everyday.
3. Be respectful! You are expected to show respect to everyone and everything in the classroom.
4. Passes: PASSES WILL ONLY BE ISSUED WITH YOUR STUDENT PLANNER!! Don't even ask for a pass without your planner! A maximum of five minutes will be allowed for each pass.
5. DO NOT stand in the hallway or by the door before the bell rings! Please remain in your seats until the bell rings.
6. Inappropriate behavior in the classroom will not be tolerated. Detentions will be given for behavior that is persistent. The second issued detention (and subsequent ones after) will be accompanied by a phone call home.
7. YOU are responsible to find out what assignments you may have missed if you are absent. You are given one extra day for each day you are absent to receive full credit. If you are absent the day of a quiz or test, you will have to make it up before or after school, you will not be given time in class to make these up. If you miss a PLANNED Quiz or Test, you will take it the day you return from your absence.
8. CHEATING WILL NOT BE TOLERATED. It takes two to cheat and both will suffer the consequences when academic fraud has occurred.
9. Late assignments will be marked down 10% if it is turned in the next day then it will not be accepted and you will receive a zero.
10. If you are having difficulties, let me know! I am not a mind reader, so please ask me if you need help. I can be reached at 379- 7135 to set up an appointment during my prep or before/after school.
11. All other rules and procedures outlined in the School Code of Conduct are also to be followed.

Evaluation & Grading:

Evaluation of your final grade will be based upon classwork/homework/project assignments (individual and group), quizzes, and tests. Point values will vary based upon the type and size of the assignment. Your total points will be added up and divided by the total for the semester to establish a percentage.

Course Outline:

Students will study the functions of Marketing, types of marketing utility, business ethics, the various promotional media, and product-service planning.