

Trenton High School
2601 Charlton
Trenton, MI 48183
734-692-4530

Course Name: Marketing II
Course Number: Business 152
Course Credit: 1
School Year: 2008-2009
Instructor: Chris Crews

Course Description: Students will develop the skills necessary to be successful in both a retail and wholesale merchandise environment. Furthermore, students will be exposed to event planning and marketing as well. Areas of focus will include: management, entrepreneurship, purchasing, promotion, pricing, selling, and accounting. This is a hands-on course where students will open and operate a retail business that will exist within the school. Students will be expected to conduct field-work, maintain relationships with vendors, and show the initiative required to operate a successful business.

Course Objectives: Course Outline:

- Basic Marketing Concepts
- Marketing Strategy
- Pricing
- Promotion
- Distribution
- Price Planning
- Business and Social Responsibility
- Accounting

Required Text: Marketing Essentials, 2001 by Glencoe/McGraw Hill

References & Other Resources:

Course Advisory Committee: Whitney Jenzen-teacher, Dave Lucas-entrepreneur, Lori Walach-entrepreneur, Amanda Walach-student, Chris Slessor-entrepreneur

Class Assignments: Service Learning Project, Fashion Show, Homecoming Promotion, Seasonal Launch

Final Exam: Final Exam counts for 10% of the course grade

Class Policies:

General Classroom Rules and Expectations:

- ✓ Be at you work-station when the bell rings, ready to begin.
- ✓ Come to class prepared each day—bring utensils and notebook every day.
- ✓ Be respectful of others—do not talk when someone else is speaking.
- ✓ Active participation and listening is required at all times.
- ✓ Classroom activities and assignments must be done in class.
- ✓ Cheating will result in a zero for all parties involved.
- ✓ Passes are given on a “need only” basis—to one person at a time. The planner given to you by the school will be your pass. NO PLANNER = NO PASS..
- ✓ No electronic devices (iPods, headphones, cell phones, etc.)
- ✓ No hats or coats can be worn in class. The school dress code will be strictly enforced.
- ✓ Do not sit on desks or tables.
- ✓ Follow all other rules as outlined in the THS Student Handbook.

Evaluation & Grading:

Approximately halfway through each marking period you will receive a progress grade for that marking period. The grading scale is:

100-93 = A	77-73 = C
92-90 = A-	72-70 = C-
89-88 = B+	69-68 = D+
87-83 = B	67-63 = D
82-80 = B-	62-60 = D-
79-78 = C+	59 and below = E

Articulation Agreements:

The Trenton Marketing program currently has a 2+2 Marketing Articulation Agreement with Baker College.