# Marketing Class Introduction

# Class Website - marketingmps.com

* All assignments show for the week and all previous weeks. All assignments, notes, etc., are posted and available at this link – this should be used to catch up when you are gone.

# DECA

* Marketing student Organization for students focused on developing leaders, entrepreneurs and to be college and career ready.
* Watch the DECA Membership Promo 2024-2025 Video at https://www.youtube.com/watch?v=m8bvnkiV\_yo
* All students are members and will receive a free shirt. Go to our class webpage and complete the student information form
* How active you are depends on you – Students earn points to pay for up to ½ of travel expenses for hours assisting in DECA activities
* Four Conferences: FLC in Fargo Oct 13-14, Power Trip in Charlette, NC Nov. 15 – 17 for officers, State conference in Bismarck March 3-4, and Nationals in Orlando Florida, April 26-29, 2025.

# Four Parts to the Marketing Class

# Class:

* Dual Credit Course earning three college credits as an elective. Sign up will be in the Spring
* Monday - Thursday class with no class Fridays unless required/announced by instructor
* Policies
  + You need a folder or binder for this class. Show it for 5 points on Monday
  + No cells phone out- they are put away while lecturing
  + No ear buds during lecture, group activity
  + No hoodies, hats or caps worn that cover your ears at anytime
* Topics to cover: What is Marketing, Sevan functions of marketing, target marketing, market research, 4ps of marketing, product, place, price, promotion, selling along with other topics.
  + Each unit has an activity packet, group assignments, projects and tests are written or projected based.
* Project Based Class:
* Projects in groups of 2 or 3 assigned by teacher
* Projects:
* If you are not in class when assigned, you are required to do this on your own
* Grading: My philosophy is: It was important to assign it - therefore it is important you complete it. Grading
  + 10% off when late 1 day
  + 30% off when late 2 days
  + Zero when 3 days late
  + Beyond the 3rd day, you may be allowed to make it up for 50% (within 2 weeks)

**\*\*Students with a zero on assignments never completed the assignment\*\***

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# Community Service Hours

* 2.5 Hours required as a 50 point assignment for the year
* Work a football clothing stand (first on September 1), Parade, PT conferences, community service events, holiday hours, DECA sponsored events, or other and evening openings

# School store

* 25 Points - 35% of your grade
* One hour **each week** on an off hour; before school, after school or during the day
* You are not able to choose your hour unless you want to work after school.
* Changes are made only if your classes conflict with this schedule
* Students scheduled a shift before or after school work 30 minutes otherwise class length
* Grade and attendance for Store hours are entered in on Friday
* If you skip the store, it is an automatic zero and cannot be made up and LOP is assigned
* Theft or giving away product to friend for free is automatic firing removal form the front store. Consequences include: You will be in class every Friday, you will do any store stocking required by the instructor and/or you will be given written assignments and packets of materials that will be required to satisfy the 25 point a week requirement.

# Class Software:

* Classmarker.com for written tests, Virtual Business Simulation Software for finals, Google classroom for daily assignments. Also use Ed-puzzle, Quizzizz, and other online software for class work.