

MARKETING & BUSINESS MANAGEMENT SYLLABUS																											
SCHOOL:	Tuscola Technology Center	Instructor:	Riley Klein																								
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URL:	www.tuscolaisd.org	Email:	rklein@tuscolaisd.org																								
COURSE DESCRIPTION:	Welcome to an exciting course that will prepare you to thrive in the world of business. In this course, you will learn core Marketing and Business concepts through the execution of individualized projects. As a team, we will work towards driving sales in the Cleaver Corner Store in an environment of respect and cooperation that is welcoming to everyone. Participation in DECA is another very important part of the class, and it will provide you with ample opportunities to develop your leadership, communication, and critical thinking skills. For a complete list of DECA activities, please visit www.mideca.org. The Marketing and Business Management Program is a two year program. During two years students will complete the competency standards on page one. Even years will focus on marketing fundamentals and odd years will focus on entrepreneurial fundamentals.																										
COURSE GOALS & OBJECTIVES:	Goal: Operate a business and learn about entrepreneurial opportunities. Objective: Handle and complete customer orders, stock and display merchandise, and plan and execute window displays. Implement sales promotions and create marketing plans with an emphasis on digital strategy. Goal: Be confident and poised when presenting to small and large groups. Objectives: Present role plays, multimedia presentations, and interviews. Participate in small and large group discussions, and participate in DECA activities. Goal: Learn about our competitive, global economy. Objective: Learn about global business and economics, play the stock market game, and develop business plans. Develop strong communication and leadership skills.																										
ATTENDANCE POLICY AND GRADE REDUCTION	The Tuscola Technology Center places a high priority on attendance because the attendance pattern established by the student in school often sets an attendance pattern for employment. To benefit from the primary purpose of the school experience, it is essential that each student maintain regular and punctual attendance. Class attendance is necessary for learning and academic achievement as well as for developing the habits of <u>punctuality, dependability, and self-discipline demanded by business and industry</u>. Regular attendance in the Technology Center’s labs is essential to allow students to fully participate in class instruction, discussion and skill development. Absences beyond eight days per semester are considered excessive. Both excused and unexcused absences are charged in the student total. Grade reductions will occur when students reach 9, 11, 13, and 15 absences. Good attendance is strongly enforced and will have a direct correlation with your grade. Please see me immediately if you have any questions regarding this important policy and be sure to log your attendance and daily activities in your notebook.																										
STUDENT	<table><tr><td>A</td><td>100</td><td>93</td></tr><tr><td>A-</td><td>92.99</td><td>90</td></tr><tr><td>B+</td><td>89.99</td><td>87</td></tr><tr><td>B</td><td>86.99</td><td>83</td></tr><tr><td>B-</td><td>82.99</td><td>80</td></tr><tr><td>C+</td><td>79.99</td><td>77</td></tr><tr><td>C</td><td>76.99</td><td>73</td></tr><tr><td>C-</td><td>72.99</td><td>70</td></tr></table>			A	100	93	A-	92.99	90	B+	89.99	87	B	86.99	83	B-	82.99	80	C+	79.99	77	C	76.99	73	C-	72.99	70
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C	76.99	73																									
C-	72.99	70																									

ASSESSMENT	D+	69.99	67
	D	66.99	63
	D-	62.99	60
	E	59.99	0
	The majority of your grade will focus on project-based learning. Student assignments and projects can be found on Google Classroom.		
CERTIFICATE REQUIREMENTS	Finish the required training as determined by the instructor.		
CERTIFICATIONS	Earn your National Professional Certification in Customer Service from the National Retail Federation. Please visit their website for more information: www.nrf.com . Various certifications in Marketing, Management, Professional Communication, and Finance through YouScience .		
ARTICULATED CREDIT	Delta College (12 credits) Other opportunities including Northwood University.		
CLASSROOM RULES	There are specific rules that you must follow in the Cleaver Corner Store. Everyone will be trained to understand and follow the Cleaver Corner Store Policies and Procedures before our store opening. You must pass the handbook exam and turn in your emergency form to work in the store. Open Door Policy – I'm excited to get to know you as a person and welcome your suggestions and comments. Please feel free to come to me with absolutely anything. If there is something that is troubling you, I know we can handle it quickly and professionally.		
DECA ACTIVITIES	State Leadership Conference: Lansing/Every Fall DECA District Competition: Saginaw Valley State University, December DECA State Competition: Detroit, Every March DECA Nationals: Various destinations - including Florida and California		
SPECIAL FEATURES	DECA is a huge part of the class with opportunities to travel, compete, and partner with local businesses. Participation is not required but highly encouraged. <i>The instructor reserves the right to make adjustments to this syllabus as needed.</i>		

Competency Standards that students will complete over a two year period.

Competency Statements: 52.1999 Specialized Merchandising, Sales, and Marketing Operations, Other (2023)			
Marketing Foundations	Marketing Research and Analytics	Entrepreneurship	Career Ready Practices*
Describe and analyze the foundations of marketing including the core functions and the marketing mix. A1	Describe and implement the concepts of marketing information management, research, and analytics. A3	Analyze the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture. C1	Refer to the Career Ready Practices tab for standards and performance indicators
Use the concept of market identification, and select target markets. A2	Apply marketing information management, research and analytics to make business decisions. B1	Assess the economic principles and concepts fundamental to business operations. C2	Demonstrate problem solving skills consistently and independently
Pricing	Integrated Marketing Communications	Examine and select the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning. C3	Demonstrate collaboration skills consistently and independently
Assess, compare, and evaluate factors and strategies that impact pricing. A5	Describe and utilize the foundational principles of integrated marketing communications. A7	Create a plan for a new idea or business venture including opportunity, feasibility, start-up requirements, financing, business organization, and management strategies. C4	Demonstrate personal management skills consistently and independently
Choose and apply pricing strategies to formulate product cost. B3	Determine the promotional strategies needed to communicate information about products, services, images or ideas, and implement tactics to achieve those strategies. B7	Product / Brand	Demonstrate communication skills consistently and independently
Supply Chain	Determine client needs and wants and respond through planned, personalized communication that influences purchase decisions. B8	Explore, assess, and analyze the fundamentals of product/service management, branding, packaging, and labeling. A6	*Required for ALL CTE programs. Not reported in CTEIS. Monitored through CIP Self-review and TRAC review.
Evaluate the concepts and processes needed for the role of supply chain management. A4		Analyze branding techniques and methods to position a company's offerings in the minds of stakeholders. B4	
Identify, select, and examine marketing channels. B2		Develop and manage a product/service mix. B5	
		Develop and manage product package(s) and label(s). B6	
Orange Font = PCC Competency Code (A1 = PCC A, Competency Statement 1)			