

## **MARKETING 2 2004-2005**

Instructors: Mr. Moe  
Office: A - 12

Office Hours: After school by appt.

### **MARKETING 2**

#### **Course Description:**

Marketing consists of a classroom course for which the student is graded and will receive 0.5 unit of credit. This course builds on foundational information in business and marketing learned in Marketing 1. Students will learn about the sales process and develop a business plan for the small business of their choosing.

#### **The Expectations of the Student are as follows:**

1. Attend regularly and on time-class will start on time
2. Respect those in the classroom
3. Bring materials and textbook daily
4. Complete assignments and projects on time
5. Participate in class discussions
6. Participate in group work as appropriate
7. Make use of technology provided

#### **Materials Needed**

1. Text book
2. Three ring binder for note taking and journal
3. Pen and pencil

#### **Grades**

- 90%-100% - A
- 80%-90% - B
- 70%-80% - C
- 60%-70% - D
- Other - F

Assignments are due on the date specified. Late assignments will be graded at 50%.

Your grade will consist of the following:

- Class Assignments
- Projects
- Class Participation
- Tests
- Courtesy to Guest Speakers