

**MARKETING III**  
**2005-2006**  
**Course Description**

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Instructors: Mr. Moe  
Office: A - 12

Office Hours: After school by appt.

### **MARKETING III**

#### **Course Description:**

Marketing III consists of a classroom course for which the student is graded and will receive 1 unit of credit. In addition, the student has the opportunity to receive an additional unit of credit for participation in the student store. Students will be involved in **student-based and community-based marketing projects.**

#### **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 daily.
4. Complete assignments.
5. Participate in class discussions.
6. Make use of technology provided
7. Weekly meetings **with recorded minutes** with those involved in your school-based enterprises.
8. Performance reviews
9. Guest Speaker participation
10. Maintenance of Personnel File/Portfolio
11. Successful completion of job shadow

#### **Materials Needed**

1. Spiral notebook
2. 3-ring binder for portfolio
3. Pen and Pencil

#### **Grades**

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

Your grade will consist of the following:

Projects- School and Community based  
Class Participation  
Courtesy to Guest Speakers  
Performance Reviews  
Student Store Involvement

Job Shadow  
Participation/Behavior on Outside Trips  
School and Career Planning

### **Student Store Lab**

The student may choose to work in the student store to satisfy the additional credit. The requirements are the following:

- 1) you must work a minimum of 3 periods per week
- 2) you must correctly report your time worked
- 3) you will complete inventory, cash, and sales activities as assigned--this is the basis for grading.
- 4) 3 unexcused absences will mean loss of credit
- 5) must report to the store to relieve the previous employee prior to the end of passing time.