



Introduction to Marketing Fall Semester

2023-2024

Instructor	Ms. Oskolkoff	E-mail	alexandra.oskolkoff@lhUSD.org	Phone	928-854-5001
Class Information:	Room #: I-109b Office Hours: Monday, Wednesday and Friday 2:30-3:00				
Course Description:	This course is designed to introduce the students to basic marketing concepts and principles as they relate to Professional Sales and Marketing, Advertising and Public Relations, Entertainment Marketing and Entrepreneurship.				
Prerequisite:	❖ By election and compliance with qualifications ❖ 9th and 10th grade students enrolled in Introduction course				
Course Learning Units:	Marketing (Student Council) is an instructional program that prepares students to conduct the critical business functions associated with advertisement, public relations, and event development and execution. Students who successfully complete the Marketing program's coherent sequence of instruction will develop an in-depth, practical understanding of leadership skills and marketing concepts as they relate to the nine functions of marketing. Throughout the instructional program, students learn and practice valuable real-world skills by developing and hosting events on and off the LHHS campus.				
Major Course Assignments and Projects:	Students will plan major school events for our student body. Students will be responsible for incorporating marketing techniques into their school event in order to demonstrate their understanding of effective advertising. During this class, students will learn how to create a marketing plan, budget, advertisements, and event plans for a variety of events on campus. (Dances, pep assemblies, fundraisers, etc.)				
Supplies and Resources:	<u>Suggested Materials:</u> These materials are suggested to help ensure students are organized and prepared for class, but they are not required. I ask that students have a writing utensil and a safe place to keep their materials for my class. <ul style="list-style-type: none">• blue or black pens and at least 1 other colored pen (red, orange, green, etc.)• highlighter—at least one color• supply of college ruled loose-leaf paper• 1" binder for this class with divider tabs (for organization purposes)				

Text / Online Applications	<p>Textbook Name: n/a Textbook Delivery: n/a Google Classroom Code: 6rg573i Required Apps with Login Info: n/a</p> <p>As a 1:1 school, technology is integral to our educational experience. In addition to adhering to the expectations established in the LHHS Computer Use Agreement (signed when laptops were issued), students are also expected to follow the policies and procedures set by each teacher/class.</p>
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GRADING/ASSIGNMENT PROCEDURES:

1. Grades can be accessed through your Synergy account. The student is responsible for knowing what his/her current grade is.
2. Grades are posted weekly upon student completion.
3. Most student work will be handed back periodically and should be kept in the student's binder for future reference.

Assignment Weighting for Course:

Using a 100% scale, student work will receive the following weights:

Category	Weight (%)
Participation	40%
Assessments	40%
Assignments	20%

The Final Exam makes up 20% of the overall grade.

Grade Scale:

Letter Grade	Percentage
A	90-100
B	80-89
C	70-79
D	60-69
F	59 or below

Assignment Policies:

Most assignments will be submitted through Google Classroom; daily work that is not turned in will be used to complete the assessment on Google Classroom.

Late Work:

Students need to check on Google Classroom for any work they missed due to an absence and should have the materials/assignments completed following the attendance policy below. Any unexcused late assignments will be deducted by 30% up to one week late. Work will not be accepted after one week late. Any assignments that are turned in more than one week late will receive a permanent zero in the gradebook. Quarterly Writing Assessments will not be accepted late for any credit.

Attendance & Absence:

A parent or guardian must notify the attendance office by phone or in writing on the day of the absence. Once on school grounds, a student may not leave campus without permission and without signing out in the attendance office.

- 1) Members must maintain attendance at 100% unless he/she has a legitimate excuse, given in advance to the Advisor and verified by a parent. If he/she misses a mandatory event, he/she will need to make up that time elsewhere.

Tardiness:

A student not in his/her assigned seat when the tardy bell rings is considered tardy. A student who is tardy to his/her first class of the day must report directly to the attendance office and not go directly to class. It is the student's responsibility to have a pass if they are late to the other class periods.

Absent Work: A student is allowed 1 day to make up work for each day he/she is absent. (2 days absent= 2 days to make-up work, etc.)

District Homework Policy

Purpose:

- Homework should be purposeful, intentional, and relevant to instruction.
- All types of homework should promote high-quality learning and achievement.
- Teachers introduce new concepts, information, and skills in school, **not** in homework.

Time:

- Time spent on homework should be purposeful in terms of learning and skill acquisition.
- Homework may be assigned on a daily or long-range basis where students can expect an average of 70 to 120 minutes per night encompassing all subject areas.

Academic Dishonesty:

Academic dishonesty will not be tolerated under any circumstances. Cheating, copying, or plagiarism of any form will result in failure of the assignment, disciplinary referral, and a parent contact. (See Student Handbook)

AI tools should be used to enhance thoughts and generate ideas. They should not: write essays, write short responses, or conduct research. These are what make your responses of you, and using AI for these is both plagiarism and a step into making your own education more difficult, as you cannot be assessed on this information.

School Behavior and Expectations:

Students are responsible for abiding by the Student Code of Conduct located in the Student Handbook.

All members of the LHHS Student Council must maintain a G.P.A. of 3.0. And they may not have any Ds or Fs in their classes on their official Report Card. They must be in good standing behaviorally with administration and not have received any truancy warnings for attendance. All members must complete a behavior contract and adhere to school policies. They must also comply with this constitution and set of by-laws. Any deviation from these rules is subject to punishment by the school or revocation of membership within the Student Council. Repeated offenses against class rules, behavior contracts, and school policy are defined as "more than once". The LHHS Step Process will be followed, see student handbook for more information.

- 1) Any member may be removed immediately for violation of code of conduct. This includes:
 - A) Leaving school from Student Council function unexcused
 - B) Ditching school completely
 - C) Academic Dishonesty
 - D) Fighting
 - E) Not following drug and alcohol behavior contract or violation of school drug, alcohol, or tobacco policy
- 2) Representatives of Student Council may be placed on the Step Process for:
 - A) Not maintaining a 3.0 G.P.A.
 - B) Poor attendance, grade, participation, or attitude in Student Council (leaving discretion to advisors)
 - C) Failure to meet requirements set forth in this constitution
- 3) Discipline may be brought up by an Administrator or Student Council Advisor for any representative.
- 4) Removal from Student Council is at the discretion of the supervising adults in Part 3 #1.
- 5) Discipline may include revoking officer rank and voting rights, or administrative punishment.

Cell Phone Policy:

Upon entering the classroom, cell phones must be silenced and placed in a cell phone holder unless being used with a teacher BYOD plan. When staff members ask students for their cell phones, refusal to turn the cell phone over may be treated as insubordination. Cell phones may be in use during passing period and during their lunch period. Students may not use their phones to take pictures. Air Pods, Ear Buds, and Headphones will be treated as a cell phone violation. Inappropriate use of smartwatches and other smart technology will also be treated as a cell phone violation.

Dress Code:

The district dress code will be strictly enforced. If you are not dress code compliant, you will be sent to the office. (See Student Handbook) The district dress code will be strictly enforced. If you are not dress code compliant, you will be sent to the office. (See Student Handbook) This is also against our expectations of our student leaders and students who violate the dress code at school or any Student Council sponsored event will be placed on probation.

Location of Use and Wireless Access

Wi-Fi: LHUSD-Guest Password: guestpassword

PARENT / STUDENT AGREEMENT

(Please keep the syllabus and return this page to your teacher)

I have read the above syllabus and understand all policies and procedures.

Student's Name Printed

Student's Signature

Date

Student's School E-Mail Address

Parent's Name Printed

Parent's Signature

Date

Best way to reach you: _____ AND/OR _____
Parent's E-Mail Address Parent's Phone Number

Additional comments/information from the student or parent:

**Please sign and return
by Friday, August 11, 2023.**