**MARKETING PRINCIPLES**

Course Syllabus

***Veterans High School***

Instructor: Andrew Wilson, Marketing Instructor

CTSO Advisor for DECA, School Store Coordinator

E-Mail: Andrew.wilson@hcbe.net Room: 1513

**Course Description**

Marketing Principles is the foundational course for all pathways in Marketing Education. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop an understanding of the functions of marketing and how these functional areas affect all businesses. They learn basic marketing concepts and the role of marketing in our economy. Students also develop skills in applying economic concepts to marketing, distribution and logistics, marketing information management, finance in marketing, product/service planning, pricing mixes, promotional strategies, and personal selling.

**Text**

There will be no assigned textbook for this course. All lessons will be taught through MBA Research Curriculum, OpenStax, and online content material.

**Course Standards**

Georgia Performance Standards for this course are located at: <https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Marketing-and-Sales-Pathways.aspx>

**School Policy and Procedures**

ALL STUDENTS ARE EXPECTED to adhere to all Veterans High School AND classroom policies and procedures as outlined in the Houston County School District student handbook as well as in class.

High School Student Handbook Link - [ATTENDANCE POLICY & PROCEDURES (myconnectsuite.com)](https://content.myconnectsuite.com/api/documents/5048073b0a6c408585d2ac1ee1496f77)

**Career and Technical Student Organizations**

# DECA is the co-curricular organization that is associated with the marketing program. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe. Students will be required to participate in at least one activity pertaining to DECA throughout the semester. Students are highly encouraged to become a member of DECA. Membership is $40, which includes national/state dues and a t-shirt.

**Grading System**

Daily Work (Participation, Class Assignments, Bell Ringers) 15%

Mini Assessment (Quizzes) 20%

Major Assessment (Tests, Projects, Performance-Based Activities) 45%

Final Assessment (Final Exam) 20%

Final Average 100%

**Grading Scale**

**100-90=A • 89 - 80=B • 79 - 70=C • 69 & Below = F**

**This course includes a cumulative exam at the end of the semester. Information about exam exemption is available in the student handbook. There is no End of Course Test (EOCT**). **Final Exam grades will be calculated at 20% of the student’s final average.**

**Instructional Strategies**

Course material will be presented through Teacher Lecture, Computer Lab Assignments, Induction Activities, Group and Individual Projects, Discussion, Guided and Independent Practice, Guest Speakers, Handouts, and Individual Presentations.

**Instructional Supplies**

Please bring to class **daily** - Class Notebook, Pen/Pencil

Binder/college ruled paper

No textbook is issued for this course.

**Make-up Work**

Attendance is extremely important! Work must be made up within **3** days after an absence. It is the student’s responsibility to get the assignments submitted after an absence. Students can stay after school to make their work up, BUT they must make an appointment with me. NO after school make-up will be on Fridays. Students will be allowed to make up one test AFTER they have attended tutoring and made corrections. Students will have 5 days to take a make-up test.

* Late Work will drop one letter grade per day late.

**Chromebooks**

All students are issued a district-provided chrome book for instructional purposes, student engagement, and student learning. Chrome book use is at the direction and discretion of the classroom teacher.

**Parent Conferences**

Parents are encouraged to join me in establishing and maintaining a line of communication in support of their child and the opportunities for success offered through the learning experience here at Veterans. Please feel free to contact me through our Guidance Department to request a conference regarding your child’s academic progress and/or behavior. I am accessible via email.

**Canvas**

Reminders for this class will be sent through Canvas for students and parents. Parents can also gain access to view their student’s work and send messages via Canvas.

**Please sign and return this section of the Marketing**

**Course syllabus to Mr. Wilson by Friday, August 15, 2025**

I have read the Marketing Course Syllabus and clearly understand what is expected for this class.

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Students Name (Please print) Parent/Guardian’s Name (Please print)

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Student Signature Date Parent/Guardian’s Signature Date

Parent/Guardian Contact Number: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian Contact Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_