



2021-2022 COURSE SYLLABUS

Intro to Digital Technology 11.41500

Powered By: CodeHS (Georgia Introduction to Digital Technology)

Teacher: Mr. Tommy Walker

Room Number: 041

Semester: Fall/Spring 2021-2022

Textbook: Marketing Principles

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Tutorial Days: Wednesday

Tutorial Hours: 2:30 pm - 3:30 pm

Course Description:

Marketing Principles is the foundational course for the Marketing and Management, Fashion Merchandising and Buying, and Marketing Communications and Promotion Pathways. Marketing Principles addresses all the ways in which marketing satisfies consumer and business needs and wants for products and services. Students develop a basic understanding of Employability, Foundational and Business Administration skills, Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, Strategic Management, and Global Marketing strategies. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course. Pre-requisite for this course is advisor approval.

Course Content Standards:

- ✓ **Unit 1:** Demonstrate employability skills required by business and industry
- ✓ **Unit 2:** Demonstrate an understanding of concepts, strategies, techniques and systems used in communication, teamwork, human relations, problem solving, critical thinking, personal branding and career development (areas commonly referred to as “soft skills”).
- ✓ **Unit 3:** Acquire foundational knowledge of marketing concepts to understand the scope and impact of marketing on the economy.
- ✓ **Unit 4:** Implement, modify, and improve business and marketing systems to facilitate business activities.
- ✓ **Unit 5:** Demonstrate an understanding of customer behaviors and the economic environment in which customers function.
- ✓ **Unit 6:** Employ financial knowledge and skill to facilitate marketing decisions.
- ✓ **Unit 7:** Acquire foundational knowledge of marketing information and research to understand the scope on business and marketing decisions.
- ✓ **Unit 8:** Utilize pricing strategies to maximize return and meet customer’s perception of
- ✓ **Unit 9:** Employ processes and techniques to develop, maintain, and improve a product/service mix to utilize market opportunities.
- ✓ **Unit 10:** Employ processes and techniques to sell goods, services and ideas.
- ✓ **Unit 11:** Utilize promotional knowledge and skill for communicating information to achieve a desired marketing outcome.
- ✓ **Unit 12:** Utilize knowledge of distribution to manage supply-chain activities.
- ✓ **Unit 13:** Acquire foundational knowledge of international business and marketing concepts to understand the scope and impact on the economy.

Evaluation and Grading:

Grading Components	Weights
Classwork/CTSO Activity	20%
Bell Ringer/Extra Credit	5%
Lesson Quizzes	20%
Exams	15%
Projects	25%
Employability Skills*	15%
Total Score	100%

Required Materials/ Resources/Memberships:

- Google Account

EXTRA CREDIT OPPORTUNITY:

2 Assignment Passes

- ✓ Lysol Wipes
- ✓ Cleaning Spray
- ✓ Kleenex

DRESS FOR SUCCESSES FRIDAY'S:

Each Friday, students will have an opportunity to turn in or complete any assignment from the CURRENT week WITHOUT a penalty if he or she is dressed in Business Casual or Professional dress throughout the day. In the event the student does not have the class on the specified day, students will have to upload a picture to their social media using the #DouglassPride and @mrwalkersroom to receive credit.

Class Culture

Don't Suffer In Silence | If You Need Help, Ask!

Be Who You Are | We Are One, This Is A Safe Space

One Voice | Everyone's Voice Will Be Heard

Build Capacity | Take Every Moment To

Learn And Keep An Open Mind!

Respect | Is Earned And Required

Grading Scale:

100-90	A
89-80	B
79-70	C
69-0	F
Not Evaluated	NE

Campus Portal for Parents:

Visit <https://ic.apsk12.org/portal> to view class schedules, attendance records and grades. To activate your account, visit the school to receive your login (activation key).

- ✓ Disinfectant Spray
- ✓ Hand Sanitizer
- ✓ Signed Course Syllabus
- ✓ Color Pencils

Expectation:

- *Students will **NOT** be able to leave class the first 15 minutes or the last 15 minutes of class.*
- BE ON TIME FOR CLASS
- Actively participate in class lessons and activities.
- Support your classmates in their educational and personal growth.
- RESPECT your peers and teachers.
- Have confidence in yourself, do your BEST.
- Dress for success; your appearance is your FIRST impression.

Class Consequences

1. Verbal warning and/or mini student-teacher conference
2. Call home
3. Detention and/or parent-teacher conference
4. Referral to administrator

A PARENT/STUDENT/TEACHER CONTRACT

As a parent/guardian, I will:

- Show respect and support for my child, the teachers, and the school.
- Support the school's discipline policy.
- Provide a quiet, well-lit place for study and supervise homework.
- Attend parent-teacher conferences.
- Talk with my child each day about his or her school activities.
- Monitor my child's TV viewing.
- Assist with at least one school or classroom activity.
- Read with my child for at least 10 minutes each day and let my child see me read.

As a student, I will:

- Always try to do my best work.
- Be kind and helpful to my classmates.
- Show respect for myself, my school, and other people.
- Obey classroom, school, and bus rules.
- Show respect for property by not stealing or vandalizing.
- Come to school prepared with my homework and my supplies.
- Believe that I can and will learn.
- Spend at least 15 minutes each day studying or reading at home.
- Talk with my parents each day about my school activities.

As a teacher, I will:

- Show respect for each child and for his or her family.
- Make efficient use of learning time.
- Provide a safe and comfortable environment that's conducive to learning.
- Help each child grow to his or her fullest potential.
- Provide meaningful and appropriate homework activities.
- Provide necessary assistance to parents so they can help with assignments.
- Enforce school and classroom rules fairly and consistently.
- Supply students and parents with clear evaluations of progress and achievement.
- Use special activities in the classroom to make learning enjoyable.
- Demonstrate professional behavior and a positive attitude.

Now, hand in hand, we will work together to carry out this contract.

Parent Signature

Date

Student Signature

Date