



## LISLE HIGH SCHOOL

# Marketing

### Contact Information

Teacher	Email	Phone Number
Mr. Scott Waibel	swaibel@lisle202.org	630-493-8365

### DEPARTMENT MISSION

The mission of the Career and Technical Education (CTE) Department is to provide college and career readiness instruction through a dynamic, hands-on curriculum, providing students the education and skills necessary to prepare them for a specific college major and/or career. Students will acquire the ability to work independently, as part of a team, and think creatively to solve problems.

### COURSE DESCRIPTION

Marketing is the creation and maintenance of satisfying exchange relationships. Per the American Marketing Association (AMA), marketing is defined as an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit both the organization and its stakeholders.

Marketing has been described as the performance of business activities that direct the flow of goods and services from producer to consumer. It also includes customer research and product development activities. It applies to both for-profit and not-for-profit businesses (United Way, churches, schools, etc.). Not only is marketing used for goods and services, but it is also used for individuals (political candidates, sports stars, etc.) and even to promote ideas (quit smoking, recycle, stay in school, etc.)

Students will learn about the following nine marketing functions:

Market Planning, Product and Service Management, Distribution, Pricing, Promotion, Selling, Marketing-Information Management, Financing, and Risk Management.

This course will include a class project(s) to create and sell a product and/or service. It may also include a field trip to a marketing department of a business.

### COURSE LEARNING STANDARDS

This course aligns with National Business Education Association (NBEA) Marketing Standards. Upon successful completion of this course, students should be able to:

- Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
- Analyze the characteristics, motivations, and behaviors of consumers.
- Analyze the influence of external factors on marketing.
- Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.
- Analyze the role of marketing research in decision making.
- Describe the elements, design, and purposes of a marketing plan.





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### COURSE GRADING POLICY

Students will be graded using homework assignments, quizzes, and tests as follows:

- 25% - Formative            Includes all written class work, workbook assignments, and homework.
- 75% - Summative           Includes quizzes given at the end of each chapter and tests of cumulative material covered in class and text. Please note that failed quizzes can be re-taken for a passing grade (60%) using your book/notes, but must be made up before the next quiz.

#### **Grading Scale:**

90-100% = A    80-89% = B    70-79% = C    60-69% = D    50-59% = F

#### **Extra Credit:**

Extra credit assignments will be available throughout the semester, allowing a student to increase their grade by up to one percentage point per quarter.

#### **Make-up Quizzes:**

Quizzes are to be taken when scheduled. If a student misses a quiz due to a field trip, sickness, etc., they must take the quiz before the next quiz date.

#### **Semester Grade:**

80% 1st--2nd Quarter  
20% Final Exam (cumulative)  
100%  
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### LATE WORK POLICY

Homework will be reviewed in class on a daily basis. Late homework will be accepted for partial credit (less 30% for one day late; less 50% for up to one week late; **no** credit for over one week late).

### COMMUNICATION WITH COURSE TEACHER

For students, face-to-face communication with the teacher is preferred. If not available, email using the address listed above is the next best communication method. For parents, email is the preferred method, followed by a phone conversation for more in-depth or personal communication. All emails/phone messages are expected to be returned with 24 hours.

### OTHER SUPPORT

Forming a study group with fellow Marketing students is highly recommended. Also, Mr. Waibel would be glad to review marketing concepts, homework, etc. on a daily basis before and/or after school. Setting up an appointment in advance would be greatly appreciated.

### TEXTBOOK and MATERIALS

- Textbook: Marketing, 3<sup>rd</sup> Edition
- Pen/pencil, notebook, calculator, and 2-pocket folder or 3-ring binder

### ATTENDANCE

There is a direct correlation between attendance and success in this course. If you are unable to attend a class, it is your responsibility to obtain the class handouts, notes, etc. You are responsible for anything covered in class during your absence, including assignments given and collected.





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### **CLASS RULES**

- The LHS tardy policy will be strictly enforced. If you are not in your seat when the bell rings, you are tardy. A fourth tardy will result in a school detention.
- Come to class prepared! This includes bringing your book, workbook, pencil, calculator, etc. to class every day.
- Courteousness and consideration should be practiced at all times during this class. This is in regards to fellow classmates, teachers, and guest speakers.
- Assignments, quizzes, and tests missed due to absence must be made up within a reasonable time after your return to school.
- Students are allowed up to two hall or washroom passes per quarter.
- Electronic communication devices must be used for educational purposes only.
- Students may drink beverages in class as long as they are responsible in a safe and appropriate manner.
- No food is allowed in the classroom.

### **ACADEMIC HONESTY**

It is expected that all material submitted for this course is the actual work of the individual whose name appears on the material. Research information must be properly documented. Violations of academic honesty include, but are not limited to, cheating, plagiarism, and receiving help on a test. Copying another person's assignment will result in both the copied assignment and the original assignment guilty of academic dishonesty. A student found guilty of academic dishonesty is subject to failure of the assignment in question and/or failure of the course.

### **FIELD TRIP ELIGIBILITY**

In order to be eligible to attend our field trip, a student must have greater than 90% attendance and C's or better in all courses according to the most recent Wednesday Eligibility Report.

