COURSE DESCRIPTION
This course, a beginning cooperative program for juniors and seniors, combines classroom instruction with supervised on-the-job training in marketing and distribution occupations. Students will gain knowledge relating to career choices such as advertising, selling, communications, sales, customer service, promotion and merchandising.

This course is a college course articulated through Dallas County Community College (Richland). College credits can be earned as dual credit or tech prep credit.

COURSE UNITS OF STUDY
- Career Preparation & Professional Responsibility
- Personal Finance
- Marketing Concepts
- Marketing Principles
- Economics Concepts
- Marketing Communications & Careers
- Selling
- Customer Service
- Promotion
- Financial Concepts
- Marketing Research
- Entrepreneurship
- Global Trade

GRADING CRITERIA
Grading Criteria for Six-Week Grades:

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
<th>Grading Scale</th>
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<tbody>
<tr>
<td>Lab</td>
<td>22%</td>
<td>90% to 100% A</td>
</tr>
<tr>
<td>Professional Responsibility</td>
<td>22%</td>
<td>80% to 89% B</td>
</tr>
<tr>
<td>Training-related Projects</td>
<td>22%</td>
<td>70% to 79% C</td>
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<tr>
<td>Test</td>
<td>17%</td>
<td>Below 70% F</td>
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<tr>
<td>Classwork</td>
<td>17%</td>
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REQUIRED MATERIALS
Students must come prepared for class with the following supplies:

- Pen (black or blue only)
- Loose-leaf Paper
- 1½ “ Binder

Students will also need the following for the semester:

- USB Flash Drive
- 8-tab Dividers in Binder
- Pocket Folder
Additional supplies may be required for projects

**CLASS FEE**
The class fee is $40.00. It covers, DECA dues, DECA T-shirt, competition supplies. If you compete: Competition fees are additional for District, State and International.

**COURSE SCHEDULE**
Course schedule is subject to change at the discretion of the teacher; and, is based on student progress.

<table>
<thead>
<tr>
<th>Six-Weeks</th>
<th>Projects</th>
<th>Test</th>
<th>Classwork</th>
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<tbody>
<tr>
<td>August 25 – October 3, 2014</td>
<td><strong>Project 1:</strong> Career Preparation Project</td>
<td><strong>Test 1:</strong> WBL Handbook</td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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<td><strong>Project 2:</strong> Training Station Manual</td>
<td><strong>Test 2:</strong> Personal Finance</td>
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<td><strong>Project 3:</strong> Life After ... Project</td>
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<td>October 6 – November 14, 2014</td>
<td><strong>Project 4:</strong> DECA Written Event</td>
<td><strong>Test 3:</strong> Marketing Concepts</td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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<td><strong>Test 4:</strong> Marketing Principles</td>
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<tr>
<td>November 17 – December 21, 2014</td>
<td><strong>Project 5:</strong> Sales Presentation</td>
<td><strong>Test 5:</strong> Marketing</td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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<td><strong>Project 6:</strong> Window Box</td>
<td>Communications &amp; Careers</td>
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<td><strong>Mid-Term Exam</strong></td>
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<tr>
<td>January 6 – February 20, 2015</td>
<td><strong>Project 7:</strong> Customer Service Certification Preparation</td>
<td><strong>Test 6:</strong> Promotions</td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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<td><strong>Test 7:</strong> Marketing Research</td>
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<td><strong>Test 8:</strong> Customer Service</td>
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<td>February 23 – April 17, 2015</td>
<td><strong>Project 8:</strong> Entrepreneurship Interview</td>
<td><strong>Test 9:</strong> Entrepreneurship</td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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<td></td>
<td><strong>Test 10:</strong> Economics &amp; Global Trade</td>
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<td>April 20 – June 5, 2015</td>
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<td><strong>Final Exam</strong></td>
<td>Class work: Bellringer, Class Discussions, Activities, Role-Plays, Cornell Notes, Portfolio Work</td>
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Participation grades will be assessed based on active engagement in class, proper use of class time, being prepared, and meeting classroom expectations.

**WORK-BASED LEARNING HANDBOOK**
Students will receive the work-based learning handbook which outlines student responsibilities, program policies and procedures, student expectations, and detailed information on grading criteria.
TRAINING STATIONS
All Marketing Career Preparation Program students must be employed in a marketing-related job at an approved training station no later than September 2, 2011. Students must have a signed training plan and work no less than 15 hours a week.

GUIDELINES FOR SUCCESS
To make this semester enjoyable and productive, the following guidelines will help each student to be successful:

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<tbody>
<tr>
<td>1. Be prepared.</td>
<td>Please be on time to class. Be prepared to work with pen &amp; paper. If you miss a class, you are responsible for missed assignments.</td>
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<tr>
<td>2. Be ready to participate.</td>
<td>Please be in your seat, ready to work, at the start of class. Offer your ideas and share your thoughts. Be engaged! Class is much more interesting if you are!</td>
</tr>
<tr>
<td>3. Be cooperative.</td>
<td>Please treat your fellow classmates and the teacher with consideration. Be helpful and supportive so ALL students can learn.</td>
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<tr>
<td>4. Be an enthusiastic learner.</td>
<td>Please enter the class excited to learn something new. Stay alert and on task for the entire class.</td>
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<td>5. Be eager to use what you have learned.</td>
<td>Please apply the lessons learned and make the content relevant to your everyday life. The skills obtained in the class can work for you!</td>
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Students are expected to abide by all rules as outlined in the Student Handbook. Students are expected to follow the student dress code, cellphone/electronics policy, and all classroom procedures.

Students are expected to maintain the cleanliness of the room and maintain school property.

MENU OF CONSEQUENCES
Failure to follow classroom expectations or classroom procedures can result in the following:

- Verbal Warning
- Time Owed
- Parental Contact
- Detention
- Disciplinary Referral

CLASS POLICIES
Assignment Submittal/ Return
Students must submit homework, assignments and projects on the due date at the beginning of the class. Assignments will be submitted to the assignment basket or directly to the teacher.

Assignments will be graded and recorded in Grade Book weekly. Assignments will be returned for students to keep at the end of the grading cycle.

Makeup Assignments
Students will be allowed to make-up missing assignments due to absence. It is the responsibility of the student to get the assignment and make up the work within the specified time. Students will have a time equal to days absent to make up assignments. Students must make up assignments during tutorials to avoid missing additional class time.

A penalty of 20 points will be deducted from each assignment or test grade for unexcused absences.

Late Assignments
Any work not submitted by the assigned due date is considered late. Late work will be penalized 10 points per day the meets for up to 30 points.

Incomplete Assignments
Students will be allowed to finish incomplete classwork only if the student was actively engaged, properly used class time, and attempted to complete the assignment in class. Student must attend the next scheduled tutorial session to complete the assignment.

Grade Checks
It is the responsibility of the student to track their progress in class. Grades will be updated weekly. Grades will not be discussed in class. Students must attend tutorials or meet with me during conference to discuss grades.

TUTORIALS
Tutorials are offered each week to assist students who need additional support to succeed in class, who want to make up missed or incomplete assignments, and/ or who want to discuss grades. Students must come to tutorials on time and be prepared to work. There will be no late entry to tutorials. Tutorial requests must be completed and approved before the tutorial session. The tutorial schedule is as follows, but is subject to change:

A days 7:00-7:25 and 2:30pm – 3:00pm
Changes to tutorial schedule will be posted.

No tutorials on Tuesdays.

Conference Period 2nd period B days

Communications
Parents: Please contact me during my conference by phone or by appointment. The best and quickest response will be via email.

Students: Please attend tutorials to discuss attendance, missing assignments, late assignments, retesting, and grades. This ensures that instruction time is maximized. Students are also encouraged to email me.