

Omaha North High School

Marketing 1-2 Syllabus

Instructor: Mr. Ali Alsaadi
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Office: Room 301
Plan Periods: B6 and A7
Best times to contact: After School (around 3:05p-3:25p)
EMAIL ME IF YOU NEED ANYTHING!

Course

Description:

This course reviews the most critical marketing essentials concepts needed by consumers in today's marketplace including issues specific to: Product, Price, Promotion, and Distribution of any company in mind. The goal of Marketing 1-2 is to help students better market themselves and/or products to the consumer world as well as conscientious members of society.

Course Objectives:

Upon completion of this course, the student will be able to:

- UNIT 1: Understand the world of marketing
- UNIT 2: Basic understanding of Economics and how it ties with marketing
- UNIT 3: Identify the correlation between businesses and society
- UNIT 4: Make use of skills in marketing such as math, communication, technology, interpersonal, and management skills.
- UNIT 5: Understand the concepts of selling and promotion.

Assessments:

- Course grades will be determined by planned assessments such as weekly assignments, quizzes, tests, and projects and will be scored using appropriate rubrics.
- Major tests and/or projects are to be expected at the end of each major unit.
- Homework/in-class activities are to be turned in by the end of each chapter.

Grading Practices/Scale:

All coursework and assessments are judged based on the level of student learning from "insufficient or no evidence of student learning" to "advanced." This course will provide multiple opportunities to achieve at the "proficient" to "advanced" levels. Students are evaluated on a proficiency scale or project rubric.

Letter grades are not awarded for individual assignments or assessments. At the end of a grading period, scores will be converted to a letter grade using the secondary OPS grading scale.

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|----------|-------------|-------------|
| A | Advanced | 3.26 – 4.0 |
| B | Proficient | 2.51 – 3.25 |
| C | Progressing | 1.76 – 2.5 |
| D | Basic | 1.01 – 1.75 |
| F | Failing | 0.00 – 1.00 |

Grading Weights:

- Formative coursework is weighted at 35%.
- Summative coursework is weighted at 65%.

Redoing/Revising Student Coursework:

- Students MAY be allowed redo's and revisions of coursework for full credit during that unit of study based upon the teacher's professional judgement and evidence collected throughout the unit.

Classroom Expectations:

Academics: Be an Academic Achiever

1. Be on time. Be in the classroom before the final bell rings prepared to engage in the learning process.
2. Complete and turn in assignments on time. Communicate with me when you are absent.
3. Complete your own work. Using a classmate's work or work from the internet will result in a zero.

Behavior: Be a Responsible Citizen

1. Be respectful of everyone and everything in the classroom.
2. Use appropriate language.
3. Keep cell phones and electronic devices away during slide instruction.

Community: Be a Community Builder

1. Respect your classmates' opinions. Listen and try to understand different perspectives.
2. Keep your workspace clean.
3. Report any damage or safety concerns.