



## **Orange High School** **Syllabus for Introduction to Marketing**

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### **Mr. Gamble**

For email: [gambleL@orange.k12.nj.us](mailto:gambleL@orange.k12.nj.us)

For Google Drive: [GGamble@orange.k12.nj.us](https://drive.google.com/u/0/invite/link?email=gGamble@orange.k12.nj.us)

Voicemail: 862-438-5406

Google Classroom Code – Period One: hamqy44 / Period Seven: qtzgqv7

Remind Code – Period One: @9f3ee4 / Period Seven: @eb8kb9

### **Course Description:**

#### **Introduction to Marketing**

This course introduces students to the fundamentals of marketing, retailing, and selling/service businesses as well as basic economic concepts. Topics covered will include supply and demand, competition, business cycles, market segmentation, distribution, human resources, the sales process, promotion, public relations, business ethics and social responsibility, and price planning and strategies. The goal of this course is to enable students to understand and apply marketing, management, and entrepreneurial principles to make rational economic decisions, and to exhibit social responsibility in a global economy. “Hands-on” learning activities that increase student involvement and add a sense of personal meaning for students will be utilized throughout the course. Learning to work as part of a team, sometimes as a responsible leader and sometimes as a team player, will be emphasized. Part of this process includes learning to communicate effectively. Listening, reflecting, providing constructive feedback, and carefully considering the ideas of others are important skills to take to the workplace and students will gain an understanding of this throughout the course.

This course meets every day for forty minutes.

### **Materials/Needed:**

**-Earbuds   -Pencil Case   -Writing Utensils   -Journal   -Flash Drive   -Pocket Folder**

### **Portfolios:**

Students will keep a portfolio of all major projects, writing assignments, tests, and best work. Students will frequently reflect on assignments to assess their strengths and improvements. They will also reflect on the areas in which they need to grow. Reflections must be completed for portfolios and will be graded. At the end of the year, the portfolios will be transferred to the students’ new teacher.

### **Journals:**

Students will keep a journal. Entries may include but are not limited to short reflections, brainstorming for a self-selected topic, drawings, pictures, inspirational objects or the beginning of a major project. Students will be encouraged to apply newly acquired skills. The journal will be checked on a regular basis.

### **Expectations for Turning in Assignments:**

Both class work and homework must be legible, neat, accurate in form and content, and completed on time. **Late assignments** may not be accepted for credit and will lower a student's grade point average. **Missing assignments** are defined as items left at home, left in a locker, or deemed incomplete. Missing homework/class work assignments will receive a **grade of zero**. Students will also receive a zero for work that is plagiarized, completed during another teacher's class, or involves cheating of some sort. Major assignments may be accepted one class day late and will have ten (10) points automatically deducted from the total score.

*\*Malfunctioning computers and or printers will not be an accepted excuse for late assignments.*

### **Absenteeism:**

If students are absent, they can obtain their assignments in a multitude of ways: ask a friend, email the teacher, or speak with the teacher. For each day students are absent, they have one day to make up the task. Also, students will receive a zero for the day unless he/she submits a doctor's note to the teacher.

If students are absent from class because they are at an assembly, practice, a counseling session, on a school trip, or are suspended, *they* are responsible for all missed homework and class work. In order for these absences to count as excused absences, students must present a valid pass.

**NO EXCEPTIONS WILL BE MADE.**

### **Tardiness:**

Students are tardy when they are not in their seats when the bell rings. Any student who elects to leave the classroom without permission for any reason takes a tardy for that period. Tardiness affects students' grades.

### **Scheduled Help:**

Students in need of extra help may make an appointment in advance for an after-school help. Arrangements must be made in advance with the teacher to avoid conflicts.

### **Bullying/Harassment/Intimidating:**

Orange Preparatory Academy expects pupils to treat each other with civility and respect, and the community will not tolerate acts of bullying, harassment, or intimidation.

### **Consequences for inappropriate behavior:**

1 <sup>st</sup> infraction =	A verbal warning is given.
2 <sup>nd</sup> infraction =	Action Plan, Parental contact and Detention.
3 <sup>rd</sup> infraction =	Disciplinary referral due to students' inappropriate behavior.

### **Grading Scheme:**

Quizzes and Tests	30%
Class Participation	15%
Class Work	20%
Authentic Assessments	25%
Homework	10%

## **CLASSROOM MANAGEMENT - BE RESPECTFUL!**

- All students have the right to learn in a safe environment.
- All students are expected to behave in a respectful manner.
- Anyone who disrespects, disrupts, or threatens anyone or anything will be removed from the classroom.

## **FOLLOW THE RULES!**

- The HS Communications Agreement will be strictly enforced.

- Visiting inappropriate Web sites and emailing of any kind is not allowed.
- No software programs or games will be installed or used on lab computers.
- **NO Cell phones.**
- Eating and drinking is not allowed in the computer lab.

### **BE RESPONSIBLE!**

- Students are responsible for equipment assigned to them during class (i.e., books, computers, etc.).
- Questions/problems should be reported to the teacher promptly.
- Any damage or tampering of any kind will be dealt with accordingly.

### **ACADEMIC INTEGRITY POLICY**

#### **Definition:**

- Dishonest behavior when doing class work or assignments and tests.

#### **Samples of cheating:**

- Using unauthorized assistance on any assignment or test
- Turning in work previously prepared for another class
- Turning in work that was prepared or partially prepared by another student
- Taking credit for group work when you did not contribute significantly or meet your obligations
- Helping someone to cheat

- ☐ Printing an assignment out for someone else
- ☐ Sharing electronic files with another student
- ☐ Giving someone an assignment or test to copy from
- ☐ Allowing someone to look at your test paper
- ☐ Assisting another student in any of the above

#### **- Plagiarism:**

- ☐ Copying and pasting work from the internet
- ☐ Using the words or ideas of another writer as your own
- ☐ Rewriting someone else's work and changing a few minor words
- ☐ Summarizing someone else's work without acknowledging the source

#### **Consequences:**

**1st offense:** Student(s) will receive a "0" for the assignment and will repeat the assignment for zero credit. In addition to the handbook policies regarding cheating offenses, student(s) will receive a written referral, a detention, and parents will be notified.

**2nd offense:** Loss of credit in the course

#### **Responsibility:**

- Students are responsible for knowing the academic integrity policy and may not use ignorance as an excuse for dishonesty.

### **How Students Can Be Successful**

- **Be in class, on time, everyday!**  
Be ready to learn and have your materials with you. If you are absent, make up your work.
- **Read the materials provided! Have a question? Speak with the teacher!**
- **Practice, Practice, Practice!**
- **Do your work and turn it in on time!**  
If you are not completely finished with an assignment, it is better to turn in what you have than nothing at all.

- **Participate in class!**

Learning is not a spectator sport...you must engage your brain. Take part in activities and discussions.

- **Take Notes!**

Review your notes at home so you can remember the information.

- **STUDY FOR TESTS!**

Don't just expect miracles.

- **Manage your time wisely!**

Don't procrastinate and wait until the last minute to throw something together for a project.

- **Pay Attention!**

Don't let others distract you from your learning and success. Don't be the cause of someone else's distraction.

You are not paying attention when:

- o There is a blue glow upon your face when your computer is supposed to be off.
- o Your eyes are darting back and forth between your computer and the teacher.

- **Ask for Help!**

If you don't understand something, let the teacher know. If you need additional help, arrange to meet with the teacher before or after school.

## **What Parents/Guardians Can Do to Help Their Teen be Successful**

- **Ask your teen to summarize what we are learning in class.**

- **Check grades on Parent Portal.**

Grades may be monitored by accessing the Parent Portal on our school web site.

- **Check to be sure your child is coming to school and attending class.**

- **Call or e-mail the teacher if you notice your child is struggling.**

- **Provide a regular schedule at home.**

It is important to help your child get enough sleep at night and for them to eat a good breakfast before school.

- **Help your child balance his/her after-school activities.**

It is easy for children (and adults) to become too busy with sports, clubs, church, etc. Make sure there is enough time to do homework, study, and have some relaxation time.

- **Provide a good study space**

A space that is quiet and free from distractions will help your teen focus on their homework.

## **What the Teacher Will Do to Help Students be Successful**

- **Arrive to class prepared daily with informative lessons.**

- **Help students see the relevance of the business world in their own lives.**

- Be available to offer additional help outside of class time.
- Encourage students to be successful academically and involved in the community.
- Ensure a safe & ethical environment for learning while promoting positive character development in class.
- Show students and parents respect through words and actions.

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## Introduction to Marketing Syllabus

**Mr. Gamble**

[gamblegL@orange.k12.nj.us](mailto:gamblegL@orange.k12.nj.us)

I have read and understood Mr. Gamble's syllabus. If I have questions, I know that I can contact Mr. Gamble at the HS by dialing (973) 677-4050, leave a voicemail at 862-438-5406 or by emailing him at [gamblegL@orange.k12.nj.us](mailto:gamblegL@orange.k12.nj.us).

### COMPLETE THE INFORMATION BELOW

Parent's Name (Print): \_\_\_\_\_ Date: \_\_\_\_\_

Parent's Signature: \_\_\_\_\_

Daytime Phone Number: \_\_\_\_\_

Evening Phone Number: \_\_\_\_\_

Current Email Address: \_\_\_\_\_

Best Time to Contact: \_\_\_\_\_

Student Name (Print): \_\_\_\_\_ Date: \_\_\_\_\_

Student Signature: \_\_\_\_\_

**PLEASE SIGN THIS PAGE AND RETURN IT TO SCHOOL TOMORROW  
ALONG WITH THE INTERNET ACCEPTABLE USE AGREEMENT AND  
PHOTO/VIDEO RELEASE FORM**