



Course Syllabus: Marketing

Course Description: Marketing Principles is the foundational course for Marketing and Management, Fashion, Merchandising and Retail Management, Marketing Communications and Promotion, Hospitality and Tourism and Sports and Entertainment Marketing 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 business and marketing skills, economics, entrepreneurship, marketing information management, product/service management, promotion, selling, and channel management and distribution. Instructional projects with real businesses, work-based learning activities including School-Based Enterprises, and DECA application experiences should be incorporated in this course.

Professional communication skills and practices, problem-solving, ethical, and legal issues, and the impact of effective presentation skills are enhanced in this course to prepare students to be college and career ready. Employability skills are integrated into activities, tasks, and projects throughout the course standards to demonstrate the skills required by business and industry. Competencies in the co-curricular student organizations (DECA) are integral components of both the employability skills standards and content standards for this course.

There is no pre-requisite for this course.

Textbook

There is no textbook required for this course. All course content is digital and available in the online course modules.

Course Participation Policy

Students should follow the Course Schedule (located in Course Information area of course) and all course work must be submitted no later than 11:59 PM on the due date.

After the due date has passed, instructors will enter zeros in the Grade Center for work not submitted by the deadline. During student breaks and towards the end of the semester, students may improve their course grade by completing and submitting work with grades of zero from earlier in the semester. Zeros will remain in the Grade Center until course work is submitted and evaluated by the instructor.

The CVA term ends prior to the end of the traditional school semester. The final date work will be accepted each term is posted on the CVA website (www.cobbvirtualacademy.org).

Grading

Grades for the course are calculated based on category percentages as follows:

Assignments = 30%
Discussion Boards =15%
Quizzes = 15%
Tests = 30%
Final Exam = 10%

Academic Integrity

Academic integrity is the cornerstone of learning at CVA, and we take the integrity and authenticity of student work very seriously. When academic integrity is maintained, students will make decisions based on values that will prepare them to be productive, meaningful, and ethical citizens.

Students are required to abide by the CVA Academic Integrity Policy. Academic dishonesty in any form will not be tolerated. The CVA Academic Integrity Policy outlines the consequences if students fail to maintain academic integrity in their course. For additional information, the CVA Academic Integrity Policy is posted on the CVA website.

Additional General Information

- Students must complete the mandatory online CVA Student Orientation each term. One Student Orientation needs completed for each class you take.
- All coursework must be completed and submitted using the links in CTLS by 11:59 PM on the DUE DATE.
- Work should be completed in the order it is assigned on the Class Schedule.
- All work submitted on time will be graded within 24-48 hours.
- All Assignments not submitted by the due date will be marked missing. Missing assignments calculate as zeros in the coursework average. When students submit missing work, the assignment will be graded and calculated into the course average.