

**Huron Area Technical Center
1160 South Van Dyke Rd.
Bad Axe, Michigan 48413
Telephone (989) 269-9284 Fax (989) 269-2844**

MARKETING PROGRAM SYLLABUS

Instructor: Mrs. Amber Blackstock

Credentials: Bachelor of Science in Education
Secondary Certification, Central Michigan University
Major: Business Education
Minor: General Business in Education
Concentration: Marketing
Endorsement: Business & Vocational Education

Email: amber@hisd.k12.mi.us **Classroom:** A106

Credit Available: Elective high school credit is recommended by the HATC and awarded by the student's home school.

Marketing Program Purpose

The purpose of the Marketing Program is to provide students interested in the *Business, Management, Marketing, and Technology Career Cluster* with the technical, academic, and employability skills of a rapidly changing business environment that will lead to success in the occupation and further education.

Marketing Program Description

The Marketing Program offers a variety of hands-on projects, in addition to operation of the campus store, The Exchange, to develop business, entrepreneurial, communication, and employability skills from a marketing vantage point. Other topics that will be emphasized include teamwork, responsibility, and decision-making. Students should also expect to experience reinforcement through the use of current articles, computer technology, case studies, Internet use, role-play, presentations, and guest speakers. In addition, students will have the opportunity to attend field trips and consult with local businesses. Work based learning opportunities in the community and articulation of credit to colleges and universities may be available for advanced students.

Career Opportunities in Marketing

Students can expect to be prepared for a large spectrum of careers by using their marketing knowledge and skills to serve as a foundation to continue the study of business and marketing at the college level or begin entry-level employment. Marketing careers can often be found in many fields including, but not limited to: sports and entertainment, fashion, hospitality, automotive, finance, real estate, merchandising, human resources, management, advertising, sales, business information systems and entrepreneurship, and manufacturing.

Marketing Program Objectives

Upon completion of this program, the student should be able to:

1. Explain the concept of marketing
2. Explain how marketing affects our society
3. Apply marketing procedures
4. Use marketing knowledge and skills to serve as a foundation to continue the study of marketing at the college level or begin entry-level employment

Marketing Program Expectations

1. Be respectful to everyone and everything
2. Be prepared and ready to learn
3. Be an active participant in class

Marketing Program Semester Grading Policies

Grades will be determined based on the total points earned. Please refer to the HATC Student Handbook for additional center-wide policies that may have an impact on semester grades and the grading scale used. Students may have the chance to earn extra credit through opportunities that arise during the course of the semester.

<i>Components</i>	<i>Points</i>
Assignment	10
Attendance	Refer to the Student Handbook
Audit	10
Participation	50
Project	Vary
Quiz	50
Store Duty	50
Work Skills	Refer to the Student Handbook

Examples of Marketing Projects

- Store Operations-Work as manager, cashier, merchandiser, and sales clerk
- Career Exploration-Research various career paths and make future plans
- Product Project-Invent a product, design a package, and produce a commercial
- Consulting-Work with local businesses to meet their individual marketing needs
- Promotional Campaign-Develop promotional materials to create a media kit
- Entrepreneurship Project-Create your own unique business
- Portfolio Development-Prepare your own collection of materials to interview with