

Hempstead High School Syllabus For Marketing 1

Course Title: Marketing I

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Course Description:

The marketing course will introduce the essentials of marketing to the student. Beginning with the marketing mix, students will identify the who, what, where, how and why of marketing. They will explore the economic factors that influence buyers as well as advertising, buying and distribution, pricing and research.

Textbook: Burrow, James L, et al. "Marketing" 3rd edition. Boston: Wadsworth, Cengage Learning, 2008.

Website: <http://businesseducationny.com> (Hit the Marketing tab at the top)

All of your assignments will be available for you to complete via our class website. Every lesson will have an instructional video component and most lessons will have a text/research component. **Please note that this is NOT a remote class.** You will not pass if you do not attend.

Attendance And Lateness: Simply put, if you miss more than 18 classes regardless of effort and quality of work on days that you attend, you will fail the class. There is no way to pass the class if you miss more than 18 classes. Regarding lateness, two latenesses equate to one absence, so 36 latenesses (with zero absences) means that you will fail the class. A student is considered absent (and will get a full absence) if they miss more than 40 minutes of a class. Attendance is mandatory. You cannot and will not pass Computer Applications I without attending class.

Up until a student reaches 18 absences (over 2 quarters), deductions for attendance will be limited to 10% of your overall grade. Each student receives an attendance/participation grade that is 10% of your overall grade. As soon as you are absent for 7 classes (per quarter), you will start to see deductions in your Attendance/Participation grade. Excused absences will not count as an absence. In the case of an excused absence (sick day with a doctor's note) it is your responsibility to have your parent or guidance counselor reach out to me. My phone number and email are listed above. Excused latenesses happen when you provide me with a note from the teacher/staff member who prevented you from getting to class on time. Bring a note and these will not count as lateness.













Late Work: From time to time, I will be willing to accept late work. That decision is entirely up to me. In the past I have had students attempt to hand in an entire quarter's worth of work on the last day. That is no longer possible. If I do accept late work, it will not be graded the same as work that is handed in on time. The highest score that you can get on late work is 70%. The highest score you could get for on time work is 100%. If Mr. Kazanjian is given notice from a guidance counselor or shown a doctor's note, he will be flexible with late work (student can still get 100%). Please note, most content for this class is accessible from the website and all tests and worksheets can be downloaded and work could be completed at home.

Translations: The vast majority of work assigned by Mr. Kazanjian will have Spanish translations. If something is not translated, you are advised to use the Google Translate app, which translates images and has translated speech to text. We use YouTube for videos because the content is automatically translated. All worksheets and

text will be translated.

Your Binder: You are to keep all work in your binder. It will be graded periodically over the course of the semester. You will be supplied a binder at the beginning of the class. If you lose your binder, you must purchase a replacement. Any assignment that has been graded in PowerSchool you do not need to redo. If the binder is lost and a lesson has not been graded, you must redo that lesson to get credit. I would suggest that you keep your binder in class at all times. I would advise that you take home the individual pages that you need to work on. Please do not leave loose papers on Mr. Kazanjian's desk. Those papers will be lost.

Grading Scale and Policy: Below is the grading scale that will be used in class.

TYPE	ATTRIBUTE	WEIGHT	PERCENT
Category Weighting	 CLASSWORK (FORMATIVE) 	20	20%
Category Weighting	 HOMEWORK (FORMATIVE) 	10	10%
Category Weighting	 PARTICIPATION (FORMATIVE) 	10	10%
Category Weighting	 PROJECT 	20	20%
Category Weighting	 QUIZ (SUMMATIVE) 	10	10%
Category Weighting	 TEST (SUMMATIVE) 	30	30%

- **Classwork:** Classwork will be given every day in class.
- **Homework:** I don't like to give homework, but it is a possibility based on how efficiently we can get through the content during class time.
- **Attendance/Participation:** At the beginning and (possibly) at the end of every class is a class discussion. You must participate to get the full 10/100 points. Please note, your attendance in class does factor in to how much you can participate. In other words, if you are not present, it is impossible to get a full score in this category. During discussions, your cell phones must be away and your earbuds must be out. Your participation grade will be affected if you are constantly on distracting sites such as TikTok, Netflix, Instagram, Snapchat, etc. Texting friends during class will also affect your score in this category.
- **Projects:** You will be given several projects over the course of this class. Please note that they count twice as much as quizzes, and equally to classwork.
- **Quizzes:** Quizzes will be given every class. Your quiz average is 10 percent of your grade. I will remove the lowest 3-5 quiz grades at the end of the quarter.
- **Test:** Tests will be given at the end of every textbook chapter. It is crucial that you study for tests. All test content will be from Mr. Kazanjian's videos and your textbook readings. Before each test, Mr. Kazanjian will give you a vocabulary list and a list of concepts you must know.

Student Integrity: I have absolutely no problem with student's working together on an assignment. I encourage you to! If I observe two people working together on an assignment in class and they have identical answers, that is fine. Working together means that there are two or more people contributing to the answers of an assignment. Copying happens when one student puts forth no effort and takes answers from other students. If a student is caught copying, it will result in a phone call or text message home and a deduction from your grade (to be determined). Academic dishonesty such as plagiarism, copying answers

from another student on tests, answers via ChatGPT will not be allowed. Taking pictures of work and sending it to friends is not allowed.

General Rules and Expectations

1. Bring a pencil or pen to class every day.
2. Be respectful of your classmates and your teacher.
3. Refrain from cursing.
4. Racism and homophobia are not tolerated.
5. Follow cell phone guidelines listed in this syllabus.
6. Come to class on time. If you are late, bring a pass. (2 latenesses equal 1 absence)
7. If you are absent, the work can be accessed on our website <http://businesseducationny.com>
8. When you first arrive at class, there are 2 things you need to do immediately: 1.) Get your binder 2.) Sign in to the computer. 3.) Go to <http://businesseducationny.com>
9. You must have a pass to leave the classroom.
10. Give your best effort every day.

Cell Phone Policy: It is now district policy for there to be no cell phones in classrooms. You cannot have cell phones out for any reason.

Google Policy: I do not accept answers from Google/Search Engines. Very often Google answers are general and off topic. All of the answers that you need can be found in the readings and videos supplied by Mr. Kazanjian. In other words, in order to get full credit, the source for your answers must be from the reading or Mr. Kazanjian's videos.

Eating In Class: Eating and drinking in class is fine as long as no garbage is left behind. This will change if a mess is left behind. Ordering food online is not allowed.

Bathroom Passes: If you need to use the bathroom, I will try to say yes as much as possible. But, please understand that excessive time outside of the classroom will limit the amount of work that can get done. Please make sure to make it as quick of a trip as possible. It has been made clear by school leadership that only one student is allowed out at a time.

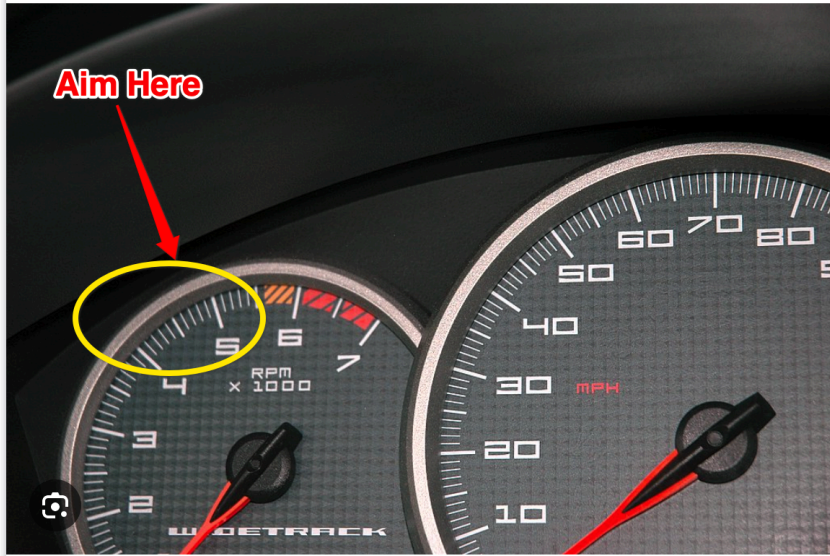
Seating Arrangements & Classroom Movement: I don't like seating arrangements. Seating arrangements are very middle school and we are preparing you to make decisions independently. During work time, as long as you are considerate to the learning environment (not distracting your classmates), feel free to get up, stretch and move around. If we are having a classroom discussion, I will ask for you to stay where you are and contribute to the discussion. If equipment is damaged or lost I will have to enforce a seating arrangement but that hasn't happened yet.

Working Ahead Of The Class: Being that all of the content is laid out for you on our website and all lessons are accessible, it is possible to work ahead of the pace of the class. If you wish to do that, that is fine, but with the exception of quizzes and tests. Quizzes/Tests must be taken together as a class. If you choose to work ahead, you are still required to participate in classroom discussions and you are still required to attend class.

Advocate For Your Needs: I want you to be challenged by the content of this class, but not burned out by the content of this class. If you feel overwhelmed by the amount of work, come and speak to me. I am more than willing to exempt you from certain assignments so that you can catch up. I care deeply that you are happy and comfortable in my class. Please know that you are valued and that I am happy that you are here!

Your Hempstead Login: It is very important that you have your login credentials. It is your responsibility to contact Mr. Elmrimi, if your login does not work.

The Tachometer Metaphor: It is important that you understand the tachometer metaphor. A tachometer measures RPM's in a car's engine (Revolutions Per Minute). If a tachometer is in the red, the car overheats and the engine gets damaged. If the tachometer is at zero, the car is not moving. This is directly related to you! If you are overburdened and stressed out, you are not going to be a happy person; but if you are giving no effort (tachometer at zero), you are not growing as a scholar. Look at the yellow circle



Hempstead High School

Student Name (Print) _____ Course _____

I read, reviewed with my parents, and understand the guidelines and expectations for this course.

Parent's signature Date

Student's signature Date