



# Beaver Dam High School Syllabus

Department: Business Education School Year: 2014-2015 Course: Marketing 1 Grade Level: 10, 11 and 12 Required Materials: Pen/Pencil, Folder		Course Resources: Marketing Student Addition Text Book Moodle Prerequisites: None		
Course Description: This course is a 1 credit course that covers career opportunities in marketing and sales as well as the areas of retailing, economics, merchandising, communications in business, advertising, store operations, and human relations. This course will provide students with the opportunity to evaluate his/her own ability and interest in marketing as a career with hands-on projects and activities.				
Units Covered: The World of Marketing, Analyzing Marketing Opportunities, Product Decisions, Distribution Decisions, Promotion and Communication Strategies, Pricing Decisions, Technology-Driven Marketing				
Summative Assessments: <ul style="list-style-type: none"> <li>• Quizzes</li> <li>• Tests</li> <li>• Projects</li> </ul>		Formative Assessments: <ul style="list-style-type: none"> <li>• Daily Assignments</li> <li>• Participation</li> </ul>		
Courses at BDHS run in a flexible schedule format. See selection to right for this course's format:	<u>One-Term 90</u> <input type="checkbox"/>	<u>Two-Term 90</u> <input checked="" type="checkbox"/>	<u>All-Year 45</u> <input type="checkbox"/>	<u>Other</u> <input type="checkbox"/>
School-wide Grading Procedures:  Assessments 85% <ul style="list-style-type: none"> <li>• Formative 30% (of assessment grade)</li> <li>• Summative 70% (of assessment grade)</li> </ul> Cumulative Final 15%				
<p><u>Summative Assessments:</u> (this shall constitute 70% of the term grade)          Our goal is to assess what the students have learned from what we have taught. Summative assessments reflect the format and content of the formative learning opportunities.</p> <p><b>Make-up Policy for Summative Assessment:</b> The student may redo the summative assessment one time within one week after completing all formative tasks, and necessary additional learning. It is the student's responsibility to advocate for this opportunity and make the necessary arrangements.</p> <p><u>Cumulative Final:</u> At the end of the semester, there will be a cumulative final exam. Students will not be allowed to retake this assessment. This will comprise 15% of the semester grade.</p>				

School-wide Grading Scale:				Contact Information:	
A+	98-100	C+	77-79	Teacher Name: Mary Helgemoe	
A	93-97	C	73-76	Teacher Email: <a href="mailto:helgemoem@bdusd.org">helgemoem@bdusd.org</a>	
A-	90-92	C-	70-72	Teacher Phone: 920-885-7520 Ext. 2170	
B+	87-89	D+	67-69	Teacher Website:	
B	83-86	D	63-66	<a href="http://www.beaverdam.k12.wi.us/faculty/helgemoem/">http://www.beaverdam.k12.wi.us/faculty/helgemoem/</a>	
B-	80-82	D-	60-62	Beaver Dam High School	
				500 Gould St.	
				Beaver Dam, WI 53916	
				<a href="http://www.beaverdam.k12.wi.us">www.beaverdam.k12.wi.us</a>	
				(920)885-7520	

# Career Education Classroom Expectations

Expectations	Entering & Leaving Classroom	Work Time	Food, Snacks, Cleanliness	Electronics
<i>Responsible</i>	Sign out/in	Stay on task	Leave No Trace All liquids must be in a closed container	Report all problems Last class of the day turns off computers
<i>Respectful</i>	Stay in seats until dismissed	Print only what you need Print school appropriate materials	Push in chair when done	Put away electronic devices Log off when you are done Head phones required Ask teacher permission
<i>Safe</i>	Must have planner to travel No travel first and last 10 minutes of class	Use school-appropriate websites	Student Allergies	Appropriate volume Authorized on-line activity only
<i>On Time</i>	In your seat at the bell	Return to tables when prompted		At the Bell

