



Chisholm Trail High School

Advertising

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Conference Period: 7th period (2:35-3:25)

Tutorials: : M-W 8:30-9:00, or 3rd period lunch. If you cannot make those times, please let me know!

Class Materials: Access to Canvas and Office365 tools is available to students through our [Single Sign-on Portal \(SSO\)](#). Students receive their SSO login during enrollment.

Course Description:

Principles of Business, Marketing, and Finance, students gain knowledge and skills in economies and private enterprise systems, the impact of global business, the marketing of goods and services, advertising, and product pricing. Students analyze the sales process and financial management principles. This course allows students to reinforce, apply, and transfer academic knowledge and skills to a variety of interesting and relevant activities, problems, and settings in business, marketing, and finance.

Course Goals:

Students who complete this course successfully will be able to:

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- Apply critical - thinking to economic factors that will affect their financial options.
- Create career and financial goals based on a better understanding of budgets, use of credit and investing.
- Understand how to communicate in a work environment with the use of technology.
- Discover different ways that they can start planning their short-term and long-term financial plans.

Student Evaluation:

The grading system for this course is as follows:

- Grade averaged 60% Major 40% Minor
- Major grades – tests (including District Common Assessments, six weeks assessments, projects, final essays, research papers, presentations); minimum three per six weeks
- Minor grades – quizzes, daily assignments, journals; minimum ten per six weeks
- Semester exams will count 1/7 of the semester grade
- A letter system (S, N, U) is used to report a student's conduct based on proper/responsive conduct and citizenship
- Per Board Policy EIA (LOCAL), "The District shall permit a student who meets the criteria detailed in the grading guidelines a reasonable opportunity to redo an assignment or retake a test for which the student received a **failing** grade. This policy applies only to initial identified major grades and does not apply to daily assignments, quizzes, six-week test, and semester final examinations. Upon reteach and retest, the new test, project, etc. recorded will be a high score of 70%.
- Official grades will be in Skyward only and can be accessed by student and parent through Family Access

Assignments, exams, expectations outside of the classroom:

Students will be required to complete any work not finished during the class period outside of class. Office 365 is accessible anywhere internet is available. This class completes many projects throughout the course and students may be required to bring a poster board or other supplies; all requirements will be on project instructions. Research may be conducted outside of class from time to time. Group work may require collaboration outside of class period if not completed during allotted time frame.

Attendance/Tardy Policy/Make-Up Work:

Attendance: In order to be counted present in each class, every day, students will need to communicate with your teacher for that class period every day. If you are counted absent, you will then need to communicate with the CTHS attendance office. Remember that in order to avoid truancy you must be present 90% of the time for a six-month period. This can be:

- Logging into Canvas and doing your assignment, which is the preferred method
- Emailing your teacher
- Responding to an email from your teacher
- Responding to a Remind

Attendance **DOES NOT** mean:

- Turning in all assignments on one day of the week and then having no contact with your teacher afterward.

Makeup Work Because of Absence (All Grade Levels) For any class missed, the teacher may assign the student makeup work based on the instructional objectives for the subject or course and the needs of the individual student in mastering the essential knowledge and skills or in meeting subject or course requirements. A student will be responsible for obtaining and completing the makeup work in a satisfactory manner and within the time specified by the teacher. A student who does not make up assigned work within the time allotted by the teacher will receive a grade of zero for the assignment. Students shall have time equal to days absent from class plus one day to complete all missed assignments. A student is encouraged to speak with his or her teacher if the student knows of an absence ahead of time, including absences for extracurricular activities, so that the teacher and student may plan any work that can be completed before or shortly after the absence. Please remember the importance of student attendance at school and that, even though absences may be excused or unexcused, all absences account for the 90 percent threshold regarding the state laws surrounding “attendance for credit or final grade.” [See Attendance for Credit or Final Grade.]

Classroom Expectations:

Attendance is vital for success in this class. Students will be held responsible for learning the subject matter. They will be provided an opportunity to engage in real world discussions and project based activities using process skills that are relevant to the real world. They will be encouraged to challenge themselves, develop a work ethic, and grow in their study habits. Students will meet this expectation while maintaining a safe and respectful learning environment.

Preliminary Schedule of Topics, Readings, and Assignments

History of Advertising
Target Markets
Components of Marketing
Impact of Diversity on Marketing
Career Opportunities
Career Research
Marketing Costs
Advertising Businesses
Social Media
Marketing Forecasts

Academic Integrity:

Academic integrity values the work of individuals regardless if it is another student's work, a researcher, or author. The pursuit of learning requires each student to be responsible for his or her academic work. Academic dishonesty is not tolerated in our schools. Academic dishonesty, includes cheating, copying the work of another student, plagiarism, and unauthorized communication between students during an examination. The determination that a student has engaged in academic dishonesty shall be based on the judgment of the classroom teacher or other supervising professional employee and considers written materials, observation, or information from students. Students found to have engaged in academic dishonesty shall be subject to disciplinary and/or academic penalties. The teacher and campus administrator shall jointly determine such action.