Welcome to Principles of Marketing class!

The purpose of this project-based *Principle of Marketing* courseis to enable students to acquire a realistic understanding of marketing processes and activities. The yearlong course is designed to introduce students to all marketing activities so that they can begin to identify and focus on those activities of interest. Students will investigate marketing functions, analyze ethical issues associated with each marketing function, and evaluate a marketing plan.

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| High School of Business Program: The purpose of the High School of Business™ is to offer college-prep students the opportunity to excel in a near college-level business administration program while still in high school. It offers challenging, rigorous courses through a program that provides both breadth and depth of business knowledge and bridges the gap between academic learning and how it is used to solve complex business problems.  The High School of Business™ experience consists of a series of four required business administration courses, and the Principles of Marketing course is the second in the series. |

*Required Materials:*

* There are no required textbooks for this course. The Internet and other materials provided by the instructor will be used*.* Students will also have an email account assigned to them for classroom/educational use.
* Students are expected to come to class prepared with their Laptop computers, a notebook and a writing instrument.

What is expected of you in this class?

* In this class, you will be expected to take responsibility for your learning. Class discussions, lectures, individual activities and group work are all part of delivering the material covered in this class. Students are expected to come to class prepared to discuss subject matter, and have questions about materials that they do not understand. Students are expected to take advantage of the various opportunities made available to master the objectives of this course including participating in office hours.
* Students are expected to participate in all classroom activities including all group projects.
* Students are expected to follow school rules in this classroom including treating one another with respect at all times.
* Students are to be in class and ready to start by the time the bell rings. This includes having your notebook available. Students coming into class late are considered tardy. For those coming late to class with a signed pass will not be considered tardy. Being late to class for first period requires a pass from the office or staff member to be admitted to class – no exceptions.
* Tissues and hand sanitizer are available to students in the classroom and you are encouraged to use them as needed! This is especially important with the use of classroom computers in an effort to reduce the spread of germs.
* This classroom is equipped with a wireless lab. All students are expected to show respect for this hardware. Any tampering with this equipment will be dealt with severely. We are very fortunate to have this new equipment, and we want to keep them in good working order.
* Hall passes are to be kept to a minimum as students constantly coming and going disrupt the learning process. Students that are ill may leave without permission and someone will be sent to follow-up to be sure that they are okay.
* Student email accounts are for classroom/educational use. It is important to understand that this email account is monitored, and inappropriate use of this system will result in disciplinary action.
* I fully expect students to maintain honesty in their work. Students will be asked to apply the knowledge gained in this course. Students who plagiarize will not be accepted and will be required to resubmit this work.

What you can expect:

* To be treated with respect by all.
* To have your individual educational needs addressed when they are communicated clearly.
* To have opportunity to master the objectives of this course through various methods of assessment.
* To be kept up-to-date on your academic progress throughout the term. Parents and students can access their grades through the Parent Access Progress Book link on the district website: [www.washingtonch.k12.oh.us](http://www.washingtonch.k12.oh.us).

Communication:

Students and parents/guardians are encouraged to contact me by phone or email with any questions or concerns. The phone number at the high school is 636-4221, and my email address is [david.penwell@wchcs.org](mailto:david.penwell@wchcs.org). I check my email several times a day, so this is a very effective method of communication. Students are also encouraged to come in anytime during office hours which are Monday – Thursday from 2:35-2:50 however, I am often here later than this. It is important to check to be sure that I do not have an after-school meeting that would cause me to not be here for office hours. Parents are always welcome to come in to visit as well, however it is best that you call first to be sure when I am available.

I am looking forward to having you in class this year!

David Penwell

High School of Business Instructor – Great Oaks Institute of Technology Satellite Program

Room 116

August 2017

Dear Parent or Guardian:

Your son or daughter is enrolled in Principles of Marketing. This yearlong course is one of four required courses offered through the High School of Business ™ program, offered by the Great Oaks Institute of Technology and Career Development here at Washington High School. We are excited to be one of a very few high schools across the nation to offer this new program. The purpose of this course is described in the attached syllabus; however, I would also like to take this opportunity to explain just a bit more about the High School of Business ™ program in general.

The High School of Business ™ program is a challenging program that will help prepare students to excel in college business programs as well as other related career fields. In this program, students will experience a project and problem-based learning environment in which they solve complex business problems. This is likely a very different approach to learning than you may have experienced in the past.

If you need to see me individually about your son or daughter’s progress, please feel free to email me or call anytime. You are also encouraged to come in and visit class; however, you do need to check in with the office first.

As a reminder, the success of this program relies heavily on the formation of business partnerships in the community. If you are involved in business in the area or you know others that are, please consider helping us identify business partners. Please consider helping us develop some quality business partnerships.

As a student in the High School of Business ™program, your son or daughter also has the opportunity to participate in DECA, a co-curricular organization offering them many incredible opportunities. If you are interested in helping with any of our needs, please indicate that on the form attached.

Please review the attached syllabus and feel free to contact me with any question or concern you may have! Once you have read over the material in the syllabus, please complete the attached form and have your son or daughter return it to me, or send me the requested information via email to [david.penwell@wchcs.org](mailto:david.penwell@wchcs.org).

Please complete and return this form to me via your son or daughter, or you may email me the requested information to [david.penwell@wchcs.org](mailto:julie.beis@wchcs.org)

Student’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class enrolled in: Principles of Marketing

Parent/Guardian Name(s) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Preferred Phone Number (\_\_\_\_\_) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Cell/Home/Office (circle)

Parent Email Address\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please mark below any activity that you would be interested in participating in:

\_\_\_\_\_ Chaperoning for DECA events

\_\_\_\_\_ Serving as a speaker on a topic in class (various business topics….)

\_\_\_\_\_ Working with students as a mentor providing coaching and help in preparing for DECA competition

\_\_\_\_\_ Partnering on projects for the High School of Business Program

\_\_\_\_\_ Provide suggestions for business partners for various projects

If you indicate interest in any of the areas above, I will be in contact with you. I find email to be an easy way of communicating; however I realize some do not prefer this method, so please indicate your preferred method of communication below:

\_\_\_\_\_ I prefer to be contacted via phone

\_\_\_\_\_ I prefer to be contacted via the email address above