

Marketing

Grades: 11 – 12
Credit: 1
Track: 2

The events of the past several years have rapidly moves us from a national to an international economy. Wherever we live, we live in a global marketplace. This course will bring the students the latest information in national and international marketing. It will encourage higher-order of thinking skills and prepare them for continued learning in post secondary schools. The course will cover the Economic Foundations of Marketing, Marketing and Business Foundations, Human Resource Foundation and the Functions of Marketing (selling, promotions, distribution, pricing, purchasing).

GRADING POLICY

- Completion of all daily assignments will account for a class participation grade in the amount of 10%.
- There will be three or more major tests given each quarter. This average will account for 75% of each student's grade.

A quarterly Assignment will be given. This will be in the form of research project that will utilize the Internet. This grade will account for 15% of each student's grade.

Any questions concerning the performance of your son or daughter in my classes, please feel free to contact me here at school. **(610)343-6211 or jrepko@shanahan.org**