

Marketing 140

Ankeny Centennial High School

Instructor information

- Mr. De Jong room – 1103 email – scott.dejong@ankenyschools.org

Course Description:

3 hours DMACC Credit covering Competencies covering Equivalent to DMACC MKT 140

Marketing effectively and efficiently results in better customer loyalty, higher share of the customer, relief from margin erosion, and higher customer satisfaction. Explore marketing strategies used to get, keep and grow customers. Special emphasis will be placed on personal selling.

Theoretical concepts blend with real world applications in the areas of: planning, decision-making, consumer behavior, ethics, product, price, distribution, promotion, service and international marketing.

This course utilizes a college level text. Reading and reading comprehension will be an integral part of the course.

Course Outline:

Marketing's Value to Consumers, Firms and Society
Marketing Strategy Planning

Evaluating Opportunities in the Changing Marketing Environment
Focusing on Marketing Strategy with Segmentation and Positioning

Final Consumers and Their Buying Behavior
Business and Organizational Customers and Their Buying Behavior
Improving Decisions with Marketing Information

Product Life Cycle

Retailers, Wholesalers, and Their Strategy Planning

Promotion – Introduction to Integrated Marketing Communications
Personal Selling
Advertising and Sales Promotion

Selling Today – The Sales Process – we will be working on parts of the selling process throughout the semester culminating in a comprehensive sales presentation at the end of the semester



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Assignments:

Assignments must be handed in on time. Exceptions will be made for illness and absences pre-approved by the office. If you are absent from class contact your instructor or talk to a classmate to get your assignment. Assignments will include end of chapter activities, video cases, case analysis, individual and group projects. **Students will also do a final comprehensive sales presentation.**

Remember, this is a college level course and will be treated as such. You will be required to know the material for testing purposes. It is critical that you read the text!

Assessments:

You must prepare, read the chapter, and study notes you have taken in class to do well on the tests. You will need to apply the concepts from the chapter and know the business vocabulary. If you miss an exam you must make arrangements to make it up within 2 days of your missing the test. (unless absent for extended period of time).

Best Practice:

All students have multiple assessment opportunities to demonstrate higher levels of achievement. To that end, the expectation is that students are prepared and ready to take formal assessments (tests) on the date the teacher deems appropriate.

Ongoing learning opportunities for the students will include the following:

- The teacher determines the appropriateness and authentic need for reassessments. Retakes may not be the best method in situations in which the student has not participated appropriately in the learning opportunities.
- The teacher determines the formal and informal formative assessment methods of collecting ongoing evidence of student learning.

Formative and Summative Assessment:

Definitions

- **Formative Assessment:** Formal and informal processes teachers and students use to gather evidence for the purpose of improving learning.
- **Summative Assessment:** Assessments that provide evidence of student achievement for the purpose of making a judgment about student competence or program effectiveness.

Board Approved Standards:

- **Students will understand basic marketing concepts needed for the development of a marketing plan**
- **Students will apply basic marketing concepts and strategies to real world scenarios**
- **Students will understand and apply basic salesmanship strategies.**

Grading:

The grading scale is the uniform school grading policy.

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66

D- 60-62
 F 59 and lower

Behavioral Expectations

The work habits/behavior standards are for grades 6-12 courses in our district. These work habits/behavior standards will be reported throughout the semester and are as follows:

- Organization and Readiness
- Productivity and Accountability
- Collaboration Skills

For those of you accessing this document electronically, the work habits tool can be accessed [here](#). We will be using the following performance levels:

Performance Levels for Work Habits/Behavior Standards			
MS	PM	DM	NE
Meets Standard	Partially Meets Standard	Doesn't Meet Standard	No Evidence

These descriptors are intended for feedback and communication and do not impact a student's GPA.

Preparation and class conduct:

The expectations are that students come prepared for class. Students must have text, notebook, writing instrument, and other materials deemed necessary by the instructor. It is your responsibility to be prepared for class. Inappropriate behavior and attitudes will not be tolerated. You have a great opportunity to learn, earn college credit and have a fun semester. Do your part, you'll get out what you put in!!!

College Credit Through DMACC:

Students have a wonderful opportunity to earn college credit from DMACC for successful completion of this course. Students desiring the college credit will fill out the necessary paper work in class.

