# Fillmore Central School Mrs. Ellsworth

##### Marketing 2024 - 2025

**Course Description:** Principles of Marketing is a full year course.  It introduces students to the important role that marketing plays in our economic system.  Content revolves around the basic marketing functions of financing, risk management, selling, promotion, pricing, purchasing, marketing information management, product/service/idea planning and distribution.

**Instructional Plan**

All course information can be found on the FCS Marketing Web Page/Class Calendar. Please email [tellsworth@fillmorecsd.org](mailto:tellsworth@fillmorecsd.org) if you have any questions.

### **Materials Required for Class**

Students should come to class prepared each day with; their school-issued laptop *charged*, their textbook, a folder labeled for class, and a writing utensil.

**Behavior & Expectations**

1. Be on time and prepared with all necessary materials for class each day. If late, you must bring a late pass from the teacher that kept you late or from the 7-12 Office.
2. If a student needs to use the bathroom there are 2 bathroom passes available this year. Students must **grab a pass** and **sign out** to the bathroom when they leave and then **sign back in upon return**. Only 2 students will be allowed to leave the room at a time.
3. Show **RESPECT** for your classmates, yourself, the equipment and your teacher.
4. All assignments will be listed on the class calendar. Students will be given **a week** from the date the assignment was given to turn it in. Any assignments **turned in** **past that date will NOT be accepted**. PowerSchool is a helpful tool to keep track of assignments and grades.
5. Chairs should not leave your work station and should be pushed in when you exit your station. Rolling around the room will NOT be tolerated, nor will chairs leaving this room.
6. Cell phones are NOT to be seen in class. If they are seen they will be taken by the teacher and will be dealt with accordingly.
7. Do not touch the computer unless directed to do so. All school computer rules and policies apply. We will discuss the school computer acceptable use agreement thoroughly and you will be given a copy to keep.

## Grading Procedures

Student grades will be determined by averaging Tests/Projects (50%), Participation (50%) (homework, in-class assignments, quizzes, in-class participation, etc. Each chapter will contain projects, quizzes, and written assignments interspersed for assessment purposes. A midterm and final exam will also be given.

I agree to the above rules and will do my best to follow them. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Today’s Date

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Student Name Printed

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Student Name Signed