

Marketing & Business Leadership

MR. MARTINEZ

ROOM 306

Dear Students, Parent(s)/Guardian(s),

Welcome to Marketing and Business Leadership.

Using project-based instruction, students are introduced to the basic principles of business, marketing, leadership, personal finance, and other 21st century skills. Basic computer application and keyboarding skills are measured by using MS O365 products successfully. Students explore how personality traits and ethical values align with career choices and examine different occupations within the given fields. Students also learn the fundamentals of the free enterprise system and how marketing is imperative to our economy. This course encourages leadership through community service, the development of portfolios, and delivery of leadership role-plays (With ppt presentations). Personal, professional, and ethical standards are examined and reinforced in the classroom.

Course Sequence

First Quarter Topics	Second Quarter Topics
Syllabus review/ course expectations Introduction to O365 / Typing evaluation	Individual Finance: Purchasing Insurance, saving for college, Checking and Savings account management.
An overview of Marketing Strategic Planning for Competitive Advantage The Marketing Plan	Business Overview Organization Leadership Business Ethics
Marketing - Leadership Role Play Public Speaking - Role Play Presentation	The Business Plan Public Speaking - Role Play Business Plan
Marketing - Ethics and Social Responsibility Ethics Project - Create a Marketing Campaign	Marketing Careers Business Careers Public Speaking - Careers Presentation
Individual Finance: Budgeting (Playspent.org) Savings	Entrepreneurial Cycle and its parts Starting your own Business

*Subject to change at teacher discretion per class needs.

Cooley Cougar Expectations:

C – Caring: Use appropriate language, no food or drink except water, phones off and stored in backpacks, and hats and ear buds removed.

M – Motivated: Come to class prepared, have a growth mindset, ask for help, respect yourself, others, and property.

S - Safe: Keep the aisles clear and hands and feet to yourself.

Policies and Procedures:

1. Students are not to enter the classroom without being invited by the teacher.
2. **Students are to enter quietly and go directly to their assigned seat.** If not seated when the bell rings they are considered tardy.

Marketing and Business Leadership

3. **Backpacks/book bag are stowed at a designated area. No backpacks at the desk.**
4. At the end of the class, students are to properly log-off their computer and remain seated until the bell rings, at which time, the teacher dismisses the class. The teacher dismisses the class not the bell.
5. No eating or drinking allowed at computer workstations. A container of water is the only exception but must be capped after each use to prevent spills onto computer equipment.
6. Raise your hand when interacting with the teacher, be respectful of others during collaboration session, & keep your hands to yourself. Continual violations that interfere with student learning (shutting computers off, unplugging equipment peripherals, cursing at others, name calling, etc.) are considered bullying and the teacher must contact parent(s)/guardian(s) and submit a Bullying Report to the office.
7. Computer usage is for classroom assignments and other research use only (Not for shopping, watching YouTube, or other media). Take care of the computer you are using. Notify the teacher if something is not working properly.
8. Use your bathroom passes wisely. You only have 10 per quarter.
9. Do not sit or write on the tables, lean back in your chairs, **or throw anything across the room.**
10. **Personal Electronics – (computers, tablets, smartphones, air Pods, gaming systems, etc.) are not permitted in class. Personal phone use is not permitted. Violators are subject to Cooley MS disciplinary procedures.**
11. Sporting equipment, skateboards, scooters, toys, stuffed animals, etc. are **not** allowed in the classroom.
12. There is no “free time” on school computers. If you finish early, go onto ALEKS, practice typing, Vocabulary builder, or other class work - no **unauthorized** gaming.

Disruptions/Discipline:

- Students must adhere to posted classroom policies and procedures.
- Disruptions are not tolerated. Cooley MS behavioral procedures are in the Student Handbook.

Minor Incident Reports are required per infractions of the CMS Expectations. **Office referrals** are submitted for serious violations per the Student Handbook.

Grading:

Assessments (tests/quizzes, projects, formal writing assignments) =65% of grade

Workplace assignments (in class work/reinforcement/remediation) =25% of grade

Semester final exam =10% of grade

Marketing & Business Leadership

All assignments are graded on a 100% scale:

90% - 100% = A

80% - 89% = B

70% - 79% = C

60% - 69% = D

59% and below = F

Retake/Redo Policy: CMS has a school-wide retake policy. Students can retake something two weeks from the time that the quiz or test is put into the gradebook. **The only items available for retakes are quizzes and tests.**

Cougar Expectations Matrix:

STUDENTS WHO ARE NOT FOLLOWING SCHOOL AND CLASSROOM EXPECTATIONS WILL FACE DISCIPLINARY ACTION IN THE FOLLOWING CYCLE:

Attempt to Correct Behavior

- Verbal Warning given
- Redirection from teacher
- Time to correct behavior

Consequence #1

- 2nd verbal warning
- Minor Incident Report #1
- Parent Contact

Consequence #2

- Minor Incident Report #2
- Parent Contact

Consequence #3

- Office Referral
- Parent Contact

*** Minor Incident Reports can result in consequences from Administration beginning w/ the FIRST Minor Incident Report!**

Contact Information:

Mr. Jaime Martinez

Email: jaime.martinez@husd.org

VM: 480-279-8373

Front Office: 480-279-8300

Office hours by appointment.