

Course Syllabus

For

Retail Marketing

FALL 2019 North Bullitt High School

**WHAT IS THIS CLASS ABOUT?**

This course is designed to provide an overview of the marketing responsibilities of individuals employed in the retail industry. This course is based on the business and marketing core that includes communication skills, operations, distribution, marketing-information management, pricing, product and service management, promotion, and selling. The Kentucky Occupational Retail Services Skill Standards are integrated into this course giving students the opportunity to receive Retail Skill Standards Certification.

**WHY THE NEED FOR THE CLASS?**

There are many positive benefits to be gained from a career in retail. Retail jobs provide varied and challenging work and the chance to learn a valuable skill. If you have ever thought about going into a retail career, then you are considering one of the most under-estimated employment choices out there!

**TIPS FOR SUCCESS**

The point of this class is to learn! You should learn a wide variety of retail marketing concepts. You must remember that we will cover a lot of information. So, you must be in school to succeed. Most work is done in class, if you are absent or miss a class you will have to make up the work.



**HOW AM I GRADED?**

Your grade will be determined by the follow means:

* Announced Assessments: Covering all required reading as well as additional material
* Classwork: Completed on a regular basis and will consist of mostly individual assignments, Internet Activities and mini-presentations.
* Exams/Quizzes: Every Friday
* Functions with the School Store (Inventory, Marketing-Information Management, Customer Services, Financing,

**RULES AND EXPECTATIONS**

1. Students will be in the room when the bells rings
2. Students will not have cell phones out during instruction.
3. There should be no talking during lecture or seatwork activities.
4. There should be NO food (includes candy) or drink (except water) in the classroom.
5. Students should act as a professional at all times.

**Grades**

Grades will be entered in Infinite Campus and ZEROs will be entered if assignments are incomplete or not turned in to teacher.

Quarter Grades will **remain.** If there is an issue with Quarter Grades, students will have five days to correct the issue. After five days Quarter Grades **remain.**

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4th Period Planning