

**GREAT NECK SOUTH HIGH SCHOOL--BUSINESS DEPARTMENT**  
**COURSE EXPECTATION SHEET**

Course Name: Advertising

Teacher: Mrs. Demetres

**Course Objectives:**

1. Students will be introduced to the principles and practices of advertising.
2. Students will gain knowledge of techniques used in current advertising, including: print, broadcast, and digital media.
3. The course explores the social, ethical and legal issues of advertising, historical influences, strategies and influence of the media.
4. The course provides an overview of how different types of communication and media can be used to reach target audiences and increase consumer knowledge.

**Chapters Include:**

1. Intro to Advertising
2. Ethics/Ad Agencies/Regulations
3. Culture
4. The Advertising Plan
5. Product Placement & Creating Various Types of Ads
6. Promotion
7. Media Plans such as TV, Commercials, Online

**Expectations:**

1. Treat yourself, myself and fellow classmates with RESPECT!
2. Be on time—lateness and absences affect your participation grade
3. Be prepared—have class notes, assignments, etc when you need them!
4. Do not mess around with the computers! Be clean and throw out your garbage!
5. If you use an iPad or a computer for notes and assignments, DO NOT take advantage of it. There is a zero tolerance policy when it comes to misuse of phones/iPADS in the classroom. If computers are in classroom, iPad might not be used at all for notes/assignments. Teacher's discretion.
6. Complete all assignments and try your best!
7. Ask for help if you need it ☺

*In my class, students will demonstrate qualities essential for success in the business world: punctuality, reliability, cooperation, teamwork, listening skills, ability to follow oral and written directions, and respect for others.*

**Required Materials:**

1. Notebook of any kind, folder (optional), something to write with, iPad (if you want to use).

**Grading Policy:**

I try to give you various different assessments and opportunities to do as well as possible in the class!

Remember, you earn grades; I do not give them to you. Your grade will be based on the following:

1. Projects/Assignments: 70%
2. Participation/Notetaking: 30%

**Attendance:** Excessive unexcused absences are unacceptable and will affect your grade negatively, but excused absences will also affect your grade. If you are not in class, you cannot participate, and you will not receive points for missing class days, work, notes etc. If you are ever concerned, please come speak to me!

**Demetres Dollar\$**

This is a part of the course that I have included in order to help you do as well as you possibly can, IF you try your best and go that extra mile. I believe that you should be rewarded for giving 110%. Here's how it works: You can earn dollar\$ for many things—extra class participation, helping me with something, answering random questions in class, bonus questions on quizzes, exams or projects, etc. Your dollar\$ add up along the way, and the point values are worth different things. You can then add your dollar\$ onto tests, projects, etc. You can trade your dollars\$ and they do not carry over.