

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

**Course: College Marketing**

**Book:** Glencoe-Marketing Essentials

\*\*\*This course is a college-level course, taught by me at Great Neck South, run through Farmingdale University. Upon completion of the course, students will earn 3 college credits if they complete all required work, receive at least a C average or higher and complete the required paperwork and pay the fee for the course. \*\*\*

**Course Outline:**

Unit 1: World of Marketing  
Unit 2: Economics  
Unit 3: Business and Society  
Unit 4: Skills for Marketing  
Unit 5: Selling  
Unit 6: Promotion  
Unit 7: Distribution  
Unit 8: Pricing  
Unit 9: Marketing Information Management  
Unit 10: Product and Service Management  
Unit 11: Entrepreneurship and Finance  
Unit 12: Employability and Career Development

**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:**

Notebook of any kind, folder (optional), something to write with, iPad, Laptop

**Grading Policy:**

This is a college-level course and you will be expected to take notes, and work as you would in a college course. Remember, you earn grades; I do not give them to you. Your grade will be based on the following:

1. Projects/Assignments: 40%
2. Exams: 40%
3. Participation/Notetaking: 20%

**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.