



Muscatine School District

Course Syllabus	
Teacher(s) Name(s)	Elise Weigel
Course Name	Marketing & Sales
Email	elise.weigel@mcsdonline.org
Phone Number	563-263-6141x3197
Office Hours	Before school 7:45-8:15 am
Course Description	This course is designed to study marketing principles and concepts. Instructional areas will include: An orientation to the sports and entertainment industry, economics, event execution, career opportunities, decision making, event marketing, advertising and promotion, and legal aspects/contracts. Classroom instruction will be reinforced through the use of outside lectures, case studies, possible field trip experiences, current periodicals, computer simulations, projects, and lecture/discussions.
Objectives	Standard 1: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society Standard 2: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. Standard 3: Analyze the characteristics, motivations, and behaviors of consumers.
Instructional Materials	N/A

Communication Protocols	Students can find course information and updates daily on google classroom. Official grades can be found on PowerSchool.
Grading Information	Grading will be on a weighted basis for all daily/weekly work, projects, and assessments. It will be on a weighted scale based on the following: Summative Assessments: 50% Learning Activities: 20% Participation: 10% Final: 20%
Assignment List	Projects Worksheets Notes Tests
Academic Policies and Procedures	Assignments should be submitted either via google classroom or in person. Late work will be accepted but will be given a maximum of 60% credit. If students should have any qualifying reasons for not getting the work turned in then I will work with you (illness or injury, death in family, travel, psychological distress, too many overlapping deadline assignments). ALL OF THESE REASONS MUST BE ACCOMPANIED BY PROOF (letter from parent or guardian, proof of other assigned due dates). Like many things COMMUNICATION IS KEY, so if you have an issue then be sure to talk to me about it and we will figure a way for you to attain success. ****It should be noted that there is nothing more important to me than your success as students in and out of the building. With this being said, we all must be accountable for deadlines in school as well as in life, SO GET YOUR WORK IN ON TIME. Plagiarized work will result in an automatic zero.

	If submitting work that was done through any form of AI, this will result in a zero and a chance for resubmission of a different form to receive credit for the assignment. Assessment Retakes will be offered the week following the test. Students will only be allowed to retake assessments in the case that they have all work submitted and do not have any missing work at the time. They also will show that they have fully completed their notes and/or study guide for the assessment.
Course Calendar	 Marketing & Sales Course Outline This course outline is subject to change in regards to due dates and when activities take place.