

MARKETING COURSE SYLLABUS 2026-2027 | Fall 2026

INSTRUCTORS/CONNECT:

Ms. Julie Zalla |Email: Julie.Zalla@wbsd.org Mrs. Lori Cairns | Email: Lori.cairns@wbsd.org

APPLICATIONS/SOCIAL MEDIA:

- Twitter: @wbhs_DECA Facebook: West Bloomfield High School Business Academy
- Instagram: wbdeca

Zalla Remind 101:Text 81010 with the code for your hour:

Course Updates

- | | |
|---------------------|-----------|
| • 1st Hr Marketing | @gh9befh |
| • 4th Hr Marketing | @fce9ce |
| • 5th Hr Marketing | @dk2723b |
| • 7th Hr. Marketing | @4743d9ga |

DECA Updates

- | | |
|------------------------|---------|
| • 2026-2027 DECA (all) | @b62kg3 |
| • 2026-2027DECA Board | @h7c232 |

CLASSROOM RESOURCES:

- [Marketing Textbook, PowerPoints, Reviews](#) | [Marketing Textbook PDF](#) | [Marketing Textbook Website](#)
 - **DECA Websites:** www.decaplus.org | www.deca.org | www.mideca.org | www.westbloomfielddeca.com | [Knowledge Matters Virtual Business](#)
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COURSE DESCRIPTION:

This course introduces marketing, management, and merchandising. Key topics include Marketing Fundamentals, the Economy's impact on Business and Marketing, Salesmanship, Advertising, and Store Operations.

By the second marking period, students will participate in hands-on laboratory opportunities which may include work in our school store, Laker Landing, and/or our online store.

[DECA](#) is an optional leadership opportunity for students. It provides a platform for local-to-national competitions, networking, and scholarships. Participation can also lead to earning over 100% in class.

Academic Credits: .5; a "C" or better is required to continue to semester 2.

Graduation Requirement: Fine Arts; Senior year math-based Postsecondary

Connection: Earn OCC credit; consult your counselor.

2026-2027 AREAS OF STUDY/COURSE COMPETENCIES:

Based on [52.1999 - Specialized Merchandising, Sales, and Marketing Operations, Other, CIP Overview and Instructional Design](#)

- | | |
|---------------------------------------|--|
| • Marketing Foundations | • Product/Brand |
| • Pricing | • Career Ready Practices- problem-solving skills, collaboration skills, personal management skills, and communication skills |
| • Supply Chain | |
| • Marketing Research and Analytics | |
| • Integrated Marketing Communications | |
| • Entrepreneurship | |
| • | |

COURSE GOALS:

- Introduce students to marketing foundations for college or workforce entry.
- Enable personalized study projects in marketing.
- Provide hands-on laboratory experience.
- Enhance employability and human relations skills.
- Build understanding and confidence through DECA events.

COMPETENCIES: TECHNOLOGY: Student Chromebooks Required

During the 26-27 School Year - ALL STUDENTS ARE EXPECTED to use a DISTRICT PROVIDED CHROMEBOOK DAILY. With new technology upgrades, digital resources, and required software packages, all students must use a district-provided device. Personal devices may NOT be used in classrooms.

In compliance with State Law, all personal tech devices are prohibited during instructional time. This includes, but is not limited to, phones, personal laptops, tablets, smart watches, iPads, Kindles, AirPods, earbuds/headphones, interactive glasses, or any other devices that allow communication and/or Internet access. I will enforce this diligently to maximize student learning and comply with State law.

COURSE POLICIES:

- **Homework:** Students will be given time each class period to complete daily work. They are expected to use the provided class time wisely. **I will not assign homework. Students have until 8 am of the following class period to turn in work.**
- **Late work:** Students may submit late work until the end of the quarter. Canvas automatically calculates the 2% deduction for each day an assignment is late.
- **Work Submissions: Submit all work via Canvas. I will not accept emailed or shared paper assignments for credit.**
- **Tests/Quizzes**
 - Assessments are the same in all standard classes regardless of the teacher.
 - Test/Quiz retakes are not offered.
 - Test corrections are not offered.
- **Behavior:** Students must respect and adhere to the Student Code of Conduct. Work in Laker Landing requires approval and a signature.
- **Tardy Policy:** Tardiness disrupts class and is unprofessional.
- **Absences:**
 - **Excused:** Complete work within the same number of days absent.
 - **Unexcused:** No make-up work allowed; "0" grade recorded.

GRADING POLICY:

Grading in this course will be weighted as shown below. Total points will not be used. Each marking period accounts for 45% of the semester grade, with the exam contributing 10%.

Classwork:	40%
Quizzes/Tests:	30%
DECA or Independent Study:	20%
Optional DECA Competitions:	10%
District 6 Conference	TBA
DECA State Competition-Detroit, MI	March 11-13, 2027
DECA International Competition- Anaheim, California	April 20-27

Grading Scale:

A: 100-93	C: 73-76.9
A-: 90-92.9	C-: 70-72.9
B+: 87-89.9	D+: 67-69.9
B: 83-86.9	D: 63-66.9
B-: 80-82.9	D-: 60-62.9
C+: 77-79.9	E: 59.9 and below

INDEPENDENT/INDIVIDUAL CHOICE ACTIVITY:

20% of Grade

WEST BLOOMFIELD SCHOOL DISTRICT
PERSONAL TECH DEVICE POLICY

West Bloomfield School District recognizes that many of our students will be traveling to school with personal technology devices. Students must follow the outlined guidelines during the school day.

WEST BLOOMFIELD HIGH SCHOOL GUIDELINES

- Personal Tech devices are only allowed before school, during passing time, at lunch, and after school.
- Personal Tech devices must be stored in a student's locker or in their backpack during instruction time.
- **Wearable technology is prohibited.**
 - Apple watches
 - Fitbits
 - Earbuds/headphones/interactive glasses

PERSONAL TECH DEVICES INCLUDE
Cell phone, Apple watches, Fitbits, Pads, Kindle, AirPods, tablets, earbuds/headphones, and interactive glasses.

MICHIGAN PERSONAL TECHNOLOGY LAW (SEC. 1303A)
No student use of personal wireless devices during instructional time (phones, smartwatches, etc.) starts in the 2025-2027 school year.

POLICY OUTLINE
WBSD is not responsible for lost, stolen, or damaged personal technology. Consequences for not following these expectations are outlined in the Student/Family Handbook. If families need to reach their student(s) during the day, please contact the main office. Students are always welcome to use the telephones in the main office.

INSTRUCTION TIME
Instruction time is defined as any period during the school day when a student is actively engaged in learning activities under the direction of a teacher or staff member.

Student/Family Handbook

All business-related courses include an opportunity for students to expand their knowledge beyond what is learned in class. Students will have two options for completing this portion of their grade:

- **DECA Track:** Students will complete a variety of DECA-related assignments and activities each card marking designed to prepare them for DECA competitions. This is for students who want to prepare for DECA and compete. There is no charge if the student does not compete in any of the three competitions outside of school. To compete for college scholarships, travel opportunities, and more, students must pay the \$40 WBHS DECA fee.
- **Independent Study Track:** Students who choose not to participate in DECA competition preparation will complete four alternate assignments, activities, projects, or tests **each marking period** to further enhance what they learn in the classroom.
- There will be approximately **four due dates per card marking** for the DECA/alternate component. [here](#)



EXTRA CREDIT OPPORTUNITIES: [Extra Credit Opportunities](#)

Participation in extra credit activities is encouraged but not required:

- **Professional Day:** Dress appropriately for job interviews.
- **Exemplary Attitude Bonus:** Earn points for positive participation.
- **Time Management Bonus:** Unused hall passes earn extra credit.
- **Community Service Projects/Fundraisers:** Engage in teamwork and problem-solving opportunities.
- **DECA Board**
- **DECA Participation**
- **Community Involvement:** [WBHS DECA Alumni Membership](#) [WBHS DECA Professional Membership](#) [WBHS DECA Sponsor](#)

UNIQUE COURSE FEATURES

- **CTSO/LEADERSHIP OPPORTUNITIES: DECA**

New for 2026: Students in DECA is an optional activity for students enrolled in this course. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management in high schools and colleges across the globe. The DECA experience begins in our classroom, where students learn business concepts in preparation for college and careers. DECA is integrated into classroom instruction, applies learning, connects to business, and promotes competition. This program results in college- and career-ready students. Learn more by reading our **2026-2027 DECA Welcome letter**, which contains all information for fall 2023, and visit the following:

1. **DECA Board Google Form:** Fill out the DECA Board 2026-2027 [Form](#) if not already completed.
2. **Remind 101:** Sign up for the DECA Board and DECA Competitive Remind 101s for 2026-2027:
 - **WBHS Board Remind 101:** Sign up for the 2026-2027 DECA Board Remind 101: Text 81010 with h7c232
 - **WBHS DECA Competitors Remind 101:** Sign up for the 2026-2027. Text 81010 with b62kg
3. **Sponsorship:** We strongly encourage each DECA board member to secure a sponsorship for our program in 2026-2027. The sponsorships will help reduce student travel expenses. Local businesses that you know the owner or manager of are your best options. [Click here for information](#)
4. **Sign-up for DECA Competition 2026-2027**
 1. [Review the Promotional Slides](#) - To be updated Sept 2026
 2. [Choose Your Event](#)
 3. Complete: 2026-2027 [DECA Sign-up Google Form](#)
 4. Pay \$40 DECA Dues [here](#)
 5. Add yourself to the WBHS DECA Canvas page URL: <https://westbloomfieldsd.instructure.com/enroll/W9EXHL>
 6. [Review here if your event was approved](#)

6. **DECA Direct:** [Sign-up](#) to receive DECA Direct weekly updates with helpful information on competition, scholarships, job opportunities and more.

7. **[2026-2027 DECA Due Dates](#)**

- **WORK-BASED LEARNING:** This is a recommended related course to a Business Internship. Students in this course will serve as sales associates for West Bloomfield High School's school store, Laker Landing.
- **CONNECTIONS TO OTHER COURSES IN THE PROGRAM:** This course is recommended for Advanced Marketing, Sports and Entertainment Marketing, and Fashion Merchandising. It is also a prerequisite for personal finance.
- **BUSINESS-RELATED CLASSES:** Growing Your Own Business and Business Internship.
- **WBHS ART/SCIENCE RELATED COURSES:** **Marketing**, Growing Your Own Business, Art foundations, beginning drawing, chemistry, engineering, and photography.
- **CONNECTIONS TO OTHER COURSES IN THE PROGRAM:** **This** course is a prerequisite for Advanced Marketing and Sports and Entertainment Marketing. It is also a Recommended Related Course for an Internship.
- **Career Pathway: Marketing** Pathway—The Marketing Path prepares students with the knowledge and skills to market a product effectively by teaching them the importance of market research, price, placement, and promotion.
- **Job Titles:** This pathway can lead to careers in marketing strategy, advertising, sales, brand management, public relations, etc.
- **Available Certifications or Licensures:** Upon completion of this course, students will be prepared to take any of the following certifications independently: [Communication Skills for Business Based Enterprise Certification](#) | National Retail [Federation -Customer Service and Sales](#) | [Microsoft Certification](#) | [Facebook Certified Digital Marketing Certification](#)

FINAL REMARKS:

All course materials will be available on Canvas. Active participation is encouraged for a successful learning experience.