

Advanced Marketing- Blended
Kearney High School

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COURSE DESCRIPTION

Advanced Marketing – 2 semesters; 1 credit
Grades – 12

Advanced Marketing is offered to students enrolled in the Marketing Internship program. This course is an instructional program for those students who are preparing for future education and employment in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promotion, market research and management. The program will utilize the Marketing Education internship to support classroom instruction.

Book: Marketing Essentials *Glencoe*

COURSE OBJECTIVES

Global Marketing

1. Describe what drives the need for global marketing
2. Explain the concept of global marketing strategies
3. Identify global market segments
4. Select global target markets
5. Determine the relationship between government and business in global marketing
6. Conduct global SWOT analysis

Channel Management

1. Explain the nature and scope of channel management
2. Recognize what a marketing channel is and why intermediaries are needed.
3. Critique new technology and emerging trends in the channel management function
4. Summarize the importance of coordinating channel management with other marketing activities.
5. Discuss stock
6. Investigate the nature of warehousing and storing considerations

7. Describe the use of inventory control systems

Information Management

1. Describe the need for marketing information
2. Explain the nature and scope of the marketing-information management
3. Define the nature of marketing research
4. Summarize sources of primary and secondary data
5. Identify the marketing-research problem/issue
6. Investigate research approaches (e.g., observation, survey, experiment) appropriate to the research problem
7. Assess the relationship between the research purpose and the marketing research objective
8. Show the nature of sampling plans (i.e., who, how many, how chosen)
9. Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavioral intention scales, ect.)
10. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)
11. Select appropriate research techniques
12. Design qualitative research study
13. Interpret qualitative research findings

Entrepreneurship

1. Explain the importance of entrepreneurs/small business in the US and global economies
2. Recognize types/forms of business ownership
3. Explain the concept of productivity
4. Describe the characteristics and skills of entrepreneurs
5. Explain what entrepreneurs contribute to the economy
6. Determine the reasons that businesses succeed or fail
7. Compare and contrast the advantages and disadvantages of entrepreneurship
8. Summarize the purpose and importance of a business plan
9. Describe economic systems
10. Discuss current trends that provide the opportunity for entrepreneurs
11. Describe types of economic resources

Marketing Communications

1. Explain types of advertising media
2. Explain the importance of coordinating elements in advertising
3. Examine ICM programs and activities to build, measure, and manage brand image and development
4. Analyze real world examples of a comprehensive Integrated Marketing Communication plan
5. Develop an Integrated Marketing Communications plan

Career Professional Development

1. Research career trends and opportunities in marketing
2. Identify requirements for professional certification in marketing

3. Update (or create) a (electronic) resume
4. Update (or create) a cover letter
5. Tailor interview techniques to a variety of companies
6. Assess the services provided by professional trade organizations
7. Discuss networking skills for professional development

GRADING

A	95-100	C	74-76
A-	90-94	C-	70-73
B+	87-89	D+	67-69
B	84-86	D	64-66
B-	80-83	D-	60-65
C+	77-79	F	59 and below

All tests, quizzes, projects, and assignments will have an assigned point value. The student's total points earned will be divided by the total points possible. The resulting percentages will be assigned a grade value according to the district grading scale listed above. Any kind of plagiarism is unacceptable and will be referred to the KHS administration.

CLASS FORMAT - BLENDED LEARNING

Advanced Marketing is a blended class that incorporates both in-class experiences in combination with elements of online learning. A blended learning course combines classroom instruction with an online learning component that is conducted via Google Classroom and includes other out-of-class activities. Blended learning courses provide more flexibility as to when you attend class than traditional in-class courses, but they require just as much dedication, focus, and time in the learning process. Students will be responsible to utilize sufficient time outside of class to complete course requirements and objectives. Blended learning students should expect to spend between two to three additional hours online throughout the week. Additional time may also be needed to complete assignments and projects.

Specifically for this class, in a typical five day school week, students will come to class two days, **Monday and Wednesday**. Tuesday, Thursday and Friday are expected to check the Classroom Drive for assignments and/or announcements.

ATTENDANCE

A student who is earning a 68% grade or above only comes to class on the Monday and Wednesday. Students earning below a 68% grade in the class will need to attend class every day until the next grade check that shows their grade exceeds 68%.

Attendance is handled as follows:

1. Students with a valid permission form signed by parent/guardian do not have to be on the KHS campus during the class period during Online Days if their grade is not below 68%. These students will be considered Online Students.
2. Students not having a valid permission form will report to the classroom for the entire class period every day. These students will be marked as absent if not present.
3. Students with a grade below 70% who have received grade check notifications will report to class on Online Days and "C" days. These students will be marked as absent if not in class.
4. On Online Days, any Advanced Marketing student on the KHS campus during the class period must report to and stay in the classroom.

Cell Phones and Electronic Devices Policy:

A statewide ban included in [the new SB68 law](#) that was signed into law on July 9. More importantly, restricting personal communication devices supports a more focused and distraction-free learning environment for our students. It enhances their ability to engage with their teachers and classmates and have better learning experiences.

Please note the following key points:

- Restricted devices must remain off and out of sight throughout the school day
- Earbuds or headphones connected to devices are also prohibited
- Smart watches may be worn, but must not be used for communication purposes during school hours
- Teachers may request prior approval from principals to allow students to use prohibited devices for educational purposes as part of a class lesson plan

The following steps will be taken if a student violates this policy:

- The student will be directed to the school office to turn in the device
- The device will be confiscated for the remainder of the school day
- The incident will be documented as an infraction according to our student handbook disciplinary guidelines

Please take a couple of minutes to [review the new policy that was approved by the Board of Education](#). We appreciate your cooperation and support as we implement this updated policy.

Our goal remains to provide every student with the best possible learning environment.

Discipline Guide

ELECTRONIC PERSONAL COMMUNICATION DEVICES (UNAUTHORIZED)

For purposes of this policy, an "electronic personal communications device" means a portable device used to initiate, receive, store, or view communication, information, images, or data electronically.

Disciplinary Guidelines				
Offense	Grades PK-5	Grades 6-7	Grades 8-9	Grades 10-12
First	Device Confiscation	Device Confiscation	Device Confiscation	Device Confiscation
Second	Device Confiscation, Parent Notification	Device Confiscation, Parent Notification	Device Confiscation, Parent Notification	Device Confiscation, Parent Notification
Third	Device Confiscation, Parent Pick Up	Device Confiscation, Parent Pick Up	Device Confiscation, Parent Pick Up	Device Confiscation, Parent Pick Up
Fourth	Device Confiscation, Parent Pick up, 1 day In School Suspension	Device Confiscation, Parent Pick up, 1 day In School Suspension	Device Confiscation, Parent Pick up, 1 day In School Suspension	Device Confiscation, Parent Pick up, 1 day In School Suspension

Dress Code:

The School Board expects student dress and grooming to be neat, clean, and in good taste, so that each student may share in promoting a positive, healthy, and safe atmosphere within the District. Dress that detracts from the learning process or working environment is not permissible.

- Students are expected to wear clothing that covers all undergarments and private parts at all times.
- Bare midriffs, inappropriate tank tops and strapless attire are not to be worn.
- Shoes, boots or other types of acceptable footwear (house shoes or slippers are not acceptable) must be worn in the building.
- Non-prescription glasses/sunglasses are not to be worn inside the school building once the student enters until after the last bell of the day.
- Clothing must be worn according to the original design of the garment.
- Clothing and accessories with printed obscene or profane statements, pictures, or implications; statements indicating immoral, illegal, sexual, or violent behavior; statements advertising, promoting or picturing alcohol, tobacco, or drugs are prohibited.

TIPS FOR SUCCESS IN BLENDED LEARNING

- **Get organized:** Make time for learning and participating with your teacher and your classmates. Keep track of deadlines, and give yourself plenty of time to complete assignments. Check online discussions on a regular basis and give yourself extra time to handle any technology related problems.
- **Prioritize your work:** Organize your learning and your assignments and determine the order in which you need to tackle them. Utilize a calendar to map out your study plan.
- **Log in regularly:** Check your school email and Google Classroom daily. There may be new class announcements, responses to questions, new learning units, assignments, and new

discussion postings by the teacher and your classmates. Active participation in learning activities is critical for your learning success.

- **Do not fall behind:** It is dangerous to wait until the last minute to complete your assignments, to skip one learning unit, or to miss a Class Day. You will find yourself struggling to catch up and becoming unmotivated and pressured as a result.
- **Participate, participate, and participate:** A lot of learning is realized through the classroom and online interactions. Participation reveals new ideas and thoughts and develops your critical thinking skills.
- **Be comfortable with technology:** Ensure that you have access to the Internet and that you are comfortable with using the required software technologies. Computers will be available through Kearney High School.

Advanced Marketing (Blended)

Permission Form to Be Off-Campus During Online Days

I give my permission for _____ to be away from the Kearney High School campus during Online Days for the class period that he/she has Advanced Marketing. By signing and granting this permission, I realize that administrators and teachers at Kearney High School will not be responsible for ascertaining the whereabouts of the student or for any actions that occur off of the Kearney High School campus. If the student arrives at school prior to the end of the class period, he/she should report to class immediately.

This permission does not apply to days that the student is required because of grades to be in Advanced Marketing class. Attendance will be taken for all students with required attendance days resulting from low grades.

Student Name – Printed

Parent/Guardian Name – Printed

Student Signature

Parent/Guardian Signature