

Class Expectations & Syllabus

Marketing II

SY 2025-2026

Room J101

Contact Info

Please email me at ryan_cody@wrsd.net for any questions or concerns you have. Please do NOT post questions to Google Classroom as often I do not see these alerts in a timely manner. I will make every effort to respond to your email that same night – obviously if it's midnight that's a bit too late.

Class Structure

My class will consist of discussion of real world applications regarding our content. Each chapter will consist of vocabulary that you are expected to know - to reinforce vocab and content, Quizlet and Blooket will be utilized for practice. We will cover applicable DECA cases, Shark Tank and The Profit business scenarios for examples, and an occasional video or YouTube clip to help reinforce and provide differentiated instruction.

This class is project based (PBL - Project Based Learning) to begin the year and is an extension of Marketing I, which your student has previously taken. Students are expected to engage in and fulfill the requirements of a research project. This project will result in a written manual upon completion, either of the ten page or twenty page length depending upon the topic chosen. If done correctly, this manual will comprise months of effort and research resulting in the production of a professional paper utilized in the business and marketing world.

Cell Phone Policy & Electronics

It is the expectation that students CAN use cell phones during lunches and between classes, etc. However, upon entering my classroom, students are expected to put their cell phones into their ASSIGNED PHONE SLOT in the PHONE HOLDER. Earbuds and headphones do not have to be put into the phone holder - they do, however, have to be in your bags. If a student is found violating this they will face disciplinary action.

Seating

For the first few weeks of school, in order for me to learn your names, I will seat you alphabetically in class. After I have learned your names, I'll allow you to sit wherever you'd like. If there is ever an issue regarding your seat, whether you want to sit near the front or near a specific person, please just ask. If it makes sense, we can make it happen. I encourage you to sit in the front if you have vision or hearing difficulty.

Resources Utilized

SIFMA - The Stock Market Game Website

DECA - the DECA website provides a basis for manual requirements with 20 options

Competition University - this marketing resource is utilized to cover eight units in depth in addition to other resources utilized

Competition University Overview

Unit 1 - Economics

Unit 2 - Business

Unit 3 - Marketing

Unit 4 - Product

Unit 5 - Place

Unit 6 - Price

Unit 7 - Promotion

Unit 8 - Personal Selling

Grading – your grade in my class will consist of five key areas listed below. Using a weighted scoring system, you will see the specific grading percentages below.

Homework - 30%

Homework is expected to be completed upon the due date. If for some reason you need extra time or did not get to something due to a conflict, I can be flexible. The MOST IMPORTANT thing you MUST do is email me THE NIGHT BEFORE for an extension. Please do not email me the morning of a due date asking for more time – this is all about planning ahead and advocating within a reasonable time frame. Communicate!

Participation - 10%

Most students will receive a 90 to 99 for a participation grade. The expectation is that you contribute to the class appropriately, you arrive on time, you use your cell phone only when permitted to do so, and you act in a respectful manner. Failure to meet reasonable expectations will detract from your grade. You will NOT be graded based on how often you do or don't talk, but rather how respectful and how "citizenly" you act.

Projects - 20%

You will most likely have a project due for each chapter. The details and expectations for each chapter will be posted via Google Classroom along with a rubric. Please email me if you have any questions.

Quizzes - 20%

For each chapter, unit, or topic that we cover, you will usually have at least one quiz. You may even have two quizzes – one for vocabulary and another simply related to content and concepts. At the end of each quarter, I will DROP your lowest quiz.

Tests - 20%

After every two to three chapters that we cover, in addition to the respective quizzes that we've had for these chapters, there will be a Unit Test. Since these tests encompass numerous chapters, we will naturally have fewer tests than quizzes.

Lunches

We will almost ALWAYS have fourth lunch.

Late Help

I am available for extra help every morning from 7am to 7:25am before school starts. I am typically at school by 6:45 if you happen to arrive by this time. I am also available after school on Wednesday - please just inform me ahead of time if you'd like extra help.

Accommodations

Whether or not you are or are not on an educational plan, I will provide accommodations if required or requested. Some of these I will do simply as a best practice - others I will provide on an individual basis. If you prefer to sit in the front, please let me know - I will not ask the reason. If you want notes, they are always posted on Google Classroom. If you want them printed, I am happy to do that - please just ask me so that I don't waste paper otherwise.

DECA

I am quite passionate about DECA and the potential that Wachusett's students have to be successful in our program. While DECA is a club, it is NOT mandatory - students will have the option to join DECA and compete against other students in our district and state in a category of their choice. I will explain all of this during class. DECA is open to students of all grades and abilities - I'd love to see Wachusett's DECA program return to being the powerhouse it was.

Stock Market Game

Each student will be required to build a portfolio within the Stock Market Game. There is no cost to this - I just want you to experience the ups and downs of the market. You'll have the chance to buy (or short) equities, mutual funds, bonds, and ETF's. I will explain what all of these are and what the parameters of this game are.

Borrowing

In my room, hanging on the front podium, is a ChromeBook charger. Students are welcome to “borrow” this. I only ask two things: 1) You ask to use it, and 2) You return it to the proper place when class has finished.

If you need a ChromeBook, you can no longer go to the Media Center - you must use one of the two in my classroom.

Leaving the Room

If you need to leave the room for ANY reason, ie. bathroom or main office, you MUST sign out electronically using the Securly app.