

Marketing 2/Retail Operations

Jeff Lindsey

Room 102

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Marketing Teacher

1. Respect the classroom learning environment by staying involved in the activities and discussions
2. Bring all books, materials, supplies to class and have them ready when the bell rings
3. Do not speak when the teacher or anyone else is speaking
4. Follow directions the first time they are given

Future Ready Skills

LEARNING & INNOVATION

- Creativity and Innovation
- Critical Thinking and Problem Solving
- Communication and Collaboration

INFO, MEDIA & TECHNOLOGY

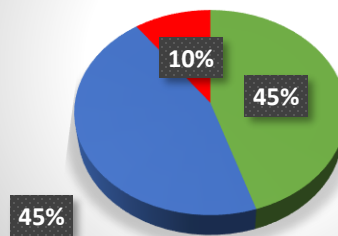
- Information Literacy
- Media Literacy
- Information, Communications, and Technology (ICT) Literacy

LIFE & CAREER SKILLS

- Flexibility and Adaptability
- Initiative and Self Direction
- Social and Cross-Cultural
- Productivity and Accountability
- Leadership and Responsibility

This is a full-year course in which students learn the fundamentals of marketing and get hand on experience in a retail store: Students will develop the skills necessary to secure and succeed in the world of work. Students will have an opportunity to participate and become members of the local DECA chapter. Activities will include leadership, skill development, and participation at local, state and national leadership conferences.

Grading Policy



Leadership

See Attached Leadership Sheet

Summative Assessments

Projects
Presentations
Other

Formative Assessments

Student Store Shifts
Reflective Journal
Daily Work
Enter/Exit Slips

Grading:

- Grading will be a combination of student store shifts, daily assignments, unit projects, quizzes and exams.
- Professionalism in attitude, work ethic, and attendance is a top priority—**KNOW YOUR THS HANDBOOK!**
- **Any assignment not turned in the day it is due is considered late, Work turned in after the due date will only get 80% credit**
- All late work must be turned in three (3) days before the end of each quarter.

Necessary Details for Successful Completion:

- Marketing is a hands-on class, with skill-based assignments, computer projects, and on-line assessments; **excellent attendance is necessary** for completing work, practicing and earning a passing grade.
- Each student will learn how to access their own school **email account**. We will do this activity in class.
 - This will also allow students to email teachers and other students regarding school topics.

➤ **The students' first assignment involves you, as a parent/guardian, to send me an e-mail.**

Parents: please send me an email to jlindsey@tahomasd.us **this week** just to say hi and share with me your email contact.

This will be counted as an assignment for your student. And email is the best way for you to contact me with any questions or concerns—and the best way for me to communicate effectively with you. **NOTE: please put your student's name and class period in the subject line.** After I receive your email, I will reply to confirm receipt and **your student will receive 100 points** in the gradebook.