

Advertising Strategies

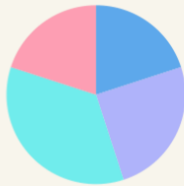
Marketing, Sales & Services
Cluster

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This is a course of study in the basic functions of advertising; its role in marketing communications mix; economics, consumer behavior, and social influence. Students will explore advertising techniques and the technology used in advertising institutions and media; campaigns and appropriations; retail and business-to-business aspects to develop and implement a promotional plan. Students will participate in career development and identify their leadership potential through participation in the DECA (an association of marketing students) student organization.

Grading Policy



■ DECA (20%) ■ Daily Work (25%) ■ Tests (35%)
■ Final (20%)

*The district grading scale will be used to determine a student's grade.

*All assignments should be turned in by the original assigned due date. Any assignments not turned in by the original due date will not be able to receive full credit (10% per day will be deducted). Homework assigned prior to an absence is due on the original date or immediately upon return of the student. If a student is gone for athletics or other school-related activities, the assignment is due before the student is gone for the event.

Supplies



3-ring binder or folder to hold assignments & notebook paper

Notebook paper, pen & pencil

1 bottle of hand sanitizer

Top 8 Tips For Success

- 1 Be Here! Attendance is vital to your success in the classroom. If you are gone, it is your responsibility to ask me for what you missed.
- 2 Be On Time! On time means in class ready to work.
- 3 Be Prepared! Have everything you need when you come to class.
- 4 Be Respectful! Respect the classroom equipment, your peers and your teacher.
- 5 Be Focused! Stay focused on what we are doing throughout the class period. No sleeping! No cell phones unless we are using them for class (I will take them)!!! No headphones during discussion or group times.
- 6 Be Good People! Represent yourselves, your family, and your school well. Watch your language.
- 7 Be Thorough! Make sure you include the following items on all assignments: Name, Date, Assignment Title, Class period. Failure to include any of these items will result in a loss of points on that assignment. ALL work is to be placed in the appropriate basket. Please do not place on my desk.
- 8 Get Involved! There are going to be many opportunities for you to be involved in this class so take advantage! Plus your grade depends on it!

Follow PC DECA...



@PCHDECA



@PCODECA

Academic Dishonesty

Students should complete their own work. Cheating is unacceptable and will result in a zero for the assignment, plus the possibility of further disciplinary action.

Methods of Instruction

Lectures, class discussions, hands-on-training, demonstrations, projects, online simulations and performance evaluation

Resources

Marketing 4th edition, Burrow & Fowler, 2016, SW Cengage

MBAResearch.org

DECA.org

Virtual Business-
www.knowledgematters.com



DECA student organization is an integral learning process within the Marketing program. Through various leadership activities, the student learns the elements of management, technical knowledge, problem solving, decision making, human relations, etc. As a result, all students enrolled in the Marketing program are considered DECA members. All members are expected to pay DECA dues and join this student organization. DECA provides the opportunity for young people to learn leadership and professionalism, as well as compete scholastically within their industry. DECA points will be distributed among each of the DECA leadership activities for all students, based upon their participation which counts as 20% of their total grade. DECA members will be given the opportunity to go on field trips and leadership conferences to broaden their concept of various types of occupations and to receive leadership training. This will be determined by approval of the teacher coordinator and the students' other classroom teachers. Students should dress professionally for such events. DECA members will pay dues in the amount of \$25.00 which covers membership in the DECA organization at the local, state, and national levels, a DECA t-shirt, the ability to participate in field trips and leadership conferences referred to earlier. Payment of DECA dues should be received by September 11, 2015. There will be a candy fundraiser from August 31 to September 7 to help raise these funds or student can pay cash or check to PCH DECA.



New York Experience Parent Meeting
Tuesday, September 1, 2015
5:30 pm

Come find out more details about your student going to NYC with PC DECA!

BE EPIC

Compete at DECA State this year for a chance to go to Nashville, TN for the DECA International Career Development Conference.
#BEDECAEPIC



Nothing is IMPOSSIBLE the word itself says I'M POSSIBLE -Audrey Hepburn

Follow National DECA...



@DECAInc



@DECAINC

SIGN & RETURN



MRS. REDUS

Welcome to the 2015-16 school year! I am excited to have your child in my class. The previous pages outline my expectations for success in the classroom. I ask that you not only read the expectations but also discuss them with your child. As you read these, understand that I present my classroom guidelines as expected behaviors, not rules, therefore allowing students to make choices about whether or not they will follow these guidelines. As in everyday life, choices we make have results/consequences. If a student chooses to follow these guidelines, they can expect to be successful in the classroom. If they choose not to, they should understand that the results they get may not be what they want. I encourage parents to be involved in their child's learning and urge you to contact me at any time you have a concern or question (contact information on 1st page). I would like to receive some information from you that will assist in our communication throughout the year. Please fill in and sign the appropriate places on the bottom of this page and have your child return only this page to me by Friday August 28, 2015. This document will constitute a grade in the class. Let's have a great year!

Student name: _____ Period: _____

Parent/Guardian:

I, _____, have read the expectations and guidelines for Mrs. Redus' Advertising Strategies class for the 2015-2016 school year with my child and understand what will be expected of him/her.

Signed _____ Date _____

E-mail address _____

Best phone number to reach you _____

Alternate phone number _____

Anything you would like for me to know about your child

Student:

I, _____, have read the expectations and guidelines for Mrs. Redus' Advertising Strategies class for the 2015-2016 school year and understand what will be expected of me.

Signed _____ Date _____

Return By
August 28, 2015