

Crook County School District

where students dream, learn, & succeed



<u>School</u> : Crook Couty High School		<u>Instructor</u> : Kimberly Crofcheck
<u>Course</u> : Intro to Marketing 2024 2025		<u>Email</u> : kim.crofcheck@crookcountyschools.org
	Trimester #1	<u>Phone</u> : 541-416-6900 x3127
	Trimester #2	<u>Methods for Communicating with Families</u> : Email, Phone Calls, Parent Square and Synergy.
	Trimester #3	
<u>Course Description</u> : This is a gateway course in the Marketing strand of course offerings. These classes will give the student a broad overview of the marketing and social media marketing in the		
Learning Standards/Targets: UNIT STANDARDS		
<u>Marketing Basics</u> CC-MKG01 Describe the individuals and organizations that collaborate to provide marketing services CC-MKG02 Demonstrate understanding of concepts and strategies used to explore, obtain, and develop in a marketing career CC-MKG03 Demonstrate understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and/or to build brand for the organization CC-MKG06 Demonstrate understanding of the concepts and tactics utilized to determine and target marketing strategies to a select audience		
<u>Social Media Marketing</u> CC-MKG04 Demonstrate understanding of the concepts and processes needed to identify, select, monitor, and evaluate sales channels CC-MKG05 Demonstrate understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions Additional Standards that will be reviewed in each Unit and Final Project E-04 Demonstrate teamwork and conflict resolution E-06 Employ critical thinking to solve problems E-07 Demonstrate creativity and innovative thinking		

Instructional Materials:

- Core Digital Texts:
- Marketing Strategies, 2024 Erickson, VooHries,
- Mod Marketing: Hales and Macemo, 2003
- Films, Videos/Other Electronic **Stukent**: Online Simulation for Social Media Simulation activity for a BUHI Bag Company
- [Stukent Link](#)
- ICEV [ICEV Website CTE Educator Resources](#)
- Current Event and Research Projects: Students will use the Internet to search for Business Related and Relevant and Topics as Guided by the Instructor for Current Event and Research Projects limited to the websites listed below
- Business News Websites: CNN Business News [LINK](#), Wall Street Journal , CNN Business News [LINK](#), Yahoo Finance, MSN Money [LINK](#), Forbes [LINK](#), Franchise Direct [LINK](#), Entrepreneur [LINK](#), Business Wars Daily [LINK](#), Consumer Data Base [LINK](#) Top Class Action Suits [LINK](#) ,
- Canva [LINK](#)-Marketing and Production Creator
- Planned Guest Speakers: Members and/or Employees of Prineville/Crook County Chamber of Commerce, City of Prineville Economic Development, Jay Weeks, HR CCSD
- ABC Sharktank [Link to ABC](#)
- Sharktank All Products Website [Shark Tank List of Products and Offers](#)
- Additional Documents Used Franchise Research Project, What is a Corporation?, Run a Taco Truck, Create a Food Truck, American Eagle Outfitters Class Action Suit
- Empowered Entrepreneur [Teach Empowered](#)
- All Instructional Materials must comply with CCSD School Board [Policy IIA](#) & [Policy IIA-AR](#). A copy of core and supplemental curriculum will be available in the curriculum office for review.

A classroom teacher receiving a complaint regarding instructional materials shall try to resolve the issue informally through the discussion of the original assignment or the opportunity for an alternative assignment.

Notification of the Right to Object to the Use of Material:

Any resident of the district may raise objection to instructional materials used in the district's educational program despite the fact that the individuals selecting such materials were duly qualified to make the selection and followed the proper procedure and observed the criteria for selecting such material.

The first step in expressing objection to materials is consultation with the classroom teacher or library staff and providing a written complaint. The district official or staff member initially receiving a complaint shall explain to the complainant the district's selection procedure, criteria and qualifications of those persons selecting the material. A classroom teacher receiving a complaint regarding instructional materials shall try to resolve the issue informally through the discussion of the original assignment or the opportunity for an alternative assignment. The materials shall remain in use unless removed through the procedure in section 4. F. (2) of this regulation.

The teacher or library staff receiving the initial complaint shall advise the principal of the initial contact within 24 hours, whether or not the complainant has apparently been satisfied by the initial contact. A written record of the contact shall be maintained by the principal and sent to the superintendent's office.

In the event that the person making an objection to material is not satisfied with the initial explanation or an alternative assignment, the person raising the questions will meet with a building administrator who will provide a Request for Reconsideration form.

For more details, see [CCSD School Board Policy IIA-AR](#).

Citizenship, Classroom Rules, Behavior Expectations:

- The Board expects student conduct to contribute to a productive learning climate. Students shall comply with the district's policies, administrative regulations, school and classroom written rules, pursue the prescribed course of study, submit to the lawful authority of teachers and school officials and conduct themselves in an orderly manner during the school day and during district-sponsored activities. Careful attention shall be given to procedures and methods whereby fairness and consistency without bias in discipline shall be assured to each student. The objectives of disciplining any student must be to help the student develop a positive attitude toward self-discipline, realize the responsibility of one's actions and maintain a productive learning environment.
- See [CCSD Board Policy JFC](#) for more details.

Grading System:

- The district's grading system shall be based on Board-adopted course content and is designed to enable the student and parent to clearly know how well the student is achieving course requirements at the student's current grade level or course content level, and be based on the student's progress toward mastery of a continuum of knowledge and skills outlined in Oregon State Standards. Absenteeism or misconduct shall not be the sole criterion for the reduction of students' grades. Behavioral performance shall be reported separately. The district will use letter grades (A,B,C,D,F) that can be converted into a 4 to 0 reporting system in grades 6-12. All AP courses are graded on a 5.0 grading scale.
- Grades will be based on many factors, such as: basic instructional assignments, both oral and written; results from various assessment instruments, including critical content short cycle assessments as well as quizzes and exams; class participation; special assignments; research; activities of various types of kinds and special contributions.
- See CCSD School Board [Policy IKA](#), [Policy IK](#), & [Policy IK-AR](#) for more details.

Grading Scale:

- A+: 100-98 A: 97-93 A-: 92-90
- B+: 89-88 B: 87-83 B-: 82-80
- C+: 79-78 C: 77-73 C-: 72-70
- D+: 69-68 D: 67-63 D-: 60-62
- F: 59-0

Course Grading Criteria/Weighting

- Assessment, Projects, Quizzes, Assessments of Learning Standards: 70%
- Daily Homework & Practice Assignments: 30%

*[Policy IK-AR](#): Achievement of learning standards will be assessed separately from behavior.

Make Up Policy:

- 1) **Assessment Retakes:** [Policy IK-AR](#) Teachers will provide students with multiple opportunities to demonstrate mastery of each standard. Students will be provided with at least two opportunities to retake assessments. A student who retakes an assessment will not be penalized. Teachers can modify assessments (more rigorous to account for greater time allowed for preparation.) Teachers will determine student requirements for assessment retakes that align with [Policy IK-AR](#). Students will have until the mid-term to make up assessments/projects from the beginning of the trimester to the mid-term date. Students will have from mid-term to one week prior to the last day of the trimester to make up the

2nd half of the trimester assessments/projects. Students must communicate with the teacher if there are other extenuating circumstances that warrants more time.

2) **Homework/Daily Work:** *Achievement of learning standards will be assessed separately from behavior (i.e. attendance, disruption, late work, tardiness, preparation, effort, attitude, etc.).*

**For all courses that articulate with a college or university, it is required that the syllabi match the accrediting institution, rather than the CCSD syllabus model.*