



Marketing and Sales Grand Haven High School



Course Number: G54
Grade Level: 10-12
Credits : 1
Prerequisite Courses : None

Course Description

Marketing and Sales will give students an overview of the world of business, specifically forms of business, free enterprise system, legal and ethical issues in business, advertising and promotion, sales, and more. Students will participate in project-based learning, working with local businesses.

Course Objectives

To give students a real-world peak into the world business. Students will learn the importance of collaboration, communication, and organizational skills relevant to business and life.

Student Expectations

Be attentive, involved, passionate, respectful, and organized.

Communication

Students will participate in Schoology and Twitter - the focus of communication for the course and discussions outside the classroom. Parents will also be encouraged to join both platforms to be informed and involved.

Grading Policy

A	= 93-100	C	= 73-77
A-	= 90-92	C-	= 70-72
B+	= 88-89	D+	= 68-69
B	= 82-87	D	= 63-67
B-	= 80-81	D-	= 60-62
C+	= 78-79	F	= Below 60

Building Behavioral Expectations

TEAM GH ... One Team, One Family, One Grand Haven. Be Kind. Always.

It is our expectation that ALL GHHS students, staff and parents will ... always give their best **EFFORT** in everything that they do, work hard to be **INCLUSIVE** of each other, show **RESPONSIBILITY** in class, the hallways, cafeteria and at events, and **WORK TOGETHER** at all times!

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Scope and Sequence

- Week 1 - Introduction
- Week 2-3 - Unit 1 (The World of Marketing)
- Week 3-5 - Unit 3 (Business and Society)
- Week 6-9 - Unit 5 (Selling)
- Week 10-14 - Unit 6 (Promotion)
- Week 15-17 - Unit 7 (Distribution)
- Week 18-21 - Unit 8 (Pricing)
- Week 21-24 - Unit 9 (Marketing Info Management)
- Week 25-27 - Unit 10 (Product and Service Knowledge)
- Week 27-30 - Unit 12 (Employability and Career Development)
- Week 31-34 - Portfolio Development
- Week 35 - Exam Prep
- Week 36 - Exam

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