

MARKETING SYLLABUS



ABOUT YOUR TEACHER

Hello! I'm Mrs. Niedziela. This is my fourth year teaching in GRISD. I graduated from Baylor University with a Bachelor's degree in Statistics and Human Resources. I recently earned a Master's degree in Sustainable Tourism from ASU. My husband and I have owned and operated The Hideaway Ranch & Refuge since 2004. We have four amazing children.

HOW TO CONTACT

Email: niedtr@grisd.net
Classroom Phone: 254-898-3842

CONFERENCE PERIOD & TUTORIALS

Monday, Wednesday, Friday:
7:30-8:44 am, 3:35-5:00pm
Tuesday, Thursday:
7:30-8:44 am, 3:35-4:30pm

COURSE DESCRIPTION

Interestingly, this is two separate courses. First semester, we will focus on social media marketing. We will look at each platform and study how marketers are integrating social media tools in their overall marketing strategy. The course will investigate how the marketing community measures success in the new world of social media. Second semester, we will study Sports & Event Marketing. This course will include: basic marketing concepts, publicity, sponsorship, endorsements, licensing, branding, event marketing, promotions, and sports and event marketing strategies.

SUPPLIES

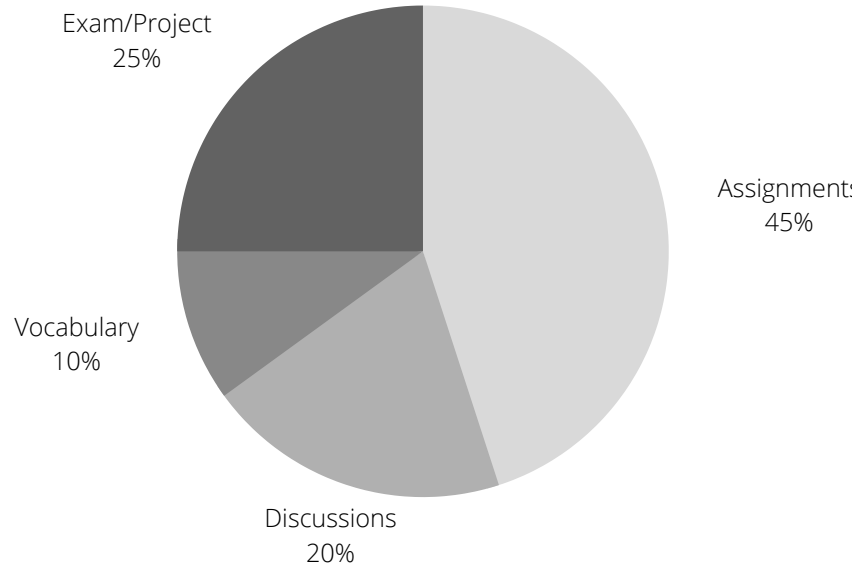
- set of cheap headphones
- 1 box of facial tissue
- writing utensil (pen or pencil)
- 1 paper folder with pockets and prongs

TECHNOLOGY POLICY

Students will be asked to turn cell phones to airplane mode at the beginning of each class. Earbuds are only allowed for listening to assigned videos independently during class.

GRADING POLICY

- A 90-100
- B 80-89
- C 70-79
- D 60-69
- F Below 59



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CLASSROOM RULES

- Be Polite
- Be Prompt
- Be Prepared
- Be Productive
- We abide by all posted school rules.

Please see your student handbook.

CONSEQUENCES FOR CHEATING OR PLAGIARISM

You are expected to abide by the highest ethical standards.

Plagiarism and cheating will not be tolerated. Such behavior will result in a zero on the assignment/quiz and will be reported to the Administrator on campus.

LATE WORK POLICY

As an aspiring professional, it is important that you develop and demonstrate good time management skills. You will be held to deadlines in your career, the same is true of this course. With the exception of an unexpected and unforeseeable emergency or event, you will be held to assignment deadlines. Points will be deducted for late work. Missing work will be marked with a zero in the grade book until turned in.

ABSENCE POLICY

If you are absent you are responsible for all missed work. Missed handouts can be found in the absent bin. You are responsible for checking our Canvas Weekly Agenda for any work and turning in work within 24 hours of your return unless otherwise stated.

HOMEWORK / NUMBER OF ASSIGNMENTS

IF students use their class time, there should be very little homework in this class. There will typically be 10 daily assignments during each six week period.

PROCEDURES TO FOLLOW (IN CASE OF EMERGENCY SHUTDOWN)

In the event that we need to conduct school remotely, we will simply meet in our Canvas Classroom. I will have all instructions and class information posted there. We will either use Zoom for our class instruction or recorded videos, depending on the lessons.