

Sales and Advertising

(BUS233)

Mr. Evans

CONTACT INFORMATION

You can reach me via email at jevans@dbqschools.org call at 563-552-5541 and leave a message. I check both of these every day.

I am also available in A-123 before school, during 7th period (1:30 – 2:20) and after school until 2:45 most days, or by appointment.

DESCRIPTION

Sales/Advertising is designed around the basic concepts of sales and advertising. The course will contain two segments: retail and professional selling and the advertising process. This course will address the following units: selling, communication, promotion, pricing, market research, and product and service management.

There will be several individual and group projects throughout the semester including giving sales presentations in front of the class and creating marketing materials for different products and services.

CORE MATERIALS

Selling Today: Building Quality Partnerships, Gerald Manning + Barry Reece, 8th edition
Cost: \$160.00

GRADING

Your semester grade will be determined using a straight point system. Grades will be earned through successful completion of daily assignments, quizzes, tests, citizenship, attendance, and participation.

Your semester grade will be calculated from the total points earned in the semester comprising 90% of your overall grade. The other 10% of your grade will be based on your semester final. Homework will be assigned on a daily basis. It is due the following day, unless specifically announced. Homework must be turned in when it is due. Assignments turned in late may be reduced up to half credit. After the test for that chapter, late work will be graded at 60% or lower.

A	-	93% and above	C	-	73-76%
A-	-	90-92%	C-	-	70-72%
B+	-	87-89%	D+	-	67-69%
B	-	83-86%	D	-	63-66%
B-	-	80-82%	D-	-	60-62%
C+	-	77-79%	F	-	59% and below

CHEATING/PLAGIARISM

Refer to the Dubuque Community School District Policy 5200 and the Hempstead High School Student and Parent Information Student Planner.

ATTENDANCE POLICY

It is important that you are in class, on time, every day. This will help the class to be productive and efficient in our time together. I will not wait for students to get to class before I start. Once the bell rings, it is class time. If you do miss class for any reason, it is your responsibility to find out what you missed. You will have as many days to make up missed work, as days absent. Refer to your planner and the student handbook for DCSD Policy 5200 for additional details.

NOTES OF INTEREST

- When preparing/completing homework, please include your full name, date, period, and assignment at the top of the page.
- Take notes and participate in class discussions! This will GREATLY benefit you when you study for the tests.
- You are responsible for any material covered in the chapter and/or discussed in class. If you miss a class, you will need to get the notes from a classmate as well as the assignment for that day. We will have a test after every chapter. If you miss a test, it is your responsibility to set up a make up time; you must make arrangements with me to make it up as soon as possible. (Maximum of one week!) Quizzes and tests will ***not*** be made up during class time.

GENERAL RULES

1. Treat everyone in the classroom the way you want to be treated. R-E-S-P-E-C-T
2. No coats or hats allowed in the classroom.
3. Absolutely no Gaming, Chat rooms, or Internet surfing is allowed in class unless assigned by the instructor as part of the lesson.
4. No electronic devices are allowed in the classroom – this includes, but is not limited to headsets, iPods, MP3 Players, Walkmans, pagers, cell phones, laser lights, etc.
5. **Absolutely no food is allowed in the classroom. No drinks near the computers!**
6. No hall passes will be granted! All business that must be done outside of the classroom must be done BEFORE class. This includes restroom and drinks!
7. Bring a No. 2 pencil and a blue or black ink pen to class every day.
8. Bring your Sales & Advertising materials to class everyday.
9. Cheating will not be tolerated. If you are caught cheating you will receive a zero (0) on that assignment, quiz, or test.
10. Assignments, quizzes, and tests must be completed in a timely manner. Points may be deducted for assignments turned in late, and will not be accepted after the chapter test.