



Dr. E.P. Scarlett High School

Marketing and Management 20

G Gage
Fall Semester
2022-2023
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Course Outline

Credits: There are 5 credits for Marketing and Management 20, attained through 5 1 credit courses. Marks for each module are not averaged out, and each student must pass each course to earn all 5 credits available

Course Prerequisite: E-Commerce 1 is a prerequisite for the E-Commerce 2 module but may be completed online concurrently with this course.

Course Outcomes – Please note that outcomes noted are central outcomes. Subsets of these outcomes are available here:

<https://education.alberta.ca/career-and-technology-studies/bit-cluster-businessadminfinanceit/>

Module: Visual Merchandising

- Students identify different types of visual merchandising and describe how to construct attention-getting displays and evaluate visual merchandising.

Module: Promotion- Print Advertising

- Students are introduced to communication channels, delivery strategies and advertising media that can be used to inform potential customers about products and services available in the marketplace.

Module: E-Commerce 2

- Students will enhance their understanding of e-commerce as a marketing strategy and design an e-commerce Web site with special effects and additional content to attract customers and increase customer satisfaction.

Module: Market the Venture

- Students appraise various marketing strategies and formulate a marketing strategy for a venture.

Module: MAM PROJECT B

- MAM Project B will be a project that draws on outcomes from, and links between, the first four modules listed above

Outcomes Based Evaluation

- Outcome assessment for all modules above will be done exclusively through projects assigned for each module. Student work will be assessed on a day to day basis (with formative feedback), and at the end of modules to determine

student understanding of outcomes based on their final work product (summative assessment).

Course Expectations

- Students are expected to attend regularly, and show up for classes on time. It is critical for student success that students are in class in order to maximize their learning and potential
- Students are expected to advocate for their learning. If students are struggling with material, they should ask any and all questions they need for clarification. Questions are an important part of the learning process, and I am here to help students with anything they need to succeed. Students who are away should look to the D2L shell for remote situations, but students should always check in following absences to check for any important information that may have been missed through absence.
- Students should hand in their best work, on time. In situations where deadlines may not be met, students should work with me to arrange an extension/ alternate arrangement **before** the work is due.
- Students are expected to treat their fellow students and classroom equipment/ technology with respect. This is a non- negotiable as the classroom environment is for everyone
- Cell phone use should be kept to a minimum. I would rather work with students to help them understand appropriate usage and how to be productive without being on cell phones in class. If students can not regulate their cell phone usage, and it is affecting their work, then alternate arrangements will need to be made to ensure student success.

Learning Resources

- Program of Studies: <https://education.alberta.ca/career-and-technology-studies/bit-cluster-businessadminfinanceit/>
- D2L Shell (including tutorial videos and assignments)
<https://d2l.cbe.ab.ca/d2l/home/952469>

Required Facilities/ Equipment

There is no equipment required for this course.

Health & Safety

There are no health and safety requirements for this course

Appendix I: Academic Integrity Policy

At Dr. EP Scarlett High School, we (staff and administration) are committed to providing assessments (whether assignments, quizzes, formal tests, and/or final exams), which assess a student's achievement of curricular outcomes.

Staff Responsibility

Staff will

- clearly communicate the expectations for academic honesty and the consequences (see below) of not being academically honest
- provide instruction on the proper means of citing other's work, to minimize unintended plagiarism
- take care in establishing a testing environment
- report to school administration and make note of incident(s) of academic dishonesty on the student's file
- Progressive Student Discipline will be adopted so that teachers, parent(s)/guardian(s), and administrators can help students take responsibility for their learning to achieve their academic goals

Student Responsibility

Students are expected to behave according to the CBE Student Code of Conduct. Students are expected to be academically honest in pursuit of their studies, whether through learning with their peers, completing class work, or in preparing for, and writing examinations. This includes avoiding plagiarism and cheating.

To be academically honest, a student must:

- refrain from copying another student's work
- use only materials which are permitted (as clearly stated by the teacher)
- refrain from communication during the testing session
- follow all communicated directions and expectations for papers and presentations, a student must:
- create and submit for marks original work that has been completed through their own efforts, or in the case of a group project, through their group's effort(s)
- credit the creative and intellectual efforts of others

Plagiarism

When ideas are taken from other sources without giving credit, this is known as plagiarism. Plagiarism is the unacknowledged use of somebody else's words or ideas.

Plagiarism is a serious academic offense and will be dealt with by the teacher and/or administration.

We expect our students to act with academic integrity, and to use their own knowledge to demonstrate authentic learning. Authentic learning occurs when students create and demonstrate their own knowledge. We expect our students to be honest and ethical in their schoolwork and in how they deal with others. Our teachers support students' authentic and ethical learning through teaching when and how to cite resources to acknowledge and respect the rights of creators.

Credit must be given when you:

- use or refer to somebody else's words or ideas from a magazine, book, newspaper, song, TV program, movie, web page, computer program, letter, advertisement, or any other source
- use information gained through interviewing another person
- copy the exact words from somewhere
- paraphrase the written work of others
- use any diagrams, illustrations, charts, and pictures that are not your creations

No credit is required when you are:

- writing your own experiences, your own observations, your own insights, your own thoughts, your own conclusions about a subject
- using common knowledge, common sense observations, or shared information
- using generally accepted facts
- writing up your own experimental results

Cheating

Absolutely no cell phones or personal electronic devices are allowed during exams or testing situations. These devices must be turned off and placed in your backpack; or not brought into the class at all during exams. This is in accordance with Alberta Education Diploma Rules and Regulations. Failure to comply – such as having a phone or personal electronic device on your person during an exam or quiz will invalidate your exam.

Academic Misconduct includes, but is not limited to:

- cheating or helping others to cheat. Forms of cheating include the use of unauthorized materials such as: cheat sheets or notes and/or on-line sites for essays, sharing answers
- copying, communicating with others, which includes but is not limited to: whispering, passing notes or other materials, signaling, exchanging papers, texting answers, posting questions or answers on social media
- writing quizzes, tests or exams for others
- using calculators inappropriately (eg. storing data prior to a test or information from a test afterwards)
- use of text messaging on a cell phone or other device
- inappropriately accessing the internet or computer files □ allowing another person to copy one's work or answers
- failure of protect your work from being copied
- discussing an exam before instructed by a teacher that it is permitted to do so
- altering the mark or answers on assignments, tests or quizzes marked in class

Consequences

Academic misconduct is a serious offence. Depending on the severity of the violation, the offending student may suffer any or all of these consequences in consultation with the subject Learning Leader and/or Administrator's discretion. Penalties include, but are not limited to:

- notation on the student's file describing the offence
- zero grade on work involved
- removal from course and loss of credits
- referral to the administrator
- loss of computer access
- school suspension
- recommendation for expulsion

Appendix II: Course Progression and Recommendations

- CTS courses are based on a collection of five, one-credit courses. Marks are not averaged between these courses, and students need to pass each course to earn all five credits for design.
- For Business 10, there are no pre-requisite courses.
- The Pre-requisite for Marketing Management 20 course in grade 11 is E-Commerce 1.
- Pre-requisite for Marketing Management 30 is E-Commerce 1 & 2.