



Mountain Range High School
 12500 Huron Street • Westminster, CO 80234
 Office: (720) 972-6300 • Fax: (720) 972-6529
<http://www.mountainrange.adams12.org>



School Year	2021-2022	Teacher	Lori Schaeffer
Office	B214	Website	https://sites.google.com/adams12.org/mrhs-marketing/home
Phone	720-972-6332	Access Room	B214
Email Address	Lori.a.Schaeffer@adams12.org		

Course Name	Introduction to Business/Principles of Marketing A
Course Description	Thinking about a career in marketing, management, sales, or merchandising? Introduction to Business/Principles of Marketing A prepares students entering occupations that require skills in sales, buying, retailing, finance and investments. Students will learn job application and interview techniques, basic sales skills, marketing math, economics, advertising, promotion, pricing and marketing strategies. Students are strongly encouraged to participate in the many DECA activities provided to them throughout the year where they learn valuable leadership and social skills. Students will learn marketing and business economics by running their own businesses with the assistance of computer simulations.

Unit of Study	Content Standards/Grade Level Expectations	Approximate Time Spent or Percent of time Spent	Targeted Date of Assessment
Introduction to Business	Understand business terminology, concepts, and current business practices.	10%	August – September 2021
Foundations of Marketing	Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.	15%	October 2021
DECA Role Play Introduction/Presentations	Communication Skills	5%	August – December 2021
Selling	Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	10%	October 2021
Promotion	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	15%	August – November 2021
Stock Market	Stock Market Fundamentals	5%	March 2022
Marketing Research	Understand the concepts, systems, and tools needed to gather, access,	15%	January – February 2022



Mountain Range High School
 12500 Huron Street • Westminster, CO 80234
 Office: (720) 972-6300 • Fax: (720) 972-6529
<http://www.mountainrange.adams12.org>



	synthesize, evaluate, and disseminate marketing information for use in making business decisions.		
Product Management	Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	10%	January – February 2022
Pricing	Recognize concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	10%	April 2022
Careers	Understand and demonstrate career and job search strategies, including a cover letter, resume, follow-up letter, and interview preparation and practice.	5%	Assessed Quarterly

Assessment/Practice Proficiency Levels	
4	Advanced Understanding of the Standard
3	Meets the Standard
2	Approaches the Standard
1	Does not Meet the Standard

Course Grade Scale	
A	89.5 - 100
B	79.5 – 89.4
C	69.5 – 79.4
D	59.5 – 69.4
F	0 – 59.4

Grade Reporting Criteria/Weights	
Concept and Concept Application	40%
Communication	25%
21 st Century Workplace Skills	25%
Practice	10%
Grades are based on achievement of Content Standards and Grade Level Expectations. *Weekly progress grades are posted at https://ic.adasm12.org/campus/portal/adams12.isp	

- General Expectations**
- Grades are based upon the demonstration of proficiency on units associated within specific grade reporting criteria.
 - **Assessment: 90%** Assessments are a means to determine a student's mastery and understanding of information, skills, concepts, or processes.
 - **Practice: 10%** Practice includes opportunities for students to receive clear, specific, and timely feedback as they are developing knowledge and skills, prior to Assessments.
 - Assessments will be graded based on teacher/district/state rubrics.

Class Expectations

Missing or incomplete assignments/assessments for this course: Superintendent Policies 6280 Homework and 6281 Make-Up Work will be followed for this course. They state that it is the student's responsibility to request and obtain missing work. When a student has an excused absence, the student has the same number of days they were absent plus one day to make up assignments. Students who are



Mountain Range High School
12500 Huron Street • Westminster, CO 80234
Office: (720) 972-6300 • Fax: (720) 972-6529
<http://www.mountainrange.adams12.org>



unexcused may not be able to receive feedback from Practice prior to required assessments. Students are held to the Academic Integrity Policy for Mountain Range High School.