

Marketing Research

Course Syllabus

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Course Description and Purpose:

This course provides a comprehensive introduction to marketing research, and discusses key concepts, processes, and techniques, as well as their applications. Students gain an appreciation for the breadth and depth of the subject and its significance for a business enterprise, whether a startup or an established company. Besides an overview of marketing research, the course covers research design, including qualitative and quantitative data, and quantitative methods used for analyzing research data to make decisions. Students taking Marketing Research will have the opportunity to participate in DECA (Association of Marketing Students).

Course Outline:

1. What is DECA?
2. Officer Roles
 - a. Local chapter goals for the year
3. Types of competitive events
 - a. Role Plays
 - b. Chapter Events
 - c. Written Events
4. Types of Marketing Research
 - a. The Research Process
 - b. Obtaining Data
 - c. Analyzing Data
 - d. Evaluating and Applying the Data
5. National virtual competitions (SLU)
6. Local virtual competitions (Clayton)
7. Recruitment Week
8. Local chapter officer elections
9. Capstone Project

Expectations

You are expected to do the following throughout the semester:

- Attend weekly meetings (Monday before school - 7:30am or 7:45am)
- Use Google Calendar to keep up with the DECA schedule
- Complete assignments, research, etc. that will be posted on Google Classroom
- Participate in various activities throughout the school year
- Act professionally when representing Clayton

Cell Phones

Our goal at CHS is always to maintain a distraction free, academic environment at all times. With this in mind, the use of electronic devices such as (but not limited to) cell phones and earbuds is prohibited during instructional time. The expectation is that all students will have these devices put away during instructional time unless the teacher has given permission for use in a specific instructional activity. Students who violate this expectation will be subject to disciplinary consequences including possible loss of privileges.

Greyhound Time

Clayton High School provides a common time each day to support the academic and personal growth of students. This time may be used in a variety of ways such as academic support (tutoring, reassessment, conferences), club meetings, exercise and mental wellness activities. While students are encouraged to be proactive in meeting their academic needs, teachers may require students to come to office hours for additional assistance. The expectation is that students will prioritize their academic needs during this time. Failure to comply with teacher requests may result in a loss of privileges until their academic obligations are met.

Grading

We will follow the CHS Grading Scale as laid out on pages 4-5 in the student planner. Make note of the INS indicator where the teachers do not have enough information to assess the project. All major/required projects will receive the INS if no project is turned in. To be classified as an attempt, it must meet the essential project requirement. Here's how it will work:

- M (missing) = 49% (marked if you didn't turn anything in)
- FM (final missing) = 48% (marked if you didn't turn anything in and you can't make it up)
- INS (insufficient) = 0% (marked if you didn't turn anything in AND it is a required assessment)

Missed meetings without valid reasons can be made up by completing the "Make-up Role Play" activity on Google Classroom. Each missed meeting is worth 10 points, as are the make-up role plays. You may only make-up THREE throughout the school year.

Required Assessments

ANY project that is assigned and lasts more than TWO WEEKS is a major/required assessment AND does not qualify for a retake. Exams/quizzes qualify for ONE retake if below 60% AND an attempt was made.

Grade Distribution:

Projects/Activities/Homework/Exams	80%
Final	20%

Grading Scale

A+	98 - 100
A	93 - 97
A-	90 - 92
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
D+	67 - 69
D	63 - 66
D-	60 - 62
F	50 - 59
M (Missing)	49
FM (Final Missing)	48
INS (Insufficient)	0