

Course Expectations for International Marketing

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COURSE DESCRIPTION:

INTERNATIONAL MARKETING - 3240

Course Scope:

This one-year course for 10th - 12th graders emphasizes marketing in the international community. This course provides instruction in foreign country entry modes, strategy allowances, identifying global markets, counter trade, exchange rate, insurance, letters of credit, distribution, cultural and economic differences, export, import, international Internet, customs services, trade shows, and money exchange. Activities shall center around the student's ability to develop an export business plan and an international marketing plan. These plans should utilize the gaming industry as its case study. The prerequisite for this course is at least one year of Marketing, which can be waived at the discretion of the instructor. This course will fulfill one of the elective credits required for graduation.

Course Goals:

1. To improve knowledge in the area of foreign entry modes.
2. To utilize strategy allowances in developing an international business.
3. To apply international marketing strategies in the development of a business plan.
4. To identify global markets and demonstrate understanding of their operations.
5. To develop an understanding of the international Internet system and demonstrate user skills.
6. To set goals for a business and establish priorities for meeting those goals.
7. To formulate a business plan for an export business.
8. To expand understanding of exchange rate, insurance, and letters of credit.
9. To select and apply appropriate strategies in working with trade shows.
10. To apply skills and demonstrate knowledge of working with the custom's service to import or export goods.
11. To develop confidence in using a foreign language.

It is recommended that nontraditional careers be encouraged and that gender-neutral teaching materials be utilized. The emphasis on hands-on activities allows for a wide range of ability levels. Equipment, tools, and machinery should be adapted for use by students with physical handicaps and the methods of their use should be adjusted to accommodate these special needs. Additionally, instructors are encouraged to use supplemental textbooks and audiovisuals illustrating special populations.

Approved November 1997

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COURSE REQUIREMENTS AND GRADING PROCEDURES:

GRADING POLICY

The purpose of grades is to provide effective feedback to students, parents, and the school administration about a student's progress towards mastery of the established standards for a particular course or subject. As such, other factors such as attendance, effort and behavior will not be considered when calculating a student's grade. However, **excessive absences** (Seven unexcused absences during a semester) may result in a loss of credit in accordance with CCSD Regulation 5113. Extra credit will **not** be permitted unless the work is specifically designed to provide more evidence of a student's progress towards mastery of the established standards.

Teachers will provide students with unit overviews that outline the performance expectations for that unit. These outlines will be accompanied by rubrics that define the levels of proficiency students are expected to demonstrate. The goal is for students to become more involved in monitoring their level of proficiency and participating in Assessment for Learning in order to improve their performance.

Students will be graded on a 0-100 point scale, with the following grade equivalents:

90-100	=	A	Consistently exceeds standards
80-89	=	B	Consistently meets standards
70-79	=	C	Approaching standards
60-69	=	D	Emergent
0-59	=	F	Does not meet standards/ Evidence not provided

In order to demonstrate sufficient evidence of proficiency, a student will be required to make arrangements with the teacher to make-up any assessments missed due to an absence. Failure to complete required assessments may result in a lower grade or a failing grade due to a lack of evidence.

Southwest Career and Technical Academy 2011-2012

Throughout the semester, students will be expected to complete formative and summative assessments. The Southwest Career and Technical Academy will be incorporating Project-Based Learning across the curriculum. The project-driven assessments will be implemented and assessed according to a standard rubric for all students, based on our beliefs in the attributes of Academic Knowledge, Character, Skills, Work Ethic, and Preparation. Further assessments include, but are not limited to, homework, class activities, participation, lab activities, class projects, quizzes, and exams. For this subject, assessments will be weighted as follows:

Project-Based Learning and the Six Tenets

The Southwest Career and Technical Academy is dedicated to assessing student learning and achievement through Project-Based Learning (PBL). The Southwest CTA uses six tenets, or beliefs, to assess student performance during each PBL assessment. These tenets will be the basis of grading during each PBL project. The six tenets are as follows:

- Content Knowledge
- Work Ethic
- Use of Resources
- Teamwork and Collaboration
- Professional Presentations
- Writing Skills

These tenets may also be used in the classroom setting at the teacher's discretion.

CATEGORIES AND ASSESSMENT WEIGHTS

Content Knowledge	20
Work Ethic	20
Use of Resources	15
Teamwork and Collaboration	15
Professional Presentations	15
Writing Skills	15
TOTAL	100%

According to CCSD regulation 5121, "Semester exams shall be comprehensive of the material covered during the semester and may be worth up to, but not exceed, 20% of the student's final semester grade. Final semester grades shall reflect assignments and assessments completed throughout the semester and the final exam grade". Semester grades are not to account for more than 10% of the final grade. Semester grades will be calculated as follows:

Quarter 1 Grade	=	45%
Quarter 2 Grade	=	45%

Semester Exam	=	10%
Semester Grade	=	100%

Criteria for arriving at student grades:

- Tests and quizzes will be administered throughout the course to determine the individual student's progress as well as the effectiveness of the teaching strategies being administered. Tests may be essay, multiple-choice, completion, fill-in the blank, oral, or a combination of any or all of the above. All essays, when written, must be in black ink.
- Worksheets will be provided when deemed necessary and will vary with each unit of study. All written work will be done using complete sentences and will be evaluated on content, sentence structure, capitalization, punctuation, and grammar. Work is due on time and will be penalized if late. Many of the assignments will be completed during class time but those not requiring a textbook may be done at home or in class. Those activities completed during class will receive participation points. Attendance and tardies also make up part of the class participation grade.
- Extra credit may be available throughout the semester but will only be given for participation in activities which generally include after school or outside of school activities. Extra credit points will always be given for those students who participate in wearing professional attire every Wednesday.
- Classroom participation is an essential part of this course and the student's grade will reflect their participation.
- Students are required to complete one special project per/quarter or semester and must participate in a DECA competitive event category. Project assignments and grading will be given at a later date.
- Attendance is required so students are expected to be in class every day. If not, their grades will be impacted as they will lose participation points.
- **DECA is a requirement of this class as it is co-curricular to the class. Membership dues of \$25 must be paid but opportunities will be given to students through fund raisers, student store, etc. to get their dues refunded.**

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Quarter 1 Grade	=	45%
Quarter 2 Grade	=	45%
Semester Exam	=	10%
Semester Grade	=	100%

REQUIRED MATERIALS

- Pen (black or blue only)
- Pencil
- 3-ring binder (minimum of one inch)
- Lined loose-leaf notebook paper
- USB Flash drive (strongly recommended)

Students must bring a pen or pencil along with their notebook and paper with them to class each time we meet. Textbooks will be kept in the classroom and cannot leave the room unless permission is granted by the instructor and only for the night. Every day will begin with early work which could include vocabulary, case problems, essay questions, or other activities that I find relevant. The notebook will represent 50% of the student's participation grade and will be collected at various times for review and evaluation.

MAKEUP WORK POLICY

The following language is from CCSD Regulation 5113:

Teachers shall provide an opportunity for a student to make up missed work due to any absence, and students shall be held accountable for the work. When a student is absent, however, the educational experiences lost during that absence might be irretrievable because the instruction and interaction in the instructional setting cannot be duplicated through makeup work.

After any absence, a secondary student is required to initiate contact with the teacher(s) to obtain appropriate makeup work **within** three school days immediately following the absence. Once contact has been made with the teacher(s), specific makeup work must be completed and returned to the teacher(s) within a reasonable length of time, to be determined by the teacher and communicated to the student/parent or legal guardian. The makeup work must be returned to the teacher(s) by the specified due date if it is to be acknowledged. Students shall be allowed a minimum of three (3) days to complete makeup work.

- Make-up work is available to students at **their** request after being absent. It is the student's responsibility to request make-up work and this work is due no later than 3 days of their return from their absence. Make up work must be returned to the teacher on the date

specified or the student will lose the opportunity to complete the work for grade. This includes any exams or projects missed.

LATE WORK POLICY

Late work that is considered practice (homework, class work, etc.) will be accepted and graded for credit at the teacher's discretion.

Late work will receive a loss of points based upon date turned in.

- **One class day late equals a maximum of 75%**
- **Two class days late equals a maximum of 50%**
- **Three class days late equals a maximum of 25%**
- **Four class days late is a zero**

OFFICE HOURS

I will be available before and after school for make-up work and questions. Times will be given to students once school starts and my schedule becomes settled.

DISCIPLINE PROCEDURES AND CITIZENSHIP GRADING:

A. Classroom Discipline Plan

1. **Attendance and Punctuality:** The expectation will be that students will arrive on time and be in attendance daily. The students must realize that attending school is their job and become aware of the consequences for being late or absent. Students are expected to enter the classroom in a professional manner but with enthusiasm and respect. They are to make certain that they have all necessary materials with them including a positive attitude to be successful in this class.
2. **Materials:** As identified above, students are to bring the required materials with them on a daily basis. The textbooks will be kept in the classroom but may check them out overnight with the instructor's approval. If a student does check out a book and does not return it the next day they will lose that privilege for the balance of the quarter. As identified earlier, the required materials for the class are: pen and pencil, 3 ring binder, loose leaf note paper, positive attitude, and enthusiasm. A USB flash drive is strongly recommended.
3. **Equipment and books:** Students will treat all equipment and books as they would their own. As books, calculators, computers, or other equipment are used, students will be expected to report any malfunctions to the instructor immediately, and to replace equipment and books to their respective place at the end of each class period.
4. **Appearance and Personal Grooming:** As this course is preparatory for preparing for the world of work, students are expected to dress accordingly. The CCSD dress code will be strictly enforced. No hats or caps will be allowed to be worn in the classroom. Personal

grooming tasks are expected to be taken care of prior to entering the classroom. Students will be encouraged to wear Professional Business Attire to my class every Wednesday or Thursday and DECA Officers will be required to wear such attire. That attire will be as follows: for boys: dress pants, dress shirt, tie, dress socks and shoes, and belt; for girls: dress or skirt and blouse, nylons, and dress shoes – dress pants will be allowed from November 30th through January 31st.

5. **Restroom Passes:** These will only be issued for EXTREME emergencies. There will be NO hall passes when there is a guest speaker, the first 10 minutes of class, the last 10 minutes of class, and only ONE (1) person at a time. Abuse of the pass will result in the loss of the privilege.
6. **Heads Down on Desk:** At no time will a student be allowed to put their head down on their desk. If the student is not feeling well, they will be sent to the nurse or the office. I need to see your eyes so eyes are to be open and visible at all times. Putting your head down will result in the loss of ALL participation points for that day.
7. **Quality of Work:** Spelling, grammar, punctuation, neatness, and timeliness will all be considered when grading the students work. The work is to be completed in either black or blue ink, pencil, or word processed. Under no circumstances will any work be accepted in any other ink color than black or blue. All assignments must include the appropriate heading as follows:
 - a. **First Name, Last Name**
 - b. **Date**
 - c. **Period #**
 - d. **Class/Subject**
8. **Courtesy and Respect:** Students will exhibit courtesy and respect toward all other students, instructor, room, and equipment at all times. Hateful comments concerning race, gender, sexuality, political and religious views, appearance, or other will not be tolerated. This also applies to serious and joking comments.

In addition, you will respect others by raising your hand and waiting for permission to speak. When others are talking, YOU ARE NOT! When I am talking, YOU ARE NOT! Keep your hands to yourself – physical contact of any kind is not permitted and will not be tolerated. Violation of this simple rule will result in the most severe consequences possible. Stay in your seat unless permission has been granted for you to get up or the activity requires movement. Food and drink are not allowed in the classroom – only water in closeable bottles. Also, please no gum or candy.

9. **Note Taking:** All students will be expected to take notes using the Cornell Note Taking System and will be graded accordingly. This system will be explained and modeled during the first two weeks of school.
10. **Leaving the Classroom:** The clock does not dismiss the class, I do. You are expected to work up to the last five (5) minutes of class and so you are not to begin packing up until then.

Under no circumstances will you be allowed to line up by the door prior to my dismissing you.

11. **School Rules:** All school rules listed in the SWCTA Handbook will be strictly enforced within the classroom, i.e., proper use of the computers/internet. Academic integrity – all students involved in copying, plagiarizing, or cheating of any kind will receive a zero (0) on the assignment. In addition, students may face additional consequences on the severity of the incident.

The following steps in the Southwest Career and Technical Academy Progressive Discipline Plan will be followed when students do not follow established rules and behave inappropriately:

STEP ONE:	Teacher-Student Conference (Warning)
STEP TWO:	Parent Contact by Teacher (Phone or Letter)
STEP THREE:	Counselor Referral
STEP FOUR:	Dean's Referral

Some offenses are serious enough to warrant a referral to the Dean for the initial infraction (e.g.: physical violence, gross insubordination, truancy, etc.)

B. Tardy Policy

Timeliness Is Expected (T.I.E.) program promotes being on time as a basic skill for success that every person needs to possess. Through this program, it is our expectation that SWCTA students arrive on time to every class. Not only are students developing skills for success in high school but for the rest of their lives. Being on time before school may require special attention from the student's parent or guardian.

When a student is tardy during the 2011-2012 school year, the student will bring home a tardy slip. Any tardy during 1st block will result in a deans' detention to be served after school the following day. Detention will be served from 1:30-2:00 in a room designated by the dean's office. In addition to dean's detention, the third tardy in 1st block will also result in a Required Parent Conference, and a sixth tardy will result in one day of suspension. A day of suspension will be given for every tardy thereafter. Tardies received for any other periods of the day will require a parent or guardian to bring the student to school the next day and sign them in at the dean's office. Students who attempt to attend classes before being reinstated will be required to call home and get a parent to come sign them in or get permission to leave campus. Students not signed in will be placed on RPC (Required Parent Conference) pending a parent conference.

It is our goal that all students achieve to the best of their ability. By being on time to each class, students have a better opportunity to be successful. Parents or guardians may contact the Dean's Office at 799-5766 (X4500) in the event that there are questions regarding our Timeliness Is Expected program.

C. Cell Phone/Nuisance Item Policy

The Southwest Career and Technical Academy cell phone/nuisance item policy in accordance with CCSD Regulation 5136 and the specific needs of the Southwest Career and Technical Academy.

FIRST OFFENSE: Warning/Copy of Policy/Confiscation
SECOND OFFENSE: RPC-B/Parent Pick-Up/Confiscation
THIRD OFFENSE: RPC-T/Behavior Contract/Parent PickUp/Confiscation
FOURTH OFFENSE: 1 Day Suspension/Parent Pick-Up/Confiscation
FIFTH OFFENSE: 3 Day Suspension/Parent Pick-Up/Confiscation
SIXTH OFFENSE: 5 Day Suspension/Parent Pick-Up/Confiscation

D. Citizenship Policy

CATEGORY	Outstanding (4)	Satisfactory (3)	Needs Improvement (2)	Unsatisfactory (1)
Engagement	Consistently involved in class activities; contributes to overall learning process; collaborates with others and/or the teacher.	Engages in class activities, but may have to be encouraged; works with others or groups, but may not initiate collaboration.	Does not engage in class activities; rarely demonstrates initiative and may occasionally disengage from class.	Consistently uninvolved in class activities. Adamant refusal to work.
Preparation	Consistently prepared with materials; work is on time and may go beyond expectations.	Student has materials and submits work in a timely fashion and as expected.	Student may have had multiple instances of being unprepared, late work, or not completed as requested.	Consistently unprepared for class. Does not submit work on time or at all.
Behavior	Consistently respectful of classmates and adults; Takes responsibility for individual actions; Consistently complies with school and classroom rules.	Respectful to both peers and adults. Occasionally accepts personal responsibility. Mostly complies with school and classroom rules.	Disruptive to others. Argumentative and defensive when disciplined. Disregard for school or class rules.	Consistent disrespect to classmates or adults. Regularly disruptive to learning process and violation of school or class rules. Plagiarism

Student citizenship grades are reported as follows: (This part cannot be changed)

O	=	Outstanding
S	=	Satisfactory citizenship
N	=	Needs Improvement
U	=	Unsatisfactory citizenship

CODE OF HONOR

Nevada Department of Education

There is a clear expectation that all students will perform academic tasks with honor and integrity, with the support of parents, staff, faculty, administration, and the community. The learning process requires students to think, process, organize and create their own ideas. Throughout this process, students gain knowledge, self-respect, and ownership in the work that they do. These qualities provide a solid foundation for life skills, impacting people positively throughout their lives. Cheating and plagiarism violate the fundamental learning process and compromise personal integrity and one's honor. Students demonstrate academic honesty and integrity by not cheating, plagiarizing or using information unethically in any way.

What is cheating?

Cheating or academic dishonesty can take many forms, but always involves the improper taking of information from and/or giving of information to another student, individual, or other source. Examples of cheating can include, but are not limited to:

- ➡ Taking or copying answers on an examination or any other assignment from another student or other source
- ➡ Giving answers on an examination or any other assignment to another student
- ➡ Copying assignments that are turned in as original work*
- ➡ Collaborating on exams, assignments, papers, and/or projects without specific teacher permission
- ➡ Allowing others to do the research or writing for an assigned paper
- ➡ Using unauthorized electronic devices
- ➡ Falsifying data or lab results, including changing grades electronically

**This includes submitting the same assignment to two separate teachers without prior permission.*

What is plagiarism?

Plagiarism is a common form of cheating or academic dishonesty in the school setting. It is representing another person's works or ideas as your own without giving credit to the proper source and submitting it for any purpose. Examples of plagiarism can include, but are not limited to:

- ➡ Submitting someone else's work, such as published sources in part or whole, as your own without giving credit to the source
- ➡ Turning in purchased papers or papers from the Internet written by someone else
- ➡ Representing another person's artistic or scholarly works such as musical compositions, computer programs, photographs, drawings, or paintings as your own
- ➡ Helping others plagiarize by giving them your work

All stakeholders have a responsibility in maintaining academic honesty. Educators must provide the tools and teach the concepts that afford students the knowledge to understand the characteristics of cheating and plagiarism. Parents must support their students in making good decisions relative to completing coursework assignments and taking exams. Students must produce work that is theirs alone, recognizing the importance of thinking for themselves and learning independently, when that is the nature of the assignment. Adhering to the Code of Honor for the purposes of academic honesty promotes an essential skill that goes beyond the school environment. Honesty and integrity are useful and valuable traits impacting one's life.

**This includes submitting the same assignment to two separate teachers without prior permission.*

Questions or concerns regarding the consequences associated with a violation of the Code of Honor may be directed towards your child's school administration and/or the school district.

Dear Families,

Please sign and detach this portion along the line above and have your child return it to the teacher listed below, so that you may keep this copy of the course expectations for future reference. Please contact Perry Annett at 799-5766, if you have any questions regarding the information included in this document. I look forward to meeting you and becoming a partner in your child's educational experience at Southwest Career and Technical Academy.

Teacher
Signature: _____ **Date:** _____

I HAVE READ THESE COURSE EXPECTATIONS AND UNDERSTAND THE EXPECTATIONS FOR MY CHILD THIS YEAR.

Parent/Guardian
Signature: _____ **Date:** _____

I HAVE READ THESE COURSE EXPECTATIONS AND UNDERSTAND THE EXPECTATIONS FOR ME DURING THIS SCHOOL YEAR.

Student
Signature: _____ **Date:** _____

Please indicate your preference, sign and date this form below.

I give my child permission to view "PG" rated films.

I do not give my child permission to view "PG" rated films with the understanding that an alternative assignment will be given.

Parent/Guardian Signature: _____

Date: _____