

Advertising and Sales
Syllabus

Teacher: Mr. Orr
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Text: Marketing Essentials. 3rd Edition, Farese, Lois Schneider, Kimbrell, Grady, and Woloszyk, Carl A. Glencoe McGraw-Hill, 2002.

Course Overview: In this class you will be exploring the world of sales, advertising and promotions. You will be asked to give impromptu speeches, give 2 sales demonstrations and present an advertising campaign. You will not only learn many things on how to become a good sales person, but you will also become a more knowledgeable customer as well.

Course outline:

1. Impromptu speaking
2. Steps of the sale
3. Sales Demonstrations
4. Advertising and Promotions
5. Promotion Plan
6. Advertising Campaign

Materials Needed:

- Textbook
- Folder/notebook
- Pen or pencil
- Access to a computer

Grading Scale:

A:	94-100%	C:	74-76%
A-:	90-93%	C-:	70-73%
B+:	87-89%	D+:	67-69%
B:	84-86%	D:	64-66%
B-:	80-83%	D-:	60-63%
C+:	77-79%	F:	59% and Below

****Note**** If a student has a truancy in the term they will lose 2% off of their final grade. The student will also receive a zero for class work done that day.

It is the student's responsibility to find out what they missed if they happen to miss a class. It is especially helpful to get your work before the absence if you know you will be gone. I will work with you to get you the help you need to make up your work.

Feel free to come to me with questions at anytime. I will post grades on a regular basis as the class progresses. Feel free to ask about your grade at anytime.