

High School of Business: Principles of Marketing, Mr. Hambright

Principles of Marketing is a 70-90 hour project based business course that develops student understanding and skills such areas as channel management, marketing information management, market planning, pricing, product/service management, promotion and selling. Throughout the course, students are presented problem-solving situations for which they must apply academic and critical thinking skills.

Goals

Encourage creative thought, problem solving, and decision making

Stimulate student interest in marketing careers

Increase student awareness of the increasingly complex business world

Stimulate reflection on processes, performance and outcomes

Required Materials

Students will need a wi-fi capable device both at home and at school. This can be a computer, tablet or Smartphone (to be provided by school if needed)

Student will be provided access and instruction on how to use the Canvas Education Program

Student will be required to communicate with Mr. Hambright using Remind program

Student will be required to participate in class meetings using Zoom program

Hybrid Course Pacing

Each class period will begin at the assigned time with a Zoom meeting including all distance, hybrid and in person students. Attendance will be taken involving all three categories of students during this time. Instructions for that day's assignments will be given during the Zoom meeting, following that meeting Mr. Hambright will be available both in person, and online for assistance with those assignments.

Parent Contact Options

Parents will be given class codes and may choose to receive Remind updates

Parents will be given Zoom codes and may choose to attend class meetings

Parents may also communicate at anytime with Mr. Hambright via text, email or any other means they choose.

