



COURSE TITLE:	INTEGRATED MARKETING COMMUNICATIONS		
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### **Forsyth County Schools Course Syllabus 2022-2023**

**Course Description:** Integrated Marketing Communications is the third course in the Marketing Communications and Promotion Career Pathway. This course focuses on the communication aspects of the business in relation to customer/consumer relationships. Students develop knowledge and skills in advertising, selling, direct marketing, public relations, sales promotions, and digital marketing communications. Students learn how communications affects budget considerations, marketing information decision-making and all future business opportunities.

**Standards:** Forsyth County offers many State Board of Education approved CTAE Career Pathways with three sequenced courses. *To view course standards, pathway guides, and plans of study, visit the following links:*

*Standards:* <https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/cluster-pathway-courses.aspx>

*Programs of Study:*

<https://www.gadoe.org/Curriculum-Instruction-and-Assessment/CTAE/Pages/Programs-of-Study.aspx>

Standard 1 in all CTAE courses is to demonstrate employability skills required by business and industry. This includes communication, demonstrating creativity, exhibiting critical thinking and problem-solving skills, modeling work readiness traits required for success in the workplace, and applying the appropriate skill sets to be productive in the workplace. Standard 1 also places emphasis on presenting a professional image through appearance, behavior, and language.

**CTSO Affiliation (Career Tech Student Organizations):** CTSOs are co-curricular organizations with leadership programs and competitive events which reflect current curriculum standards and competencies for the instructional programs they serve. Teachers infuse CTSO activities into the instructional activities, thereby helping students see the real world value of their academic studies. The CTSO for this course appears below, and students are encouraged to take advantage of these additional leadership opportunities.

**DECA:** The mission of DECA, an Association of Marketing Students, is to prepare emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

**Required Assignments:** *Insert projects, novels, etc. to be assigned. This is for informational use only; dates are not required*

**Availability for Extra Help:** Any time a student is in need of assistance, please contact your teacher via itslearning messenger or teacher e-mail address.

**Makeup Work:** Make up work is defined as work assigned during a student's absence, not work assigned prior to an absence. The student has five (5) school days upon returning to school to complete make-up work. The teacher has the discretion to grant a longer period to make up work, if there are extenuating circumstances.

**Grading Calculations:**

**Non-EOC Course Average** = 50% (1st Sem. Course Work) + 50% (2nd Sem. Course Work)  
1st and 2nd Semester Course Work = 75% Summative + 25% Formative

**Grading Policy:**

A = 90 – 100

B = 80 – 89

C = 70 – 79

Failing = Below 70

*Formative Assessments include, but are not limited to homework, class work, practice tests, rough drafts, and sections of projects/research papers/presentations.*

*Summative Assessments include, but are not limited to unit tests, final projects, final essays, final research papers, and final presentations.*

**Learning Resources/Textbook(s):** All learning resources, both print and digital, are meant to support and enhance the student learning experience of this class. Below are the names of the textbooks and websites that will be used in this course. Some of the web-based resources require parent permission per federal regulations. Federal laws that guide parent permission requirements are as follows:

- **Children's Internet Protection Act (CIPA):** The school is required by CIPA to have technology measures and policies in place that protect students from harmful materials including those that are obscene and pornographic. Any harmful content contained within inappropriate sites will be blocked. <http://fcc.gov/cgb/consumerfacts/cipa.html>
- **Children's Online Privacy Protection Act (COPPA):** COPPA applies to commercial companies and limits their ability to collect personal information from children under 13 years of age. No personal student information is collected for commercial purposes. <https://www.ftc.gov/tips-advice/business-center/guidance/complying-coppa-frequently-asked-questions-0>
- **Family Educational Rights and Privacy Act (FERPA):** FERPA protects the privacy of student education records and gives parents the right to review records. Under FERPA, schools may disclose directory information in certain circumstances. <http://www2.ed.gov/policy/gen/guid/fpco/ferpa>

Please review the resource list. Each website related to the curriculum resources is provided along with their privacy policies. Should you have any questions regarding these resources immediately contact the course teacher via email or phone.

Name of Resource*	Hard copy/Website	Privacy Policy
Virtual Job Shadow	Website	<a href="https://www.virtualjobshadow.com/resources/policy/">https://www.virtualjobshadow.com/resources/policy/</a>
MBA Research and Curriculum Center	Website	<a href="https://www.mbaresearch.org/index.php/about-us/privacy-policy">https://www.mbaresearch.org/index.php/about-us/privacy-policy</a>
Stukent	Website	<a href="https://www.stukent.com/terms-and-conditions/">https://www.stukent.com/terms-and-conditions/</a>
Adobe Creative Cloud	Website	<a href="https://www.adobe.com/">https://www.adobe.com/</a>
YouScience	Website	<a href="https://www.youscience.com/privacy-policy/">https://www.youscience.com/privacy-policy/</a>
Kahoot	Website	<a href="#">Kahoot Privacy Terms</a>
Whiteboardfi	Website	<a href="#">Whiteboardfi</a>

*\* The following resources are county approved. These resources may vary by school due to sequencing, pacing, curriculum design, and/or individual needs of students.*

Parent Initial for Approval **	Name of Resource	Website	Privacy Policy
	Competition University DECA Prep	<a href="https://www.competitionuniversity.com/">https://www.competitionuniversity.com/</a>	<a href="https://www.competitionuniversity.com/mod/page/view.php?id=15983">https://www.competitionuniversity.com/mod/page/view.php?id=15983</a>
	Knowledge Matters Virtual Business	<a href="https://knowledgematters.com/">https://knowledgematters.com/</a>	<a href="https://knowledgematters.com/about/privacy/">https://knowledgematters.com/about/privacy/</a>
	Talk Hiring Job Interview Practice	<a href="https://www.talkhiring.com/">https://www.talkhiring.com/</a>	<a href="https://www.talkhiring.com/privacy-policy">https://www.talkhiring.com/privacy-policy</a>

*\*\* The following resources are web-based resources that require parent permission. By signing the syllabus, the parent is approving these resources. Should you have any questions regarding any of these classroom resources, please contact your student's teacher via email.*

**Dress for Success:** Career and technical education pathways in Forsyth County incorporate Dress for Success Days throughout the school year. These experiences allow students to foster confidence and continue to develop a positive self-image, while understanding the importance of dressing well for their future profession. At certain intervals throughout the course, students will analyze industry standards of the profession and study the importance of dressing well for a job interview. This will culminate into being fully prepared for Community Mock Interviews which occur as students complete a career pathway.

**Industry Credentialing/Credentials of Value (EOPA):** Students are encouraged to select a career pathway beginning in the ninth or tenth grade that is connected to college and career goals. This course is one of three courses in the career pathway chosen by a student. At the conclusion of the third pathway course, students will be required to take an industry credentialing assessment. This assessment provides students an opportunity to demonstrate what they have learned by completing an online, nationally recognized exam and allows students the ability to earn a FCS Pathway Medallion and State Career Pathway Diploma Seals upon graduation. Student directory information may be shared with credentialing vendors offering the assessment.

The rigorous/technical coursework that you have been taking or will take in future years will provide you the foundational knowledge you will need for this exam. Your teacher will provide you the testing details

and share the study guide and resources that are available to also assist you in preparation for this industry certification exam.

Credential of Value (EOPA) Assessment Name: Standard Marketing Program of Study/End of Program HS Exam
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Credential of Value (EOPA) Assessment Vendor: MBA
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I, \_\_\_\_\_, have read this course syllabus and approve of its contents. I agree to allow my student to use each of the classroom resources listed in the learning resource section. I will support my student following the classroom expectations outlined in this course syllabus. I agree that I am the person who is legally allowed to consent for my student whose name is listed below.

\_\_\_\_\_  
Student's Name (Print)

\_\_\_\_\_  
Parent's Name (Print)

\_\_\_\_\_  
Parent Signature

\_\_\_\_\_  
Date