

**Honors Marketing2013-2014**  
**Mrs. Alves**  
**Room 2-303**  
**Block D**

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Welcome to SY 2014 and to Honors Marketing! This will be a very exciting year in Honors Marketing because once again will embark together on a totally new journey as we begin with looking at what impact marketing has on all of as consumers.

Before we begin I would like to take the time to introduce myself if we have not met. My Name is Mrs. Valerie Alves and I truly loves teaching. Starting today, you will be one of “my kids” and I will not only work very hard to make your time in my classroom a positive experience, but to maintain a working relationship with you and be a source of support for the remainder of your years here at New Bedford High School.

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**Expectations**

**Definition:** the act or state of *expecting*; *anticipation* < in expectation of what would happen

I will not keep you guessing! You will always know what is expected of you in my classroom and know what must me done to meet those expectation and **successfully** complete this class.

1. Classroom expectation: Every student is expected to follow all school rules as listed in the NBHS student handbook. Students must demonstrate **respect** at all times for fellow classmates, classroom teacher, invited guests, and very important for themselves!
2. Class preparation: It is very important that both **you and I** be prepared for class. With that said if there is ever a need to discuss why you may not ready for class due to an extenuating circumstance please know that I am here for you! Please also know that I emphasize the word “extenuating”.

**Recommended Supplies:**

- Pen and Pencil
- One Subject Notebook
- Pocket Folder/ 3 ring binder (Need not be expensive just a tool for you to keep your notes and homework assignments organized)
- 3 used (need not be new) magazines that are of some interest to you that you will use in many of our visual design projects.

**Please see me if you should need assistance with any of the above.**

3. Homework: **This is not optional.** Homework assignments are all very important tools to support classroom learning. Some homework assignment will span more than one day, which will require you to use your time management skills, which we will discuss in class.
4. A good attitude: Coming to class with an open mind and a good attitude is the first step towards success. The skills you will gain in this class will be very helpful to you all throughout your years here at New Bedford High School and then some.

**Grading Policy**

First Quarter:

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|--------------------------------|-----|
| ▪ Classwork                    | 35% |
| ▪ Homework                     | 15% |
| ▪ Quizzes, Tests, and Projects | 50% |

Second Quarter:

- |                                |     |
|--------------------------------|-----|
| ▪ Classwork                    | 15% |
| ▪ Homework                     | 15% |
| ▪ Quizzes, Tests, and Projects | 50% |
| ▪ Final/Portfolio              | 20% |