

ARLINGTON CENTRAL SCHOOL DISTRICT

ARLINGTON HIGH SCHOOL

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August 15, 2011

Dear Student,

Welcome to College Marketing! You are enrolled for the Fall Semester. This college level course is designed to teach you the principles underlying the development and distribution of goods and services for organizational and consumer needs – how do companies get consumers to buy their product or service. You might have a few questions that I will attempt to address here.

What credit do I receive? Upon successful completion of this class, you will receive 3 hours of credit at Dutchess Community College (DCC) in addition to your ½ credit at Arlington High School. It is likely, but not guaranteed, that this college credit will transfer to the college you select – you might want to check this as you make your college decision.

How much will this cost? You do not have to pay tuition to DCC for this class. In addition, DCC provides the textbook for this course, titled *Marketing: the Core, 3rd edition*. During the early part of the semester you will receive your enrollment identification for DCC so that you can use their library, or attend events as a DCC student.

What do you need for this course? For the first day of class you will need to bring a notebook that will be used to take notes and answer questions. This can be a “Composition Book” or a spiral-bound notebook. As part of your grade I will collect it frequently to check your work and record that assignments are completed. Unfortunately, unless you want to buy a textbook, you will not be able to mark the book, so this notebook will be used to take notes as you read the required material.

Will there be homework? Yes. There will be mandatory weekly reading assignments and you will define terms and answer chapter questions in your notebook. You will also have weekly on-line assignments, so will need access to a computer, whether after school in our labs or at home.

How much work is involved? In class you will have case studies, and teamwork activities. There are 4 EXAMS, per DCC course curriculum, weekly on-line quizzes, and for your Final Exam you will read and write a reflective 3-4 page paper relating the book, *Ad Land* by James P. Othmer to this course. This book is provided by AHS, but cannot be marked in as it will be used by other students.

If you or your parents have any questions, please contact me by email at mdeady@acsdny.org . I have posted information on <http://teacherweb.com/NY/Arlington/MsDeady/h3.aspx> , my TeacherWeb page.

Sincerely,

Mary B. Deady, MBA, MA
Business Education
FBLA Advisor