

COURSE: **Marketing 1530 Delta Epsilon Chi (DECA)**
Marketing 1540 Marketing Skills Improvement

INSTRUCTOR: Philip B Lee, Ed.D,

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CREDIT: 1 Semester Hour

CLASS SCHEDULE: Tuesdays - 12:00 Noon (Lecture) MKTG 1530
Thursdays - 12:00 Noon (Lecture) MKTG 1540

TEXT: None

COURSE DESCRIPTION:

Delta Epsilon Chi is a marketing/business association that is available to all students majoring in marketing or business related areas. It is affiliated with the Distributive Education Clubs of America (DECA) and is the branch of that national organization that is designed for college age/oriented students. As members of the national DECA organization, students are entitled to all of the privileges that accompany full membership. Members meet once a week (Tuesdays) in a formal setting and at other times at the discretion of the club officers. Students competing in International competition meet on Thursday to prepare for their events.

OBJECTIVES:

1. Provide students with exposure to business/vocational related subjects, topics, and personnel not found in a regular classroom situation.
2. Provide assistance in helping students to choose a profession or vocation.
3. Provide students with leadership experience and leadership training opportunities.
4. Increase students' level of social responsibility/awareness.
5. Provide competitive opportunities for students to test their respective business/marketing skills against their peers.
6. Provide an environment where students can develop their inter- personal and social relations skills.

ASSIGNMENTS:

Students/members will be required to participate in the many activities each semester in which the club engages. They would normally include but are not limited to the following:

1. Attend all regular club meetings.
2. Participate in club service projects
3. Assist with club fund-raising
4. Build floats (fall semester)
5. Assist with club carnival (spring semester)
5. Compete in state and national competition (if possible)

ADA DISCLAIMER:

If you are a student with a disability or think you might have a disability, and would like accommodations, please contact the Disability Resource Center (SSC, room 201, ex. 7516). This syllabus is also available in alternative formats.

GRADING AND GRADE DETERMINATION:

Grades for the course will be determined from a combination of participation and attendance. One point each will be given for each activity that the student assists with or participates in and one point for each time the student attends the regularly scheduled Tuesday meetings. The accumulated points of each student will then be divided by the total possible points possible for that particular semester to arrive at his/her percentage score. That percentage score will then be compared to the standards below to determine the appropriate grade.

90 - 100 %	=	A
80 - 89 %	=	B
70 - 79 %	=	C
60 - 69 %	=	D
0 - 59 %	=	E