February 10, 2020

Dear Parents and Rising 8th Grade Students,

North Gwinnett Middle School is excited to once again offer Marketing Principles for the 2020-2021 school year. This is a Carnegie Unit course which will be offered as a connection class at North Gwinnett Middle School. This course will be a year-long program with high expectations and rigorous course work, as students will receive one high school Carnegie unit for successfully passing the course. In order to receive the credit, students will need to meet the expectations of the curriculum.

Marketing Principles is the foundational course for all pathways in the Marketing Cluster. Students who successfully complete this course will be eligible take Entrepreneurship, Marketing Management (School Store) or Fashion marketing in ninth grade. The focus of the course is centered on the ways in which marketing satisfies consumer and business needs and wants for goods and services. Students will develop a basic understanding of Employability, Foundational and Business Administration skills as well as Economics, Entrepreneurship, Financial Analysis, Human Resources Management, Information Management, Marketing, Operations, Professional Development, and Strategic Management. DECA is the Career and Technical student organization that is an integral part of the classroom program in that it offers co-curricular competitive events on the regional, state and international levels.

If you would like the opportunity to register for this class, please complete the application and return it to the front office at North Gwinnett Middle School by Friday, February 21, 2020. It is very important that this deadline is adhered to, therefore please return the form as soon as possible. Please be advised that space for these classes will be limited, as we only have two classes. If you have any questions feel free to contact me at ralston.carnegie@gcpsk12.org.

Sincerely,

Ralston Carnegie
North Gwinnett Middle School
DECA Advisor
M.S. Marketing Program Specialist
170 Peachtree Industrial Blvd.
Sugar Hill, GA 30518
(678) 745-2300
STUDENT APPLICATION FOR
Marketing Principles

Student Name- ____________________________________________________________
Student ID Number - ______________________________________________________
Did you have marketing in 6th or 7th grade? - ___________________________________
Are you involved in any year-long classes? (Band, Chorus, Orchestra, French, Latin,
Spanish, or German)
Do you plan to pursue a career in Marketing, Entrepreneurship, Finance, or any other
type of Business in the future? _______ Which? __________________________
  1. Why would you like to take the marketing principles class?

  _____________________________________________________________
  _____________________________________________________________
  _____________________________________________________________

  2. Would you be interested in taking the Marketing Pathway (eg. Fashion
  marketing Or Marketing Management.), as part of your high school experience?
  ______

  3. This class will be taught with a high school curriculum and expectations. Do you
  believe you are self – motivated and responsible for completing projects and
tasks by given deadlines? __________________________

  4. Do you consider yourself a hard working student? ______________

  5. Although fun projects will be part of the curriculum, do you understand that this
  will be like another of your curriculum classes?__________________________

  6. Why would you value being able to take this class as an 8th grade student to
  receive a Carnegie unit? _____________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________
    ________________________________________________________________

GOOD SCHOOLS MAKE BETTER COMMUNITIES
SELF EVALUATION FORM
(To be completed by the student)

Name____________________________________
HR Teacher________________________

USE THE FOLLOWING SCALE TO COMPLETE THIS FORM:

EXCELLENT 3
SATISFACTORY 2
NEEDS IMPROVEMENT 1

1. Self-motivated 3 2 1
2. Leadership ability 3 2 1
3. Responsible, dependable, reliable 3 2 1
4. Prepared for class 3 2 1
5. Concern for others 3 2 1
6. Self-disciplined 3 2 1
7. Honest, trustworthy 3 2 1
8. Organized 3 2 1
9. Courteous, shows respect 3 2 1
10. Confident 3 2 1

Total Score ______________

Write a paragraph to summarize your personal skills.
______________________________________________________________________________
______________________________________________________________________________
______________________________________________________________________________

Return the form to the NGMS front office by Friday, February 21, 2020.

Parent Name/Signature ____________________________________________
Student Signature____________________________Date_______________________________

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