

# PUBLICATIONS & PROMOTIONS SYLLABUS

Mrs. Axman, Instructor

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Phone: 712-335-4848 High School

712-468-2355 Home (7:00am – 8:00pm)



This course will place the student at the heart of promoting school activities and events. Students will be given the opportunity to create print and digital materials to publicize and promote PAC school activities and events. Opportunities will only be limited by your imagination and creativity. Promote your activities/events using facebook, twitter, and the school web site. Create podcasts, videos and print publications. The possibilities are endless. Be a part of this course and help get the word out about all the great things happening at PAC.

We will also be responsible for producing the yearbook.

## GRADING POLICY

### GRADING CATEGORIES

Projects	90%
Attendance	10%

### GRADING SCALE

93-100%	A
90-92%	A-
87-89%	B+
83-86%	B
80-82%	B-
77-79%	C+
73-76%	C
70-72%	C
67-69%	D+
62-66%	D
60-62%	D-
0-59%	F

## LATE WORK POLICY

If you are unable to turn in an assignment on its due date, you must complete a **MISSING ASSIGNMENT FORM**. In general, late work will be accepted according to the following:

- 10% reduced credit - **only** if the form was completed on the actual due date
- 50% reduced credit - if **no form** was completed on the original due date

Because we are promoting events at PAC, having assignments turned in on time is essential. Mrs. Axman reserves the right to **give no credit for late assignments in this course**.

## CLASSROOM EXPECTATIONS

<b>P</b> REPARED	Be Prepared: Have all class materials and work completed at the start of each class period.
<b>A</b> CCOUNTABLE	Be on Time: Sitting in your seat, ready to learn, when the tardy bell rings. Be on Task: Use your class time wisely to complete all assignments and class activities.
<b>C</b> ONSIDERATE	Be Respectful: Treat all teachers, students, class visitors and equipment with respect.

## **HANDING IN HOMEWORK**

- Paper Copies – turn into the red flower box
- Digital Copies –class folder on google drive or turn in on google classroom as required by Mrs. Axman

## **COURSE STANDARDS & BENCHMARKS**

**PAC CTE STANDARD:** Students will learn competency-based education, which contributes to the individual's academic knowledge, higher-order reasoning, problem-solving skills, work attitudes, general employability skills, and occupational-specific skills.

### **IOWA CORE CURRICULUM EMPLOYABILITY STANDARDS:**

1. Communicate and work productively with others, incorporating different perspectives and cross cultural understanding, to increase innovation and the quality of work.
2. Adapt to various roles and responsibilities and work flexibly in climates of ambiguity and changing priorities.
3. Demonstrate leadership skills, integrity, ethical behavior, and social responsibility while collaborating to achieve common goals.
4. Demonstrate initiative and self-direction through high achievement and lifelong learning while exploring the ways individual talents and skills can be used for productive outcomes in personal and professional life Demonstrate productivity and accountability by meeting high expectations.
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### **IOWA CORE CURRICULUM TECHNOLOGY LITERACY STANDARDS:**

1. *Demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology.*
2. *Use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.*
3. *Apply digital tools to gather, evaluate, and use information.*
4. *Demonstrate critical thinking skills using appropriate tools and resources to plan and conduct research, manage projects, solve problems and make informed decisions.*
5. *Understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.*
6. *Demonstrate a sound understanding of technology concepts, systems and operations.*

### **IOWA BUSINESS EDUCATION STANDARDS:**

7. *Communication Skills (BUS2): Understands the concepts, strategies, and systems used to obtain and convey ideas and information.*
8. *Information Management (BUS9): Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making*
9. *Marketing (BUS10): Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.*

***The instructor reserves the right to change, delete, or modify the above information.***