

Marketing and Entrepreneurship

Syllabus

Teacher: Clairissa Miller

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Contact Times: 7:15- 7:45 am & 3:00- 4:00 pm

Course Description:

Marketing and Entrepreneurship is the second course in the Marketing and Management Career Pathway. Marketing and Entrepreneurship begins an in-depth and detailed study of marketing while also focusing on management with specific emphasis on small business ownership. This course builds on the theories learned in Marketing Principles by providing practical application scenarios which test these theories. In addition, Marketing and Entrepreneurship focuses on the role of the supervisor and examines the qualities needed to be successful.

In order to increase the number of application experiences, students should participate in (1) Work-Based Learning (WBL) activities in the classroom and possibly in a formal WBL Program; (2) DECA Career and Technical Student Organization competitive events that are directly aligned with course standards and (3) a School-Based Enterprise. The prerequisite for this course is Marketing Principles.

Required Materials:

- Pencil/pen (blue or black ink)
- Notebook (folder or binder)
- Paper (college ruled)
- Earphones/headphones

Instructional Philosophy:

Marketing and Entrepreneurship principles are concepts that every student should become familiar with before entering the business industry. Students will complete various assignments to help them understand marketing, financial and business concepts enabling them to incorporate these abilities into their repertoire and to utilize the knowledge in their chosen career path.

Academic Expectations:

In this course, the teacher will provide guided instruction to the class as a whole, as well as personalized assistance when necessary. Students are expected to be prepared for class, participate in class discussions and activities, and to complete all assignments as instructed. Students should maintain a notebook of some sort that contains completed assignments, notes and handouts. STUDENTS ARE NOT ALLOWED TO SUBMIT LATE WORK (unless there is a legitimate reason/explanation).

Learning Climate:

Students are expected to behave in a business manner at all times. This includes, but is not limited to remaining seated throughout the class period, not distracting others during class, talking with the proper tone, being respectful (to themselves, other students and the teacher) at all times, keeping hands, feet, and other body parts to themselves, dressing appropriately (no hats, hoods, beanies, bandanas, or caps), and keeping the classroom/work environment clean. THE JANITORS AND MAINTENANCE PEOPLE ARE FOR EMERGENCIES ONLY! THEY ARE NOT YOUR MAIDS! YOU WILL RESPECT THEM AND THE CLASSROOM by pushing chairs up when you leave, throwing all trash in the trash can, returning books to the bookshelves, not writing on the desks, computer monitors or CPUs, and wiping down (disinfecting) the equipment at the end of each class.

Behavior Expectations:

- Attend class and arrive on time (must have a pass or tardy sweep if you're late).
- You are late if you are not in the classroom when the bell rings (no excuses or exceptions).
- Display loyalty, integrity, honesty, self-discipline, and responsibility.
- Take care of equipment by keeping the work area and computer clean and free of marks, writing and dust.
- Food and drink will be allowed until privileges are taken by the teacher based upon students' ability to handle these privileges.
- Use cell phones, headphones/earphones, and any other electronic devices at the teacher's discretion.
- Demonstrate positive attitude and great work ethic.
- No harassing of any kind at any time.
- Do not get out of your seat for any reason at any time without the teacher's permission (teacher will assign seats if necessary).
- The teacher dismisses class, not the bell. Remain seated until instructed to leave.
- Respect yourself, classmates, and teacher.
- Dress according to the school dress code and business professional/casual as instructed by the teacher.
- Computers and printers are to be used for Marketing class assignments ONLY.

Internet Use:

The Internet will be used in class to research and complete classroom activities/projects. The local Internet usage policies apply to the usage of the Internet in this lab. If a student violates the policies set forth by the school or teacher, the student will lose their Internet privilege and be subject to disciplinary measures. This includes but is not limited to going to proxy servers and going around filters of the Internet set up for student protection.

Restroom Policy:

Students will be allowed ONE classroom break (if earned) per teacher’s discretion per class period. Students are not required to take advantage of this break. However, this will be the only time students will be allowed to leave the classroom for the restroom or water. Teacher will monitor students during this break. This break will last approximately five (5) minutes. Students who are not back in the class at the end of this five minute break will lose their restroom privilege for the next class earned break. Students are expected to display and follow all classroom behavior rules during this time.

*Students who have a medical issue and have restroom emergencies should notify the teacher.

Assessment/Evaluation:

Evaluation will be based on class participation and the successful completion of daily assignments, and projects. Quizzes and tests will be given periodically to check comprehension and competencies. Workplace competencies will be stressed throughout the course in assignments dealing with work ethic traits such as attendance, teamwork, and leadership skills. Student assignments will be weighted in the following manner:

- Daily Assignments **20%**
- Class Participation/Work Ethic **20%**
- Quizzes/Tests **20%**
- Projects **20%**
- Nine Weeks Exam **20%**

*Subject to change

MARKETING and ENTREPRENEURSHIP 2020-2021

My signature below indicates that I have received, reviewed and understand the syllabus for this course.

If you have any questions pertaining to anything on the syllabus you should contact the teacher at the number on the first page of this syllabus.

Parent's signature: _____ Date: _____

Student's signature: _____ Date: _____

Class period assigned to: _____

Student's Home phone number: _____

Emergency Contact number: _____

Parent's Work number: _____

Cell Phone number of Parent: _____

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