

## Entrepreneurial Marketing (DECA) 2021-22 Course Syllabus

Mrs. Eugster Room C-4

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Welcome to Mission San Jose High School Entrepreneurial Marketing course! DECA is more than just a class, it is a club, a community and positive competition. This class is designed to prepare students to compete on the MSJ DECA team. While competing is not required, it is highly recommended as much of the class is designed to achieve that goal with success.

FUSD High School Catalog Course Description-Entrepreneurial Marketing Students will understand the fundamentals of marketing and its importance to small businesses. This class focuses on essential ideas including identifying markets, the 4P's (product, price, place & promotion), ethical practices, and the development of a marketing plan. The class will include career exploration and concepts of retail sales, business presentations, business management, and political influences. Incorporate real world simulations and design marketing campaigns for local businesses.

### **Online Classroom/Competition/Business Norms:**

In addition to regular, punctual online attendance, students are expected to meet the following classroom guidelines:

1. Be prepared. Students should have laptops/computers with a functioning camera and microphone as while we are distance learning there will be group projects and collaboration that will require you to interact in break out rooms regularly.
2. Be responsible. Complete assignments on time; if absent, check with myself or your classmates to find out what work was assigned and due dates for the work.
3. **Be respectful. The business environment expects personal differences to be placed aside so the group can function as a productive whole – our class is expected to function in the same manner. This class should be a safe place to collaborate, create, analyze and improve our projects, habits and character.**

**Grading Policy: The nature of the class requires students to be present to complete assignments and prepare for competitions—**Your grade will be assessed through a variety of projects, practice tests, quizzes, roleplays, virtual simulations and presentations designed to address course material and communication, critical thinking, social responsibility and personal responsibility. **Much of your grade will be based on active participation.** It is a straight un-weighted point system. The following standard grading scale will be used:

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

**Late assignments:** Late assignments will not be allowed unless a student has an excused absence. Students with excused absences will be allowed make up time equal to the time absent. Those students with unexcused absences, including those suspended from school, will not be allowed to make up work, including tests and quizzes. For full information about the homework or make up work policy, refer to the student handbook.

**PLAGIARISM/CHEATING:** Plagiarism, the unauthorized, un-cited use of another person's words and/or ideas, is illegal. Academic honesty is a priority in this classroom. Cheating is defined as:

- 1) Plagiarism or copying directly or paraphrasing text, images, etc. without giving credit to the author (Including each other)
- 2) Anyone other than the student completing the work for an assignment, either in class or at home.

If any of these things occur, we will follow the policy set forth in the student handbook. By participating in any of these activities a student risks being dropped from the class with an NC.

**Tardies:** Students are expected to be in class and working when the bell rings or they are considered tardy. Please refer to the student handbook for the school policy information.

**Phone Policy:** Phones will be placed on the wall in the phone holder on the wall BEFORE class. It is encouraged to bring a laptop to class.

**Textbook policy:** A class set of textbooks will be in the classroom for in class use. Each DECA student will also check out a textbook for use at home. Marketing Essentials by McGraw Hill.

**Videos:** There will be course related movies/videos, some of which may be rated PG or PG-13. Potential movies that will be shown as they relate to the curriculum are: Pirates of the Silicon Valley, Sultan of Software, Bill Gates Biography, Shark Tank, Google Boys, and other business & technology related stories. Your parent's signature on the donation letter acknowledges this and gives permission to view these clips. If your parent does not want you to view such clips, please have them write me a note letting me know.

Looking forward to a fantastic successful DECA year! Attendance at the conferences is not required but strongly encouraged as this class is designed to help develop our team's competitive edge.