Glenn Hills High School

2840 Glenn Hills Drive

Augusta, GA 30906

**Course Syllabus**

Course Name: Marketing and Entrepreneurship

Course Number: 08.4360080-001

Classroom Number: 514

Instructor: Mrs. Ashley Carter

Resources: Glencoe Entrepreneurship Textbook, The Internet, Various Periodicals, Current Events, Various television programs

Email: [CarteAs1@richmond.k12.ga.us](mailto:CarteAs1@richmond.k12.ga.us)

**Welcome**

Welcome to the 2024-2025 school year on the hill. This year has been carefully planned to bring you exciting lessons aimed at improving your marketing knowledge while making real-world connections.

Parents/guardians are encouraged to visit the school and develop a strong parent/teacher/staff relationship. A firm parent/teacher/staff relationship facilitates effective communications and fosters a positive student academic experience. Parent/guardian volunteers are always welcomed at Glenn Hills High School. Please see a member of the front office staff to get additional information on volunteering.

**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.

***Prerequisites****: Marketing Principles*

**Units To Be Covered Approximate Time Frame** (weeks of instruction)

MKT-ME-1 Demonstrate employability skills required by business and industry 4

MKT-ME-2 Understand the concepts, processes, systems, strategies and tools needed to be a successful entrepreneur/business owner/manager. 4

MKT-ME-3 Understand the concepts, strategies, and systems needed to implement and obtain support for an entrepreneurial entity. 4

MKT-ME-4 Understand the processes, strategies, and systems needed to guide the financial organization of an entrepreneurial entity. 4

MKT-ME-5 Understand the concepts, processes, systems, strategies and tools needed to create a successful business venture. 4

MKT-ME-6 Understand the concepts, systems, and tools needed to complete the marketing plan 4

MKT-ME-7 Understand the concepts, processes, systems, strategies and tools needed to successfully manage a business venture. 4

**Grading Policy**

Major (Unit/chapter exams, Projects 40%

Minor (Quizzes, Presentations, Daily assignments, Homework 60%

**Method of Calculating Grades**

All major assignment grades will be added together, and the average multiplied by 40%. All minor assignment grades will be added together, and the average multiplied by 60%. The listed grading policy is a school wide grading policy mandated by the district.

**Projects**

Students will participate in both individual and group projects. Time is provided in class to complete. Students are responsible for using the time provided to complete the work.

**Make-up Work**

***All missed work must be made up by the student within five (5) days upon returning to school.***

**Discipline Plan**

**Class Rules**

1. Per the new Richmond County Policy **CELL PHONES ARE NOT ALLOWED DURING SCHOOL HOURS.**
2. Profanity will not be allowed nor tolerated at any time.
3. Always respect yourself and others.
4. Arrive to class on time, prepared and ready to learn.
5. Follow all school rules.
6. Respect everyone and everything in the classroom always.

**Action by the teacher**

1. 1st offense, student will be counseled privately.
2. 2nd offense, student’s parents will be contacted to discuss behavior and possible solutions to correct the behavior. Outcome of parental meeting will be discussed with student and applicable corrective measures implemented.
3. 3rd offense, student’s parents will be contacted to advise of continued problem. Student will receive a written disciplinary action referral.

**Office Hours/Tutoring**

Office hours are Monday- Friday 2:15pm- 2:55pm. For specific needs please reach out and schedule an appointment.

**Required Supplies**

School Issued laptop will be needed for class **DAILY**.

Spiral notebook (Notebooks will be left in class)

Pen/Pencil

I have read and understand the course syllabus and the requirements for this class.

Student’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Parent/Guardian’s Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_