

Mission San Jose High School  
**Entrepreneurship- Marketing 2 - 2023/2024**  
Ms. Carattini, Room P11  
[vcarattini@fusdk12.net](mailto:vcarattini@fusdk12.net)

**Contact Information:** The best way to reach the teacher is by email. Every effort will be made to respond in a timely manner. Additionally, meetings in person can be scheduled by appointment or in person during Read, Advisory or after school.

**Course Description:** Entrepreneurship Marketing 2 is a course intended for students to advance to the next phase of entrepreneurship. Students will understand the fundamentals of marketing and its importance to small businesses. This class meets UC and CSU A-G requirements. The course focuses on lots of project-based assignments that essential ideas including identifying markets, the 4P's (product, price, place & promotion), ethical practices, role plays, individual and group presentations and the development of marketing plans. The class will include career exploration and concepts of retail sales, business presentations, business management, and political influences. In addition to completing assignments and assessments, students will need to read, follow oral and written directions, work well in groups and demonstrate good work habits to be successful in the course.

**Course Objective:** This class will focus on understanding the contribution of marketing to a business, preparing a business plan, and determining the viability of a business idea through research, preparing a plan to organize and promote the business, its products or services. Additionally, students will understand capital required, return on investment and potential for profit. Students will read business novels as well as news articles and other business related readings.

At the conclusion of the course, students will demonstrate:

- Communication and interpersonal skills
- Leadership
- Some indication of whether they want to become entrepreneurs
- Understanding of entrepreneurship in a market economy
- Identification of market needs
- Development of a business plan
- Marketing a business
- Familiarity with distribution, promotion and selling
- Understanding of business location and set-up
- Financial planning
- Operations management
- Human resources management
- Risk management
- Future management
- Career skills needed to pursue entrepreneurship
- Role plays

**Textbook:** Entrepreneurship Dynamics by GW Publishing.

**Class Expectations:**

*The Mission San Jose High School policies and class rules (reviewed in class) will be followed at all times.*

**Materials:** Students should be prepared with the following materials:

- Highlighters
- Blue or Black Pen (***All assignments are to be completed in pen.***) *No graded work may be submitted in pencil. If an assignment is completed in pencil or any other ink color, besides black or blue, there will be a penalty involving a loss of points).*
- One or two colored pens for peer grading and comments (red, green, purple, teal, etc.).
- Folder with pockets or poly zip folder.
- College ruled binder paper
- Composition notebook (no spiral notebooks allowed)
- USB drive for back up of presentations

**Attendance:** It is very important that students attend class regularly in order to take full advantage of the learning opportunities and remain current in class work. Of course if students are sick the office must be notified and they should remain at home. Entrepreneurship 2-Marketing utilizes a very hands-on approach to learning, which requires that students are present in order to succeed. Students that are regularly late or absent will be at a major disadvantage and may find the course more difficult. Being present will also impact participation. If you are tardy for class (after attendance has been taken) it will be your responsibility to communicate with the teacher so your status can be changed to tardy.

If a student is absent it is their responsibility to obtain missing classwork, homework assignments, or notes. Students are also responsible for scheduling missed quizzes or exams upon their return to class. Students must complete make-up assessments or schedule a time to make up tests or quizzes within the first day of returning to class. No makeup exams or quizzes will be taken during class and must be scheduled during lunch, Advisory or after school. Missed work that is not made up within five days of returning to class will result in a score of zero. If an emergency occurs preventing the completion of work, then a parent/legal guardian must notify the teacher by email or phone.

Students who are absent for a group presentation, will be responsible for completing a make-up assignment for missing the group presentation. Students in this situation must communicate

with the teacher within the first 24 hours of their return to class in order to receive credit for the group presentation. Students must also communicate with their group and send their part of the presentation to group members.

**Preparedness:** Students must come to class everyday prepared and with the materials listed above. Students are to BRING their notebook to class everyday and maintain the folder throughout the school year so they can easily access notes and handouts etc.

**Assignments:** In Entrepreneurship 2-Marketing, students will be required to complete a variety of homework and class assignments that include, but are not limited to: reading, writing, projects (individually and in groups), presentations, and research. Students are expected to complete assignments and turn work in at the start of the class on the assigned due date. Assignments turned in at any other time during the day, including later in the class period on the due date, will be considered late, and incur a point penalty or may not be accepted for credit. In case of absence, students can submit work electronically to meet deadlines.

**Late Work Policy:** Late work is not accepted and all students are expected to turn work in on time. If a student is absent on the due date of an assignment, the student's work must be emailed or arrangements made to deliver the assignment to the teacher on the day it is due. If there are special circumstances (like a family emergency) that necessitate turning in late work, it is the student's responsibility to communicate with the teacher. When relying on computers, anticipate the unexpected and back-up all computer work. If a student is not able to print work at home, make arrangements to use a printer on campus the day before the due date.

**Electronic Devices:** Cell phones, iPods, computers and personal electronic devices etc., are not permitted during class. The only exception is when a project requires electronics and a laptop will be provided for students or they may use their own device during class. Students who use electronics independent of an assignment will be asked to turn their devices into the teacher for the duration of the class period. Repeat offenders will need to recover devices through a parent/guardian meeting with the teacher or administration..

**Food:** No food or drinks (other than water) are permitted during class. Chewing gum in class is also not permitted.

**Tardies:** Students are expected to be inside the classroom and seated when the second bell rings or they are considered tardy. Repeated tardiness may result in a referral and discipline at the discretion of the school administration.

**Grooming:** It is important to maintain personal hygiene, however it is to be done at home or during breaks. Grooming or application of makeup during class is not permitted.

**Academic Integrity:** Students are expected to turn in new, original work of their own. There is zero tolerance for plagiarizing or copying work. As defined most literally plagiarism is to *steal* or pass off someone else's words, ideas or work as your own. I consider this a serious academic violation. The consequence of plagiarism or cheating in this course will lead to a zero for the assignment, at a minimum, and potentially further disciplinary action. Other consequences may result at the discretion of administration.

Cheating is also a violation of academic integrity. If a student is caught cheating, their assignment/assessment will be confiscated and the student will receive a zero. Students will not be allowed to make up assignments that violate academic integrity.

**Grading: No extra credit work is available in this class.** Students will be graded based class assignments and on the following weighted scale:

30% Test/Quizzes

35% Writing assignments, projects, presentations/binder/notebook checks

15% Participation

20% Class assignments/collaboration

**Grading Scale:** Grades reflect student work and **will not be rounded.**

A + to A- = 100% - 90%

B+ to B- = 89% - 80%

C+ to C- = 79% - 70%

D+ to D- = 69% - 60%

F = 59% and below

I look forward to a productive year of learning and a year of growth and change for most students. Parent/guardian support is essential. It is also a year for students to speak up on their own behalf and I encourage students to talk to me first, if they have any concerns. If we are not able to resolve the concern then I will want to meet with parents/guardians.

Please take the time to sign this syllabus with your child indicating that you have read and understand the syllabus and that your son/daughter understands the expectations for Entrepreneurship 2.

*(10 points will be given to students who return the signature portion of this syllabus by the start of class on Monday, August 28, 2023.)*

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***(Please return this portion of the syllabus signed by the student and parent/guardian by the start of class on Monday, August 28, 2023.)***

*I have read and understand the syllabus and course requirements for Entrepreneurship 2-Marketing:*

Print Name of Student \_\_\_\_\_ Period \_\_\_\_\_

Signature of Student \_\_\_\_\_

Print Parent/Guardian's Name \_\_\_\_\_

Parent/Guardian Signature \_\_\_\_\_ Date \_\_\_\_\_