

MISSION VALLEY ROP
2024-2025 ACADEMIC YEAR
ENTREPRENEURIAL MARKETING
SYLLABUS

Course Title: Entrepreneurial Marketing-Capstone Course

Irvington Period 2: Room 84

American Period 6: Room 319

Academic Credit: UC a-g "g", Graded Course

*All assignments and any Discussion Forums will be posted on Google Classroom. Students are expected to review the Google Classroom page before each class.

*At the end of this document, there are two acknowledgments for you and your parent/guardian to sign and return. Scan and upload it to the assignment in Google Classroom by September 1.

Course Description and Objectives:

This course is designed to give students an opportunity to investigate the function of entrepreneurial marketing in the free market economy, define the characteristics of entrepreneurs and their general marketing requirements, and compare & contrast concepts of traditional marketing to entrepreneurial marketing. Students will focus on both individual and collaborative research to develop and participate in collaborative discourse, evidence-based writing, and multimedia presentations. They will develop a portfolio that will not only demonstrate their findings and analysis of various dimensions of entrepreneurial enterprises and thinking but will also provide a guide for future endeavors and studies that coincide with their own strengths and interests.

MVROP Student Learning Outcomes (SLO's)

Workplace Basic Skills and Behaviors

- Apply skills learned in class
- Analyze information and make decisions
- Communicate verbally and in writing
- Work independently and as a team member in a diverse workplace
- Work reliably, responsibly, and ethically

Career Technical Skills

- Demonstrate occupational competencies
- Use appropriate technology
- Understand and practice occupational safety standards
- Demonstrate an awareness of how a business or industry functions

Job Employment Skills

- Develop a plan to achieve career goals
- Use effective job search strategies
- Demonstrate an awareness of the importance of lifelong learning

Required Text, Materials:

Provided Text: Farese, L., Kimbrell, G., & Woloszyk, C., *Marketing Essentials*. Columbus, McGraw-Hill Education, 2016.
This will be updated in the next few months.

Assignments:

Assignments, point values, and project due dates will be posted on Google Classroom. Students **MUST** use their provided district email accounts when signing up for Google Classroom

Grading Policy:

Your final grade in the course will be based on the following:

- 40%** Classroom – attendance, participation & engagement, and classwork
- 20%** Exercises (formative) - homework, assignments, and quizzes
- 40%** Assessments (summative) - presentations, projects, and exams

After your numerical grade has been determined, your letter grade will be calculated as follows:

- A** - 90-100% of the total percentage points
- B** - 80-89% of the total percentage points
- C** - 70-79% of the total percentage points
- D** - 60-69% of the total percentage points
- F** - 59% or below – no credit

Late Work: Late work will be accepted and graded as follows:

- 1 Day Late: 10% reduction in grade**
- 2 – 7 Days Late: 25% reduction in grade**

Make-up assignments will be given for excused absences only. Upon returning from an excused absence, email the instructor requesting make-up work. You will be assigned the same or similar classwork.

Extra Credit: There may be an opportunity for Extra Credit. Do not count on this to raise your grade.

Classroom Expectations

Be PROMPT: Be ready

Be PREPARED: Have your pencils or pens with you every day

Be RESPECTFUL: Treat others how you would like others to treat you

Be ALERT: Participate and share your ideas, your thoughts, your questions

Classroom Rules:

Cell phones must remain off unless instructed to use them for an assignment.

No talking when someone else is talking during class discussions.

No swearing, vulgar gestures, or offensive material ever. Bullying will not be tolerated and will be referred to the administration.

Attendance Policy:

Students are expected to be on time for class every day.

Make-up assignments will be given for excused absences only, which include medical, legal or bereavement circumstances. Failure to complete make-up assignments will adversely affect your grade. If you are tardy or miss a class multiple times, you will lose units of credit and your grade will be adversely affected.

Honor Code:

Students are expected to do their OWN work in class unless a group assignment is scheduled. Students are also expected to do their OWN classwork and not copy from someone else. Cheating and plagiarism will receive a penalty and a parent/ will be notified of the cheating. Any partner or group work must be submitted with all parties' names listed. Do not assume it is known you are in a partner situation.

Sign, have parent or legal guardian sign, and upload to assignment by September 1, 2024. This will be worth 25 points.

Educational Movies/Videos

I will show movies and videos. Students will also view limited excerpts of commercially available commercials, movies, documentaries, business, and education videos, as appropriate, and in accordance with district policy.

(return to instructor-Upload a picture to Google Classroom by September 1, 2024)

I have read the Entrepreneurial Marketing syllabus and understand and agree to the terms, class rules and course guidelines.

Print students name

_____ Date _____

Student signature

_____ Date _____

Print Parent or legal Guardian name

_____ Date _____

Parent or legal Guardian signature

Parent or legal Guardian's contact information:

Phone: _____

Email: _____