



Chandler Unified School District

MRK300A School-Based Enterprise

SY 2023-24



Course Overview

Course Description

Students in this course will have already taken Marketing 2 and are entering this class in a supervisory role ensuring a thriving retail environment in the student store. Students are automatically enrolled in DECA, the Career and Technical Student Organization. Opportunities available through DECA include leadership development, event planning, networking, digital and social media marketing, field trips, travel, and competition.

AP/IB/Dual Enrollment

This not an AP, IB, or Dual Enrollment course.

Prerequisite/Fee(s)

\$25

Course Materials

Composition Notebook (1)

Folder (1)

Course Attire: Students are responsible for the following

DECA Shirt - Required during store shifts

Adopted Resource(s)

Marketing Essentials

**An asterisk will indicate a resource containing sexually explicit materials per legislative definitions. CUSD has determined that all resources listed above are of exceptional educational value.*

Site and Faculty Information

School name and address:

Camille Casteel High School, 24901 S Power Rd, Queen Creek, AZ 85142

Building principal:

Jayson Phillips

phillips.jayson@cusd80.com

Teacher:

Mrs. Jessica Penoyer BA

penoyer.jessica@cusd80.com

Office hours: Wednesday - 7:00 - 7:30 & Thursday - 2:30 - 3:00

Course Access

This course is taught in-person at Camille Casteel High School. Students will have access to the curriculum and instruction in the classroom. Google Classroom is the primary location for students to access material when absent from classes taught in person.

Equipment Usage Agreement:

Students will receive training for the proper use and care of all equipment. I understand that while my student uses school equipment, they are responsible for its care. If school equipment is damaged, lost,

stolen, or destroyed under my student's care, I further understand that my student and I will be responsible for the replacement or cost of repair of the damaged equipment.

CTE Program Responsibilities:

Career & Technical Student Organization (CTSO)

Career & Technical Student Organizations (CTSOs) are co-curricular organizations that help enrich applied academics, communications, and teamwork. Students in CTE programs can participate in CTSO leadership activities and competitive events.

This program is aligned with the following CTSO: DECA.

Industry Credentials

CTE programs allow each student to earn an industry certification aligned to their CTE program area. This CTE program will offer the following industry credential(s) for all students by program completion:

Industry credentials do not apply to this course

Technical Skills Assessment (TSA)

Technical Skills Assessments (TSA) are an Arizona Department of Education high-stakes state assessment designed for each program area. The TSA is to certify and document student attainment of industry-validated knowledge and skills through online testing. The TSA is taken after the CTE program (year 2 or 3) of each program.

Non-Discrimination Clause/ Aviso de no discriminación

The non-discrimination clause can be accessed using the link or QR code (www.cusd80.com/Page/983)



Help

Academic Support

- Contact the teacher to schedule an appointment during office hours
- [Ed Tech](http://www.cusd80.com/Page/45109) support for students, parents/guardians, and community link ([cusd80.com/Page/45109](http://www.cusd80.com/Page/45109))

Mental Health Support

- CUSD mental health support [cusd80.com/Domain/10528](http://www.cusd80.com/Domain/10528) or 480-573-8808 (talk or text)
- Suicide & Crisis Lifeline: 9-8-8 hotline
- 24-hour Crisis Line Talk: 602-222-9444, Text: 741-741

Student Conduct, Success, and Responsibilities

Student Handbook

Students must follow the policies and procedures established in the Student Handbook. Copies of the handbook can be found at [cusd80.com/handbooks](http://www.cusd80.com/handbooks). Printed copies will be provided upon request.

Student Responsibilities

This marketing classroom operates as a professional business setting. Students are expected to act as they would in a place of business. Weekly participation points will be deducted for improper behavior, missed deadlines, and unexcused tardy/absence.

- Students should refrain from using the cell phone, computers, or other devices during their shift.
- Students should arrive on time to class in order to open the store promptly.
- Students should remain in the store for the duration of the class.
- Students may not leave the classroom without permission.
- Students will be required to rotate lunches in order to ensure proper coverage during C-lunch.
- Food, gum, and drinks, other than water, are NOT allowed in the classroom or the student store.
- Sign in and sign out producers MUST be followed in order to ensure proper store operations.

Late work

- Late work and missed deadlines will result in a loss of credit. 10% deducted each day (Max 50% credit)
- Late work is entered in as "missing" and will receive a 0% until it is turned in.
- Late work will not be accepted after the chapter/unit test has been administered.
- Make-up work is due within a week of the due date.

Assessments and Assignments

Students will complete assessments during each unit of study to assess their understanding. Students will complete the CUSD Common Final at the end of the first and second semesters. The Common Final will count for 20% of the student's final semester grade in grades 9-12 and 10% in grades 7-8 (some exceptions may apply at the Junior High level). Common finals will be in ELA, Math, Science, Social Science, and World Language.

Final exams will be given during the CUSD Jr High/High School Early Dismissal days in December and May, as identified on the [District Calendar](#).

If students are requested to participate in a survey, the survey questions will be provided to parents/guardians seven days before student contact.

Grading

Grade Percentage

| A | B | C | D | F |
|------------|-----------|-----------|-----------|------|
| 90% - 100% | 80% - 89% | 70% - 79% | 60% - 69% | <60% |

Quarter grades

- Class Participation: Students are required to actively and positively participate in all class activities/ store operations. Misbehavior and/or lack of participation will result in loss of points for the day.
- Projects and Presentations: Each project will have specific guidelines for how to receive full credit. Full credit will be based upon content, preparedness, participation and following directions, not ability. Projects and presentations are not accepted late.
- Assignments: Students are expected to follow directions and turn in completed assignments on time when given. Late work turned in the last two weeks of the quarter will not be graded.
- Assessments: Students are provided assessments at the end of each chapter/unit.

Semester grades

Semester grades are calculated using 40/40/20: Each quarter accounts for 40% of the semester grade and the final exam accounts for the remaining 20%.

Units of study

Units for MRK300A School-Based Enterprise

Introduction to School-Based Enterprises
Market Research and Analysis
Business Planning & Operations
Product Development & Branding
Marketing & Promotion
Sales & Customer Service
Financial Management & Analysis

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Parents/Guardians should indicate if they "Acknowledge" or have a "Potential Conflict" with their student's participation in the following units by checking the appropriate box for each unit of study listed. Students cannot opt out of a standards-based unit. Marking "Potential Conflict" will prompt the teacher to make contact regarding assignment alternatives.

| Unit of study | Acknowledge | Potential Conflict |
|--|--------------------------|--------------------------|
| Introduction to School-Based Enterprises | | |
| Market Research and Analysis | <input type="checkbox"/> | <input type="checkbox"/> |
| Business Planning & Operations | <input type="checkbox"/> | <input type="checkbox"/> |
| Product Development & Branding | <input type="checkbox"/> | <input type="checkbox"/> |
| Marketing & Promotion | <input type="checkbox"/> | <input type="checkbox"/> |
| Sales & Customer Service | <input type="checkbox"/> | <input type="checkbox"/> |
| Financial Management & Analysis | <input type="checkbox"/> | <input type="checkbox"/> |

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Parent/Guardian

Acknowledgment

By signing and returning this form, the parent/guardian acknowledges they have reviewed the resources and units of the study included in the syllabus.

- ☐ As the parent/guardian, I understand that I may contact the teacher if I have questions about the resources, content, or units of study.
- ☐ As the parent/guardian, I understand I can check my student's grades in Infinite Campus anytime during the school year.

Student name (printed)

Student signature

Parent/Guardian name (printed)

Parent Signature

Date

Please return this page to your student's teacher.