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École Secondaire

Windsor

Secondary School

ENT & MKT 8 - COURSE OUTLINE

2018 & 2019

Ms. Brooke Sihota

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**GENERAL LEARNING OUTCOMES:**

Students will demonstrate an understanding and competency in:

**COURSE CONTENT:**

Entrepreneurship & Marketing 8 is a course which provides students with the opportunity to gain basic knowledge and the understanding of what it means to own, operat and promote a business. Students also complete research on a specific product or service and conduct marketing research to appropriately target their desired consumer, Students will explore the internal and external factors that they will need in order to follow a plan that they will create in this course.

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| **Student s will be able to…** |
| * Understand which of their own personal characteristics can help them succeed in an entrepreneurial way.
* Recognize a variety of markets and interpret who their desired target market would be based on marketing research.
* Develop a rough marketing plan for a product or service based on marketing research.
* Understand the variety of ways in which a product can be advertised and how a marketing strategy can truly influence a buyers decision and why.
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**Student Learning: Activities and Strategies:**

All assignments are project-based and require students to incorporate tools that allow students to think innovatively, creatively and apply their own interpretation of the information that they collect, Students are required to explore, expand be open for dialogue with their teacher and peers. Each unit will be comprised of the delivery of information, group learning, Attendance is crucial and self-discovery and sharing of knowledge amongst classmates is expected and important. Students will be expected to brainstorm, plan and lay ideas out through discussion on paper and on the computer.

**Assessment and Evaluation:**

Students will be graded on curricular competencies and will be evaluated on a A, B, C, C+, C, C- and F scale.

Students will complete a series of collaborative and individual assignments and projects. All assignments are required to be handed in by their due date.

**Plagiarism, cheating, or copying** of assignments will result in a mark of zero (0) for all parties involved. Parents, Guardians, grade counsellors and administration will be notified and a note will be added to the student’s school file. Please review plagiarism and cheating in the Student Handbook.

**POLICIES AND PROCEDURES:**

You are responsible for how well you do in this course. It is your responsibility to work to the best of your ability by making a consistent effort to participate in class, be involved in activities, use class time efficiently, complete all assignments on time and bring all necessary materials to class.

**Room Use and Policies:**

In addition to following the Acceptable Computer/Internet Use Policy as outlined in the agenda book, students are expected to meet and respect the following expectations:

* Food, drinks and gum are **NOT** permitted.
* Headphones/MP3’s/cell phones are not permitted in the computer lab. Turn these off and keep them in your backpacks.
* The use of cellphones are **NOT** permitted in class. Ms. Sihota has the right to take cellphone away from students if it is visible.
* DO NOT write on desks. DO NOT deface equipment. Email home and partnership with administration will be a consequence.

**Your Teacher/Classmates:**

* Teachers and classmates are to be respected at all times. This includes any replacement teacher who may teach the class.
* There is a zero-tolerance policy for bullying, teasing, and/or insulting and immediate action with administration will take place.

**Attendance:**

* Regular attendance is required for success in this course. This course focuses on hands-on computer use, each class is vital both for instruction and software use.
* It is expected that you **arrive on time.** If you are late, enter the room quietly without disrupting the class. If student is late two times in a row, a conversation with parents or guardians will take place. First time late or absent, is a conversation, second absence is an email or phone call phone and third time is a conversation with administration.
* You are responsible for catching up on any kind of missed work. If you are absent, come see me BEFORE your first class back so that you are caught up and prepared for the next class.

**Late Work:**

Assignments, projects and labs must be handed in by their due dates. Once Ms. Sihota has marked the assignments that were handed in on time, she may not go back and mark late work.

* + *This means that you run the risk of not having Ms. Sihota mark it and therefore, ending up with a zero for that specific assignment, project or lab.*

Please read and sign this course outline which will indicate that they have been informed of the Information Technology Survey 9 learning outcomes and assessment and evaluation tools. Any concerns or questions should be directed to Ms. Sihota.

Student Signature:

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