

# **COURSE SYLLABUS**

## *CTE 6115 Principles of Business & Marketing*

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### **MCHS BUSINESS & MARKETING**

**Instructor:** Mr. Christian Brielmaier  
**Email:** CBrielmaier@madisonschools.k12.va.us (24 business hour response)  
**Room:** 205  
**Term:** Fall 2022

**COURSE DESCRIPTION:** Students will learn how products are developed, branded, and sold. They will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas and be prepared for success in postsecondary education and employment. Topics include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and changes in the marketplace. Contextual instruction and student participation in co-curricular career and technical student organization (CTSO) activities will develop leadership, interpersonal, and career skills. High-quality work-based learning (HQWBL) will provide experiential learning opportunities related to students' career goals and/or interests, integrated with instruction, and performed in partnership with local businesses and organizations.

I. **RATIONALE:** The purpose of this course is to prepare students for college level marketing courses.

II. **PREREQUISITES: ADVISOR RECOMMENDATION**

III. **MATERIALS:**

**PLEASE SEE MCHS STUDENT SUPPLIES LIST**

**Students will not be required to purchase additional materials for this course and shall use MCHS issued Chromebook for assignments and class activities**

**Students shall come to class prepared each day with:**

**Chromebook & Charger**

**Black Pen only. No pencils are to be used for graded assignments**

**Paper, notebook, or note taking technology.**

IV. **LEARNING OUTCOMES:** *Upon completion of this course, each participant will:*

- A. Possess a thorough understanding of fundamental marketing concepts as they relate to basic marketing concepts;
- B. Successfully market themselves to colleges, future employers, or trade schools;
- C. Pass a CTE related exam or external certification;
- D. Articulate a personal marketing philosophy.

V. **REQUIREMENTS AND ASSIGNMENTS**

**PLEASE SEE SYLLABUS IN COURSE FOR DUE DATES AND ASSIGNMENTS.**

**B. Post-Course Assignments**

1. **Final Exam:** A study guide will be provided on Canvas
2. **End of Course Survey:** See explanation under the section on "Participation."



**VII. ATTENDANCE:** Class attendance is mandatory. In case of unavoidable absence, it is the student's responsibility to contact the instructor, submit a reason in writing, and arrange for make-up work. Unexcused absences are subject to grade penalties. Students are expected to email the instructor prior to first bell if they will be absent for any reason.

**VIII. OTHER POLICIES**

A. **Academic Misconduct:** Academic misconduct is strictly prohibited.

1. **All submitted assignments shall include the phrase :**

- "On my honor I have neither given nor received unauthorized help on this assignment"

B. **Dress Code:** Students are expected to maintain a neat, professional appearance while in class and abide by the MCHS dress code, published in the student handbook.

C. **Classroom Policies:** Classroom policies will be established and enforced by the individual instructor.

IX. **CALENDAR:** See the due dates in the grading section above.

X. **BIBLIOGRAPHY:** See a bibliography available in Canvas.