**BUSINESS MANAGEMENT, MARKETING AND TECHNOLOGY**

**Financial Marketing Syllabus**

**52.0800**

Mrs. Suggitt (1st hour – 8:00 – 8:55 a.m. conference period)

Email: [hsuggitt@eupschools.org](mailto:hsuggitt@eupschools.org)

Website: <http://sault.eup.k12.mi.us/Domain/124>

Microsoft Teams – all instructions and documents needed will be found in Teams.

*Financial Marketing provides students with the opportunity to blend two worlds together – Finance & Marketing – and use them to learn the ins and outs of a retail business!*

In this two-hour, two-year program, students will focus on consumer math and personal finance topics during the first year of the program, and beginner accounting concepts the second year. Each year students will be immersed in the daily operations of the school store and café, social media promotions, and special events. This is an extremely hands-on curriculum that will cover the essentials of marketing, organizing and planning events, and relies heavily on active, enthusiastic participation!

**4th Year Math Experience**

A full year of Financial Marketing satisfies a student’s 4th year math experience credit if taken in their 4th year.

**Articulation (College Credits)**

Articulated credits are available through Baker College, Bay Mills Community College, Lake Superior State University, Ferris State University, Washtenaw Community College, Mid-Michigan Community College. In addition, over 45 other Michigan colleges/universities accept the NOCTI national exam as articulated credits.

**Business Professionals Of America**

BPA is a state recognized youth organization for business students.  All business students are eligible to join BPA.  The group is involved in school and community activities.  There is a regional competition held in January in Escanaba, Michigan where the students compete against other business students in the Upper Peninsula.  There are over 50 contests from which to choose.  Students that place in their respective contests are eligible to attend the State Leadership Conference held at the Amway Grand Hotel in Grand Rapids, Michigan.  Students placing at States are then eligible to attend the National Leadership Conference.

**Job Titles**

Accounts Payable Clerk Accounts Receivable Clerk

Audit Clerk I Audit Clerk II

Bank Teller Bookkeeper I

Bookkeeper II Business Management Clerk

Career Safe – Employability Skills Entrepreneur

Excel in Accounting Financial Literacy

General Ledger Clerk Insurance Clerk

Payroll Clerk                                        Retail and Credit Clerk

Stockbroker QuickBooks Bookkeeping Professional

QuickBooks Certified User Microsoft Excel

**Industry Certifications Available**

QuickBooks Bookkeeping Professional

QuickBooks Certified User

Microsoft Excel

**Foundation Skills**

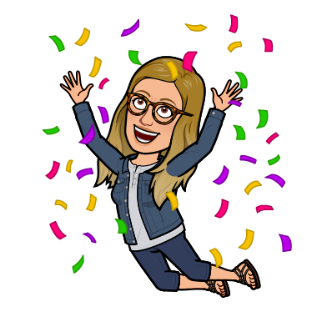
|  |  |
| --- | --- |
| Communications | Leadership & Teamwork |
| Problem Solving & Critical Thinking | Ethics & Legal Responsibilities |
| Information Technology Applications | Technical Skills |
| Safety, Health & Environmental Systems | Employability & Career Development |
|  | Academic Foundations |

**Grading**

80% Assignments, quizzes, tests, productivity/participation in Marketing hour

20% Employability

*Assignments will be completed in class and due on that day – there will be no homework unless you have missed the class.*

If a student has completed Accounting I they will complete Job Titles for their Career Center Certificate.

The grade will be figured as follows:

80% - Productivity and Quality of Work

20% - Employability Skills

Late Assignments

Late assignments will have 20% deducted.

Employability Skills

Each student starts with 100 points (100%). Each day the student may earn points or lose points. **Cell phones will be kept in the teacher’s cell phone holder until the last five minutes of class. If the teacher allows, cell phones may be used occasionally for an assignment. Due to the nature of the class, cell phones may be used for social media promotions, etc.** See attached employability sheet for other point values.

**Productivity/Participation**

This part of your grade is based on how much you participate in class. This is critical as this is a very hands-on, activity-based course. It is real-life activities, in real-time. Therefore, participation is critical every day. This will include working in the school store and café; design process for merchandise, display areas and showcases, social media aspects, special projects, and other class related selling/promotion activities. Students are required to work a minimum of two hours in Varsity Blues or other Marketing/Varsity Blues Events per semester. Students are required to take part in the class’s annual Santa Visits.

**Attendance**

Student handbook rules will apply.

\*\*Please sign the attached sheet to verify you have received the syllabus\*\*

\*\*The terms of this syllabi always subject to change.