



Marketing & Entrepreneurship Syllabus

Course Description:

Semester 1: Media & Advertising

From banner ads to billboards, newspaper articles, and Facebook feeds, people are constantly sharing ideas. This course looks at the many facets of mass media. Students will learn how the media shapes every aspect of our lives. We examine the role of newspapers, books, magazines, radio, movies, television, and the growing influence of Facebook, YouTube, and Twitter.

Semester 2: Financial Literacy

Semester 2 is designed to help students' budget, keep a checkbook and filing system, deal with debt and credit, and become wiser consumers. Students will learn how money and the dynamics surrounding it affect their relationships, their lifestyles, and their retirement.

Additional Materials Required:

Student-Teacher Conferences:

Office Hours. Students can schedule up to three (3) Student-Teacher Conference over the duration of the course. These meetings are optional, and attendance will not affect your grade.

To schedule an office hour with your teacher to please visit the Student Resources page on waonline.org.

Washington Academy Grading Scale:

A = 100 - 93

B = 92 - 85

C = 84 - 76

D = 75 - 70

F = 69 or less

Coursework Overview

○ ASSIGNMENTS



Assignments are completed by the student through fillable PDFs which they can fill-out, save to computer, then upload to in the Learning Management System. Assignments are typically found throughout the course(s) and can be opened by clicking the “**Activity**” button when prompted to do so. Assignments will be graded by your teacher.

○ ASSESSMENTS



Assessments, or Quizzes, are predominately computer graded and will test your knowledge of the content of each Section upon completion.

○ EXAMS



At the end of each Unit, Semester and the Course, you will need to complete an Exam.

○ PARTICIPATION



Participation grade is determined upon the completion of the “End of Course Survey.” Participation in Discussion boards or Office hours does NOT affect your grade.