



## iCreate360 Grand Haven High School



**Course Number:** G85A  
**Grade Level:** 11-12  
**Credits :** 2  
**Prerequisite Courses :** N/A

### Course Description

Classroom, lab, and online blended learning through three fields of study: Marketing, Accounting, and Product Design.

### Course Objectives

During this year-long course, each week students rotate through the three subject areas with two days designed for off-site learning via field trips to local businesses and online learning at home. Each team of students presents a business plan that includes: Branding, creative marketing campaign, website/blog, finance, and product build. (Meets graduation requirements for Applied Arts and Senior Math)

### Student Expectations

We take pride in what we do as educators; We have high expectations for ourselves as well as our students. We have high hopes that you will gain the skills needed that will help you advance within the numerous fields of technology, therefore, our expectations of you are simple...

1. Be prepared & on time
2. Be respectful of your school
3. Be respectful of others

### Communication

Instructors will use a Schoology.com as our primary tool for teacher/student/parent communication. A parent letter will go home that will instructions for signing up for Schoology.com

### Building Behavioral Expectations

***TEAM GH ... One Team, One Family, One Grand Haven. Be Kind. Always.***

It is our expectation that ALL GHHS students, staff and parents will ... always give their best **EFFORT** in everything that they do, work hard to be **INCLUSIVE** of each other, show **RESPONSIBILITY** in class, the hallways, cafeteria and at events, and **WORK TOGETHER** at all times!

**GO BUCS**

## Grading Policy

Your grade is calculated based on the following categories:

1. Finance coursework - 25%
2. Marketing coursework - 25%
3. Product design coursework - 25%
4. Blended learning coursework - 25%

The semester grade will account for 80% of the final grade and the exam will account for 20%.

A	93 - 100	C	73 - 77
A-	90 - 92	C-	70 - 72
B+	88 - 89	D+	68 - 69
B	83 - 87	D	63 - 67
B-	80 - 82	D-	60 - 62
C+	78 - 79	F	Below 60

## Scope and Sequence

### Welcome Week

Introduction to iCreate360 and the model for this course. Students will be divided into four larger groups or rotations, and then divided up into teams for 3-4 based on individual strengths and weaknesses.

### Accounting/Finance

Students will learn entry-level accounting concepts in order to analyze and prepare the Income Statement and Balance Sheet for our project. Excel will be used for budgeting, decision making and cash flow analysis. Management of the financial components of the course will be student lead.

### Marketing

Students will create a branding campaign for their product and company. They will create a marketing plan for their business entity and create examples using traditional media such as print, TV, radio, as well as social media and web-based advertising. Groups will create promotional events and a sales plan that will ultimately lead to selling their team's product to the public for the highest net profit possible.

### Product Design

Students research, plan, and create a product using available software and technologies. This is a collaborative effort and groups will also be assessed based on the contribution of each team member.

### Blended/Online Learning

Students will learn collaboratively create a comprehensive business plan using Google Docs. Students will review videos and articles off-site related to concepts within the

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business plan. Emphasis will be place on the collaborative efforts of ALL team memembers and their contributions to the final business plan. Students will also utilize off-site time to shadow local business related to the fields of entrepreneurship, marketing, accounting, and product design.

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