Johnston
COMMUNITY SCHOOL DISTRICT

Syllabus
2025-2026

Course Name: Business Publishing

Contact Information

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How students will be graded on academics

Grade	Percent Range
A	90 - 100
B	80 - 89
C	70 - 79
D	60 - 69
F	<60

- If a student is missing an assignment, they will receive a "M" or 50% for that assignment on Infinite Campus. The student has until the end of the semester to turn-in any missing assignments.

Reporting Learning Behaviors

Grades are based solely on achievement of standards. Non-academic indicators, such as behavior, are essential but communicated separately.

Performance Levels for reporting learning behaviors:

- MET = Meeting
- PRG = Progressing
- BEG = Beginning

Assessment Information

- Students will be able to show mastery of curriculum standards through a variety of means, including: Projects, daily assignments, and classroom discussions
- Students will have an opportunity to submit evidence of meeting curriculum standards until the end of the semester.
- Students will have an unlimited amount of opportunities to redo/fix any projects or class assignments, in order to show mastery of a standard.

Classroom Expectations

- Students are expected to report to class on time, be in their seats, and ready to learn once the bell rings
- Students are expected to follow teacher instruction and consistently demonstrate respect for each individual, piece of property, and the learning environment
- Students are expected to give full attention during instruction. Headphones and cell phones are put away (See phone policy for more information)
- Students are expected to read course-related news via Canvas
- Students are expected to share and participate in class discussions on Canvas
- Students are expected to take full responsibility for their work when absent

Units of Instruction

Unit 1	What is Marketing
Unit 2	Effective Communications
Unit 3	Selling
Unit 4	Branding
Unit 5	Design Elements and Principles
Unit 6	Creating Images/Digital Media
Unit 7	Image Manipulation and Copyright Laws
Unit 8	Advanced Manipulation of Images