QCHS MARKETING

OCTOBER 2026 • MONTHLY FAMILY NEWSLETTER

LEARNING BUSINESS BY BUILDING A BUSINESS

Dear Marketing families,

October brings more opportunities for students to turn classroom learning into business decisions. Our student-run Spirit Store is a learning lab where research, creativity, teamwork, and financial thinking come together. This month, students will use evidence to develop proposals and prepare for the store's planned opening. Please read through the entire newsletter so you can be informed about what is happening in our marketing classes!

SPIRIT STORE GRAND OPENING COUNTDOWN

91 DAYS

Planned grand opening • January 4, 2027
Countdown as of October 5, 2026. We look forward to sharing more launch details as plans are finalized.

WHAT STUDENTS ARE LEARNING

Students are exploring target markets, customer needs, product development, and market research. They are learning to move from an idea to a recommendation they can support:

ASSUMPTION → RESEARCH → DATA → DECISION

Marketing 1

Build marketing foundations, gather useful information, and communicate decisions clearly.

Marketing 2

Analyze customer segments, recognize bias, assess profitability and feasibility, and defend recommendations with evidence.

OUR OCTOBER SPIRIT STORE FOCUS

Student teams will use customer research to recommend products, compare vendors, sketch store layouts, and build realistic budgets. Future work will connect pricing, promotion, merchandising, customer service, and store operations. Student proposals are subject to teacher and administrative approval.

Ask your student: "What decision did your team make today, and what evidence did you use to make it?"

GET INVOLVED IN DECA

DECA gives students opportunities to practice business skills, build confidence, and connect with other student leaders. New members can ask Mrs. Minson how to join, select an event, and begin preparing through role-plays, sample questions, and peer feedback.

Before attending events, submit the signed 2026–2027 Arizona DECA comprehensive consent form and follow all trip-specific instructions from the advisor.

DECA DISCOUNT CARD FUNDRAISER

Help our fundraiser reach more families and local businesses! We are looking for businesses willing to offer a discount or freebie on our DECA Discount Card. Families can support students by purchasing and sharing cards when sales open. Contact Mrs. Minson about pricing, participating in offers, and launch details. Thank you for supporting student leadership and hands-on business learning.

QCHS DECA

OCTOBER OPPORTUNITIES • DATES TO KNOW

CONNECT and LEARN

DATE	EVENT	DETAILS
Oct 12	Spirit Store Tour	Marketing Students will tour our store on campus to prepare for brainstorming and more marketing and building the business work to come!
Oct 13–23	Virtual Business Challenge Virtual Business Challenge information	Free for current high school DECA members; individual or teams of up to three, with advisor approval.
Oct 16	Red Zone registration closes Red Zone Leadership details This is a great event for seniors and there are workshops on interviewing skills and colleges who also attend!	**Any Student can attend with DECA membership! Registration Cost is $65 Due by October 16th! Check or Cash or pay directly to the bookstore on campus!** We are also looking for presenters. If you want to present specific skills or tips and tricks in business, please follow this link: Red Zone Leadership Call for Presenters if you would like more information please reach out and I can explain how to become a DECA Professional Business Partner!
Oct 22	Guest Speaker- ASU GAMMAGE Marketing team	So excited to have ASU Gammage as a business partner and looking forward to hearing about how they do Marketing for all their shows! We are working on organizing a tour in late November as well!
Oct 28	**10am-2pm Fall Festival in the QCHS Courtyard hosted by the Link Crew** **4pm–6 p.m. Community Trunk or Treat in the Front Parking Lot hosted by DECA**	Queen Creek Community are invited to attend and there is no charge for these events!!
Oct 29	Guest Speaker- Mike Rux-Ciphers Digital	https://www.ciphersdigital.com/ , Mr. Rux will be speaking to all the Marketing students about his journey as an entrepreneur and about his current business in digital media marketing
Nov 6th	DECA BOOTCAMP @ CGCC	One day with all the DECA members in the east valley to learn about competitions and Professionalism at ICDC + more! **Any Student can attend with DECA membership! Registration Cost is $10 Due by October 16th! Check or Cash or pay directly to the bookstore on campus!**
Nov 13	Red Zone Leadership	State Farm Stadium, Glendale. Leadership learning beyond the classroom.
DEC-TBD	FINAL SPIRIT STORE TOUR BEFORE BREAK	OPEN TO PARENTS, FACULTY AND STAFF

HELP US CONNECT WITH THE BUSINESS COMMUNITY

Do you work in marketing, retail, entrepreneurship, or a related field? Become a professional partner by speaking to a class, mentoring students, judging practice events, or helping us explore workplace visits. Your experience can help students see how their learning applies to careers.

Interested in helping shape our program? Join our advisory council and share your perspective on workplace skills and student projects. Contact Mrs. Minson to learn more.

Are you on LinkedIn? Connect with me and help spread the word about our amazing emerging leaders here at QCHS!



FAMILY AND COMMUNITY

OCTOBER 2026 • WAYS TO SUPPORT OUR STUDENTS

HELP US OUTFIT THE SPIRIT STORE

Have retail fixtures your business no longer needs? We are seeking donations of clean, sturdy fixtures to help students create a welcoming, functional store. Useful items may include display racks, shelving, clothing racks and hangers, display tables, and sign holders.

Please contact Mrs. Minson with a photo, dimensions, and the item's condition before arranging a drop-off so we can confirm space and suitability. Thank you for helping students bring their store plans to life!

PUT YOUR ARIZONA TAX CREDIT TO WORK

Support eligible school activities while potentially reducing your Arizona income tax. Eligible public-school contributions may qualify for a dollar-for-dollar, nonrefundable Arizona tax credit of up to $400 for married couples filing jointly or $200 for single, head-of-household, and married-filing-separately taxpayers.

Donate through QCUSD, select Queen Creek High School, and designate DECA (Marketing). Keep your receipt for Form 322. Eligibility and tax liability determine the benefit; unused credit may be carried forward for up to five years.

Make a school tax-credit contribution QCUSD tax-credit information

**Class fees and discount-card purchases are separate from tax-credit donations.*

SMALL ACTIONS MAKE A DIFFERENCE

Pay Marketing class fees

Please check for outstanding Marketing class fees and pay through QCUSD InTouch or the QCHS bookstore. Contact the bookstore if you need help with payment options.

Pay class fees through InTouch QCHS bookstore assistance

Donate tissues and copy paper

Tissue boxes and reams of printer/copy paper are welcome throughout the month. Students may bring classroom supply donations to Marketing class. Thank you!

CLASSROOM SPOTLIGHT

OCTOBER 2026 • STUDENT LEADERSHIP IN ACTION

WELCOME KENDRA WILSON

Our Marketing classes welcomed Kendra Wilson, Arizona DECA State President, as a guest speaker. Thank you, Kendra, for connecting with our students and bringing state-level student leadership into our classroom. Students from multiple classes joined in for photos and plenty of Bulldog pride!



1st Hour Marketing 1



2nd Hour Marketing 1



3rd Hour Marketing 2



5th Hour Marketing 1

ONE LAST THING A FUN MARKETING THROWBACK

Remember the first iPhone? Watch Regis and Kelly react to a brand-new idea.

Then ask: How would you persuade someone to try a product they do not yet understand?



Watch the fun video Scan to watch

THANK YOU FOR BEING PART OF OUR PROGRAM: *Whether you contribute supplies, share your expertise, support a fundraiser, or ask about a student's project, you help make our classroom a place where students can practice and grow. — Mrs. Minson, QCHS Marketing and DECA aminson@qcusd.org 480-987-5973 ext. 4702*