# QCHS MARKETING

**Marketing 1 • Marketing 2 • DECA • Spirit Store**

**SEPTEMBER 2026**

## LEARNING BUSINESS BY BUILDING A BUSINESS

## FAMILY UPDATE

Dear Marketing Families,

We have been busy with Marketing 1 and Marketing 2! This semester, students aren't just learning marketing vocabulary and concepts, they are applying what they learn as we work toward one major goal: planning, developing, and launching our student-run QCHS Spirit Store.

The Spirit Store serves as our real-world learning lab. Students will use research, data, creativity, financial decision-making, teamwork, and communication to help make actual business decisions.

## WHAT WE'VE BEEN LEARNING

- MARKETING FOUNDATIONS
  Marketing is much more than advertising. It begins with understanding customers, identifying problems, and creating value.
- TARGET MARKETS & CUSTOMER NEEDS
  Students identify specific customer groups and consider their needs, wants, behaviors, and purchasing habits.
- PRODUCT DEVELOPMENT
  Students identify real campus problems and develop or select products that could solve them.
- MARKET RESEARCH
  Our current focus: stop guessing and start researching. Students are learning how evidence and customer data lead to stronger decisions.

## OUR DECISION-MAKING MODEL

ASSUMPTION

↓

RESEARCH

↓

DATA

↓

DECISION

This is one of the most important habits I want students to develop—not only in marketing, but in everyday decision-making.

## SPIRIT STORE PROJECT

The Spirit Store is more than a school store. It is designed to give students experience with real business responsibilities:

- Market Research
- Product Selection & Pricing
- Inventory & Merchandising
- Advertising & Promotion
- Sales & Customer Service
- Operations & Financial Analysis
- Leadership & Teamwork

As opening approaches, students will take on business roles and committee responsibilities connected to their strengths and interests.

## THE ROAD TO OUR STUDENT-RUN SPIRIT STORE

### MARKETING 1

**Students are learning to identify customers, understand core marketing concepts, collect information, communicate ideas, and make evidence-based decisions.**

### MARKETING 2

**Students go deeper by analyzing research, segmenting customers, identifying limitations and bias, comparing evidence, evaluating profitability and feasibility, and defending recommendations.**

### COMING UP NEXT

Students will continue preparing for the Spirit Store through units covering:

- Pricing & Profitability
- Competition & SWOT
- Promotion & Advertising
- Selling & Customer Experience
- Merchandising
- Operations
- Analytics, ROI & KPIs

Each unit gives students another piece of the knowledge they will need to help operate the store.

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## A QUESTION TO ASK YOUR STUDENT

Instead of asking:
“What did you do in Marketing today?”

Try asking:
“What decision did your team have to make today, and what evidence did you use to make it?”

You may get a much more interesting answer!

## BUSINESS & COMMUNITY CONNECTIONS

As we develop the Spirit Store and our DECA chapter, we are looking for opportunities to connect students with local businesses and professionals.

If you own or work in marketing, retail, sales, finance, entrepreneurship, management, graphic design, social media, or a related field, we would love to connect.

Opportunities may include guest speaking, business partnerships, product/vendor connections, mentorship, judging, or sharing real-world business challenges with students.

## CLASSROOM REMINDER

Our Marketing classroom is designed to operate more like a professional workplace than a traditional classroom. Students are expected to demonstrate professionalism through communication, behavior, teamwork, preparation, and accountability.

Mistakes are expected. Learning from them is part of the process.

The goal isn't simply to earn a grade. The goal is to learn how to think, communicate, collaborate, and make decisions like a business professional.

Thank you for supporting our students as we build something new at QCHS. I am excited for families to see the Spirit Store take shape throughout the semester!

## DONATION NEEDED:



Allergies, colds, sneezing and runny noses have hit our campus as I am sure you have seen this around the community with the weather changing. **We are in desperate need of tissues for our classroom**. If you can grab a few boxes on your next grocery run and send them to school with your students, please do!! Anything you can send will help!

# QCHS DECA

**Developing Emerging Leaders & Entrepreneurs**

**FALL 2026**

**LEADERSHIP • COMPETITION • CAREER READINESS • COMMUNITY**

## FALL LEADERSHIP CONFERENCE — AUGUST 31

Our QCHS DECA students recently attended the Fall Leadership Conference! Students connected with DECA members from other schools, strengthened their leadership skills, learned more about competitive events, and brought back ideas to help grow our chapter. Experiences like this allow students to take what they learn in the classroom and ap[illegible]in a larger professional and leadership setting.




## UPCOMING DECA EVENTS

- SEPTEMBER 8
  Stock Market Virtual Game Begins
- SEPTEMBER 14–18
  DECA Marketing Week
- DONUTS WITH DECA TBD
- DECA DISCOUNT CARD COMING SOON!
- SEPTEMBER 28–30
  DECA Camp — Lost Canyon
- SEPTEMBER 29
  Virtual Business Challenge Registration
- NOVEMBER 13
  RED ZONE Conference — State Farm Stadium

## WHY JOIN DECA?

DECA gives students opportunities to:

- Build leadership and communication skills
- Compete in real-world business scenarios
- Practice public speaking and problem-solving
- Develop confidence and professionalism
- Network with students and business professionals
- Explore marketing, finance, entrepreneurship, hospitality and management careers
- Strengthen résumés, college and scholarship applications
- Attend conferences and leadership events
- Apply classroom learning to real business situations

## WE'RE LOOKING FOR NEW MEMBERS!

QCHS DECA is growing, and we want more students to be part of it!

Students do NOT need to know they want a career in business. DECA is a great fit for students interested in leadership, competition, entrepreneurship, marketing, finance, hospitality, sales—or simply becoming more confident and career-ready.

Students interested in joining should see Mrs. Minson for information about becoming a QCHS DECA member.

## PARENTS — GET INVOLVED!

Parents and guardians can make a major impact by:

- Speaking to students about your career or industry
- Sharing professional knowledge and advice
- Volunteering with chapter activities
- Participating in our DECA Advisory Board
- Serving as a competition judge when opportunities are available
- Connecting us with businesses and community organizations
- Helping students discover internships, apprenticeships and career opportunities

You do not have to work in marketing to help!

## LOCAL BUSINESSES — PARTNER WITH QCHS DECA

We are actively looking for businesses that want to invest in the next generation of leaders and employees. Partners can participate as guest speakers, join our DECA Card fundraiser to help drive student and family traffic to their business, serve on our advisory board, judge competitive events, mentor students, offer internships or apprenticeships, or make eligible tax-deductible donations to support student opportunities.

Business partners may also receive recognition through QCHS and DECA communication channels while building connections with students who are preparing to enter the workforce. Most importantly, partners have a direct opportunity to share their knowledge and help develop future professionals in our community.

**STUDENTS • PARENTS • BUSINESS PARTNERS — THERE IS A PLACE FOR YOU IN QCHS DECA!**
**Interested in getting involved? Contact Mrs. Minson for more information.**