

## **Berrien Springs Partnership Lab Syllabus and Instructor Qualifications**

**Course:** Mini Makers Entrepreneur Course

**Grade or Age Levels:** Ages 8+

**FORMAT:** In-Person

**DAY AND TIME OF THE WEEK:** Tuesdays 10:30 AM - 12:00 PM

**TOTAL REQUIRED HRS:** 17 hours (in-class instruction)

**ADD'L POSSIBLE HOURS:** none

**TOTAL SEMESTER HOURS POSSIBLE:** 17 \*

**LOCATION:** Brush + Bloom DIY Studio, 807 Lester Avenue St. Joseph MI 49085 (inside of Urban Garage Market)

**INSTRUCTOR:** Taylor Sebrechts

### **CONTACT INFORMATION:**

(269) 588-0056

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### **INSTRUCTOR QUALIFICATIONS**

Taylor graduated from Grand Valley State University in 2012 with a degree in elementary education. After teaching first grade for four years at Lakeshore, Taylor started her own local business, The Turquoise Top Hat, which specializes in wood decor painting workshops. She has been teaching classes since 2016 for all age groups and has years of experience refinishing furniture, painting wood signs, and creating custom pieces with CNC and laser machines. She has also been selling at vendor events since 2015 and is the organizer for the annual Stevensville Mother's Day Market.

*The Turquoise Top Hat was rebranded as Brush + Bloom DIY Studio in 2024 to offer more walk-in style crafting experiences and plants.*

### **COURSE DESCRIPTION:**

This course is designed to instruct students on how to develop their creative passion or hobby into a small-scale business. Students will learn the basics of creating and pricing products, marketing their business, how to sell physical products in a local market, and how to scale a business. Students will engage in weekly hands-on lessons focused on logo creation, packaging, marketing strategies, and more. Students will also practice setting up a vendor display with a course culmination of a maker's market at Urban Garage Market.

### **COURSE OBJECTIVE:**

\*Students will gain a general knowledge of

- developing and creating a handmade product
- using material costs to price a handmade product, including wholesale and retail pricing
- marketing materials used in business
- creating a brand identity, including business name, logo, etc.
- selling physical products and providing stellar customer service.

## **STUDENT ASSESSMENT- what will be used to evaluate student progress and/or end of semester pass/fail status?**

All classes abide by the following:

- 1) Student agrees to attend at least 80% of class sessions/lessons offered. Attendance is kept online and tracked by Partnership staff. Failure to meet 80% or be on track to meet 80% may result in program discontinuation.
- 2) The Partnership Student Assessment or Performance Form is filled out by the teacher and turned in to Partnership staff. The link to this form is found on the web page for this class. Failing marks for lack of participation, behavior issues, practice time, etc. may result in program discontinuation.
- 3) This is a pass/fail course. If students successfully complete their weekly class projects and final project with effort, they will receive a passing grade.

## **CLASS SPECIFIC ASSESSMENT:**

All students will participate in a maker's market at Urban Garage Market, where they will set up a booth display and sell their items to customers. Students will be required to have a professional setup, including signage, and provide customers with a great experience while marketing their creations.

## **CLASS POLICIES:**

**Attendance:** Please contact me before class if your child will be absent or ill. Text message is preferred. Arrangements can be made for your child to arrive early to a future session to get caught up.

**Behavior:** If your student is disrespectful in class, distractive or puts other students in danger, I will ask they be picked up early. Students are expected to actively participate in class. Additionally, students will not be allowed into the shopping areas of UGM without parental supervision.

**Cell Phones:** We understand the need for students to have cell phones in case of emergencies. Cell phones should be silenced and out of sight during instructional time. Students are welcome to bring a bag or pouch to store their phone in. Phones may only be used during break times or when permitted by the instructor.

**Weather:** I follow the local district for closures. If the district the class is held in closes, we will not have class. Safety is our number one priority, so if you are not comfortable traveling please contact me and other arrangements can be made for a future session.

*Additional Registration is not required at the site but we will ask participants and their guardians to fill out a liability release form at the beginning of the first class.*

## **Syllabus/Outline: Weekly Breakdown of Project-Based Learning Activity**

*\*Class dates are subject to change based on weather cancelations and emergencies\**

CLASS DATE	LESSON/OBJECTIVE
<b>INTRO/PARENT MEETING</b> Tues. Sept. 9th 10:30-11	**This class will be 30 minutes only and will be a chance for parents to fill out the necessary paperwork, hear a quick synopsis of the course, and ask any pertinent questions related to their child developing a small business. <i>Attendance is not mandatory, but recommended!</i>
<b>WEEK 1</b> Tues. Sept. 16th 10:30 - 12	<b>Introductions &amp; Product Ideas:</b> Students will begin with class introductions and brainstorming ideas for a product to create and sell (or share a hobby/product they already make). Students will outline and detail their product, including any factors that help their product stand out. Students will share their ideas with the group and receive feedback from others.
<b>WEEK 2</b> Tues. Sept. 23rd 10:30 - 12	<b>Business Development:</b> Students will select a name for their business/products. Students will design a basic logo on paper and will then take turns creating their design in Canva. Students will also create a brand identity, including brand colors and voice. Students will use their brand identity and business info to design a mock business card.
<b>WEEK 3</b> Tues Sept. 30th 10:30 - 12	<b>Pricing &amp; Production:</b> Students will create a pricing sheet by researching materials used in the production of their products. Students will develop individual product pricing using basic math and create a pricing line sheet for wholesale and retail. Students will share their pricing strategies with other students and receive feedback.
<b>WEEK 4</b> Tues. Oct. 7th 10:30 - 12	<b>Marketing:</b> Students will discuss the different marketing strategies that brands use to promote their products and their effectiveness. Students will create a print advertisement (poster) that promotes their individual product using physical and digital methods (art supplies, Canva, etc.).
<b>WEEK 5</b> Tues. Oct. 14th 10:30 - 12	<b>Product Production:</b> Students will have time to work on creating their products and packaging them with individual guidance from the instructor. Students will also work on labeling and pricing their products as they are created.
<b>WEEK 6</b> Tues. Oct. 21st 10:30 - 12	<b>Product Production:</b> Students will have time to work on creating their products and packaging them with individual guidance from the instructor. Students will also work on labeling and pricing their products as they are created.
<b>WEEK 7</b> Tues. Oct. 28th 10:30 - 12	<b>Product Production:</b> Students will have time to work on creating their products and packaging them with individual guidance from the instructor. Students will also work on labeling and pricing their products as they are created.
<b>WEEK 8</b> Tues. Nov. 4th 10:30 - 12	<b>Booth Setup:</b> Students will practice setting up a 6' table display for their products. Students will use a variety of display materials to create a visually appealing booth setup. Students will practice mock transactions with customers and how to answer questions about their products.
<b>WEEK 9</b> <b>*SATURDAY</b> <b>NOVEMBER 8TH*</b>  <b>SETUP: 9:30-11</b>  <b>Market: 11 AM - 2 PM</b>  <b>TEAR DOWN: 2 - 3 PM</b>	<b>MAKERS MARKET:</b> Students will set up a booth display and sell their products on site during a makers market. Students will engage with real customers and conduct transactions under the guidance of the instructor.