



WISCONSIN STANDARDS for **Marketing, Management and Entrepreneurship**



Wisconsin Department of Public Instruction
Tony Evers, PhD, State Superintendent

Madison, Wisconsin



This publication is available from:

Career and Technical Education Team
Wisconsin Department of Public Instruction
125 South Webster Street
Madison, WI 53703
(608) 266-8960
cte.dpi.wi.gov

Bulletin No. 13086

© May 2013 Wisconsin Department of Public Instruction

The Department of Public Instruction does not discriminate on the basis of sex, race, color, religion, creed, age, national origin, ancestry, pregnancy, marital status or parental status, sexual orientation or disability.



Printed on recycled paper.



Table of Contents

Section I: Wisconsin’s Approach to Academic Standards	3
Forward	
Acknowledgements	
Purpose of the Document	
A Guide to Wisconsin Career and Technical Education & Marketing, Management and Entrepreneurship Standards	
Aligning for Student Success	
Section II: Wisconsin’s Approach to Career and Technical Education and Marketing, Management and Entrepreneurship (MME)	13
What is Contemporary Career and Technical Education?	
Delivering CTE through Clusters and Pathways	
The Importance of Career and Technical Education	
The Importance of MME in Wisconsin and our communities	
Work-Based Learning in MME	
Student Organizations in MME	
Section III: Wisconsin Common Career Technical Standards	31
Why Common Career Technical Standards	
Wisconsin Common Career Technical Standards	
Section IV: Wisconsin Standards for Marketing, Management and Entrepreneurship	53
Wisconsin Standards for Marketing, Management and Entrepreneurship	
Section V: Connecting CTE and the Common Core State Standards	119
Connecting CTE and the Common Core State Standards	
Connecting MME and the Common Core State Standards	
Reaching Every Student; Reaching Every Discipline	
Reaching Every Discipline: Wisconsin’s Approach to Disciplinary Literacy	
Common Core State Standards for Literacy in All Subjects	
Standards for Mathematical Practice	
Section VI: Wisconsin’s Guiding Principles for Teaching and Learning	167
Guiding Principles for Teaching and Learning	
Research Briefs for Guiding Principles for Teaching and Learning	



This page intentionally left blank.



Section I

Wisconsin's Approach to Academic Standards



This page intentionally left blank.



Foreword

Career and Technical Education (CTE) has significant value for all students – from introducing them to the world of work to providing specific technical skills. CTE helps students to find relevance, application and understanding of the core subjects.

Career and Technical Education needs to be recognized for the numerous ways it adds value to our students' education and success. As we strive to prepare every Wisconsin student to be college and career ready, it is CTE that provides our greatest opportunity for creating a skilled, knowledgeable and productive future workforce. CTE programs are critical for a student to develop contemporary knowledge and skills for the world of work or for postsecondary coursework. In many schools, CTE also provides articulated courses and work-based learning opportunities, as well as Career and Technical Student Organization connections for students.

To clearly identify what students should know and be able to demonstrate as productive workers, the Wisconsin Department of Public Instruction created the **Wisconsin Standards for Marketing, Management and Entrepreneurship**. This resource provides a framework for aligning marketing management and entrepreneurship curriculum, instruction and assessment.

The standards within this resource will strengthen CTE's multiple pathways for students to become college and career ready while still in high school. We need to ensure students are exposed to a variety of career development experiences from kindergarten through 12th grade. By adopting the standards within this resource, marketing management and entrepreneurship programs will continue offering relevant, rigorous and authentic learning experiences that meet the students' needs and future ambitions. Career and Technical Education should be part of any comprehensive effort to improve student achievement and success while preparing college and career ready graduates. This continued commitment has great economic implications for our future!

Tony Evers, PhD
State Superintendent





Acknowledgements

A special thanks to the Career and Technical Education (CTE) Standards Revision Leadership Teams for taking on this important project that will shape the classrooms of today and tomorrow. These workgroups are comprised of specific content area work teams; a stakeholder subgroup, representing administrators, counselors, directors of instruction; and DPI CTE Team members who took on the daunting task of reviewing each content area, as well as the Wisconsin Common Career and Technical Standards.

Thanks to the many staff members across the division and other teams at DPI who have also contributed their time and talent to this project.

Finally, a special thanks to Wisconsin educators, businesspeople, parents and citizens who provided comment and feedback to drafts of these standards.

Wisconsin Standards for Marketing, Management and Entrepreneurship Leadership Team

Heather Breske

Marketing & Business Teacher
Holmen High School

Carrie Hentz

Marketing & Business Teacher
Glenwood City High School

Tammy Krug Pickart

Marketing, Business & IT Teacher
CTEC
Fond du Lac High School

Rocio Santa

Business & Marketing Teacher
Milwaukee – Alexander
Hamilton High School

Urs Haltinner

MBE Program Director
University of Wisconsin-Stout

Bob Hutchison

Marketing & Business Teacher
Middleton High School

Lindsay Matuszewski

Marketing & Business Teacher
Bay Port High School

Shawn Umland

Marketing & Business Teacher
Lakeland Union High School

John Zimmerman

Marketing & Business Teacher
Janesville Parker High School

CTE Stakeholder Subgroup Leadership Team

Todd Fischer

School Counselor
Howards Grove High School

Eric Larsen

Curriculum Services Coordinator
CESA 8

Brian Seguin

Director of Instruction
School District of the
Menomonie Area

Brenda Vogds

Principal
Kettle Moraine School District

Natalie Killion

School Counselor
Green Bay Preble High School

Jared Schaffner

Principal
Onalaska High School

Sherri Torkelson

CTE Director
CESA 4

Lori Krueger

School Counselor
Appleton North High School

Blia Schwahn

Hmong Community Liaison
Eau Claire Area School District



DPI Career and Technical Education Leadership Team

Janice Atkinson
*Health Sciences Education
Consultant*

Jeff Hicken
*Agriculture, Food and Natural
Resources Education
Consultant*

Diane Ryberg
*Family and Consumer Sciences
Education Consultant*

Jennifer Wegner
*Assistant Director
Career and Technical
Education Team*

Sara Baird
*Career Pathways Education
Consultant*

Brent Kindred
*Technology and Engineering
Education Consultant*

David Thomas
*Business and Information
Technology Education
Consultant*

Sharon Wendt
*Director
Career and Technical
Education Team*

Timothy Fandek
*Marketing, Management and
Entrepreneurship Education
Consultant*

Kevin Miller
*Dual Enrollment Education
Consultant*

Other Department of Public Instruction Leaders

- Sheila Briggs, Assistant State Superintendent, Division of Academic Excellence
- Sue Grady, Executive Assistant, Office of the State Superintendent
- Rebecca Vail, Director, Content and Learning Team
- Emilie Amundson, Director, Common Core State Standards Implementation Team

Additional Acknowledgements

The following individuals and groups contributed to the completion of this project through feedback and vetting of one or more sections of the document or standards.

- Members of Wisconsin Marketing Education Association (WMEA)
- Members of Business, Marketing & Information Technology State Superintendent Advisory Committee
- Wisconsin Technical College Deans of Marketing, Business and Management



Purpose of the Document

Career and Technical Education (CTE) programs include planned courses of high-quality academic content and technical competencies and skills which focus on programs of study and prepare students for successful college and career readiness.

The aim of this guide is to improve CTE for students and for communities. To assist Wisconsin educators and stakeholders in understanding and implementing the **Wisconsin Standards for Career and Technical Education**, the Wisconsin Department of Public Instruction (DPI) has developed standards in the areas of Agriculture, Food and Natural Resources; Business and Information Technology; Family and Consumer Sciences; Health Science; Marketing, Management and Entrepreneurship; and Technology and Engineering. These materials are intended to provide direction in the development of course offerings and curriculum in school districts across Wisconsin.

This publication provides a vision for student success and guiding principles for teaching and learning. Program leaders will find the guide valuable for making decisions about:

- program structure and integration;
- curriculum redesign;
- staffing and staff development;
- scheduling and student grouping;
- facility organization;
- learning spaces and materials development;
- resource allocation and accountability; and
- collaborative work with other units of the school, district and community.



A Guide to Wisconsin Career and Technical Education & Marketing, Management and Entrepreneurship Standards

Wisconsin Career and Technical Education (CTE) programs (Agriculture, Food and Natural Resources; Business and Information Technology; Family and consumer sciences; Health Science; Marketing, Management and Entrepreneurship; and Technology and Engineering) have a rich history and foundation of preparing young adults for the next steps in their lives—postsecondary education and the world of work. Through ties to business, industry and community, CTE programs provide perspectives and partnerships necessary to educate the entire student. Along with CTE’s relationships, the standards outlined in this document set a new direction for the knowledge and skills necessary for successful transition to postsecondary programs leading to and/or direct entry into high-wage, high-demand and highly skilled careers. When paired with the Common Core State Standards, Wisconsin students now have access to increasingly rigorous and relevant content to ensure college and career readiness.

Each set of Career and Technical Education standards contains two distinct sections:

1. **Wisconsin Common Career Technical Standards**
2. Standards for the specific discipline

The Shift from Model Academic Standards (1998) to State Standards (2013)

The Model Academic Standards published in 1998 were developed in such a way as to highlight what every student should know and be able to do in a particular content area by the end of grade 4, 8 or 12. In focusing on every student, these standards did not necessarily lend themselves to providing a proficiency level or mastery of industry expectations in a specific career pathway particularly for the purpose of career and technical education.

This new set of standards provides CTE programs an opportunity to develop a single course for exploring a career pathway; as well as developing programs and pathways which include a sequence of courses that have an expectation of proficiency and mastery of skills for students who concentrate in CTE. These standards also serve as a framework to align existing course content to identify gaps and inform curricular decisions. However, the full scope of a set of standards should not be used as a measure of a course or program’s completeness. Rather, distinctive conversations and informed decisions with involvement of multiple stakeholders, including business/industry and postsecondary representation, should be made regarding what is and what is not covered in a course, a sequence of courses or a program. Where one district may focus, due to local and community needs or other influences, on a single pathway, another may fully develop multiple pathways. These standards provide a foundation for a variety of applications in each of Wisconsin’s districts.

The standards also shift from looking at knowledge and skills acquired by the end of certain grade levels to grade bands of knowledge and skills that should be acquired during a student’s route through each level of their education. Grade bands of PK-5, 6-8 and 9-12 align to typical elementary, middle and high school levels.

- Grade band PK-5 performance indicators represent knowledge and skills that should be integrated throughout the elementary curriculum. Licensed career and technical education teachers in districts are an excellent resource to assist in the development of curriculum and activities.
- Career and technical education should be part of the core curriculum for all middle school students. Awareness, exploration and building foundational skills for career pathways occur in middle school. The performance indicators in grade band 6-8 showcase these foundational skills with an emphasis on career development.
- Career and technical education at the high school level must go beyond awareness and exploration. Students should be developing specific knowledge and skills that are transferrable to other coursework, a job-site or postsecondary options. Performance indicators for grades 9-12 align specifically to industry standards and expectations for career clusters and pathways.



Wisconsin Common Career Technical Standards

In working with business, industry and education professionals from around the state in the development of standards for each of the individual CTE areas, discussions around common elements, skills, knowledge and dispositions led to the identification of a set of **Wisconsin Common Career Technical Standards**. At relatively the same time, national level conversations were also taking place. As part of the Common Career Technical Core outlined by the National Association of State Directors of Career Technical Education Consortium (NASDCTEC), a set of Career Ready Practices emerged. These Career Ready Practices can easily be seen within the **Wisconsin Common Career Technical Standards**.

Standards for Marketing, Management and Entrepreneurship

The learning priorities and performance indicators contained within each set of discipline standards consists of knowledge and skills specific to the respective disciplines and their related jobs and careers. These are, of course, critical as students develop and pursue their career goals.

The educators and stakeholders writing the **Wisconsin Standards for Marketing, Management and Entrepreneurship** took direction from many resources including, but not limited to:

- 2008 National Curriculum Standards for:
 - Business Management and Administration
 - Finance
 - Marketing
- Career Clusters Knowledge and Skill Statements
- National Career Development Guidelines
- National Content Standards for Entrepreneurship Education
- National Council for Economic Education Standards



Aligning for Student Success

To build and sustain schools that support every student in achieving success, educators must work together with families, community members and business partners to connect the most promising practices in the most meaningful contexts. Currently, statewide initiatives focus on high school graduation, Response to Intervention (RtI) and the *Common Core State Standards for English Language Arts, Disciplinary Literacy and Mathematics*. Now the release of the **Wisconsin Standards for Career and Technical Education** bring to light another set of important academic standards for school districts to implement. While these initiatives are often viewed as separate efforts, each of them is connected to a larger vision of every child graduating college and career ready. The graphic below illustrates how these initiatives function together for a common purpose. Here, the vision and set of guiding principles form the foundation for building a supportive process for teaching and learning rigorous and relevant content. The following sections articulate this integrated approach to increasing student success in Wisconsin schools and communities.

Relationship Between Vision, Principles, Process, Content



A Vision: Every Child a Graduate

In Wisconsin, we are committed to ensuring every child is a graduate who has successfully completed a rigorous, meaningful, 21st century education that will prepare him or her for careers, college and citizenship. Though our public education system continues to earn nation-leading graduation rates, a fact we can be proud of, one in ten students drop out of school, achievement gaps are too large and overall achievement could be even higher. This vision for every child a graduate guides our beliefs and approaches to education in Wisconsin.

Guided By Principles

All educational initiatives are guided and impacted by important and often unstated attitudes or principles for teaching and learning. *The Guiding Principles for Teaching and Learning* emerge from research and provide the touchstone for practices that truly affect the vision of every child a graduate prepared for college and career. When made transparent, these principles inform what happens in the classroom, direct the implementation and evaluation of programs and most importantly, remind us of our own beliefs and expectations for students.

Ensuring a Process for Student Success

To ensure that every child in Wisconsin graduates prepared for college and career, schools need to provide high quality instruction, balanced assessment and collaboration reflective of culturally responsive practices. The Wisconsin Response to Intervention (RtI) framework helps to organize the components of a system designed to support student learning. Below, the three essential elements of high quality instruction, balanced assessment and collaboration interact within a multi-level system of support to ensure each student receives what he or she needs to access higher levels of academic and behavioral success.

At the school or district level, programs, initiatives and practices related to high quality instruction, balanced assessment and collaboration can be more powerful when organized or braided to function systemically to support all students. The focus must be on a comprehensive approach to student learning.



Connecting to Content: The Common Core State Standards

Within this vision for increased student success, rigorous, internationally benchmarked academic standards provide the content for high quality curriculum and instruction and for a balanced assessment system aligned to those standards. With the adoption of the CCSS, Wisconsin has the tools to build world-class curriculum, instruction and assessments for greater student learning. The CCSS articulate what we teach so that educators can focus on how instruction can best meet the needs of each student. When implemented within a multi-level system of support, the CCSS can help to ensure that every child will graduate prepared for college, work and a meaningful life.

Wisconsin's Vision for RtI

