

Standards-Based Model

<u>Subject:</u> Introduction to Marketing	<u>Grade Level:</u> 9-12	<u>Time frame</u> 9 weeks	<u>Code(s)</u>
<p>Content Standard: Introduction to Marketing ME B. Free Enterprise System ME C. Global Marketing ME F. Marketing Applications ME G. Lifework Development ME H. Marketing Technology</p> <p>By the end of 12th grade (benchmarks): B.12.2 Explain economic concepts that affect consumers and businesses in a free enterprise system B.12.3 Analyze the impact of government in a free enterprise system B.12.5 Identify and analyze significant economic benefits, challenges, and solutions to problems related to our free enterprise system B.12.6 Describe the evolution of movements to assert the rights of consumers and businesses in our system C.12.3 Evaluate current global events as they impact business and society F.12.1 Define marketing and explain its key role in business enterprises G.12.5 Explain how career interest inventory results verify, support, or reinforce the lifework goal selected H.12.2 Use the Internet to access business reports and assist in researching and solving problems</p>			
What?	How do you know?	How?	
Content	Assessment	Teaching/Learning Strategies	Resources
<p>Marketing Is All Around Us The study of marketing and the exploration of marketing as a career. It presents an overview of the marketing process in daily life, identifies the four foundations and seven functions of marketing and discusses the economic benefits of marketing.</p> <p>Basic Marketing Concepts Introduction to the marketing concept, target marketing, and the marketing mix (the four P's). These are the essential concepts for continued study of marketing principles. Discuss how markets are segmented according to demographics, geo-graphics, psychographics, and product benefit</p>	<p>Describe marketing functions and related activities (BME) Explain marketing and its importance in global economy (BME) Determine forms of economic utility created by marketing activities (ECO) Explain employment opportunities in marketing (PD) Identify skills needed to enhance career progression (PD) Explain marketing and importance in the global economy (BME) Address the needs of individual personalities (SEL)</p>	<p>Lecture/Notes Reviewing Key Terms and Concepts Thinking Critically Skills Fact and Idea Review Building Workplace Skills Applying Marketing Concepts Linking the workplace to school Internet case studies DECA Connection</p>	<p>Marketing Essentials Textbook Internet Power Point Presentations Business Week Case Studies Marketing Math worksheets DECA Images</p>

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<p>Connections within subject and with other subjects: Economics Computers/Technology Social Studies Business Math</p>	<p>Explain the role of business in society (BME) Analyze product information to identify product features and benefits (SEL)</p>		
	<p>Modifications for students who need them Re-teaching, review, individualized instruction, IEP mandates when appropriate Modifications are done on a case-by-case basis for EEN students per their IEP mandates or suggestions. This may include, but is not limited to: limited choices on test, assignment deadline alterations, and paraprofessional services as needed.</p>		<p>Applied learning beyond the classroom School Based Enterprise Independent Learning Assignments</p>

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Content Standard: Introduction to Marketing ME.B. Free Enterprise System				
By the end of 12th grade (benchmarks):				
B.12.1 Discuss the impact of technology on consumers and businesses				
B.12.2 Explain economic concepts that affect consumers and businesses in a free enterprise system				
B.12.3 Analyze the impact of government in a free enterprise system				
B.12.4 Evaluate and give examples of the interactive nature of the global marketplace				
B.12.5 Identify and analyze significant economic benefits, challenges, and solutions to problems related to our free enterprise system				
B.12.6 Describe the evolution of movements to assert the rights of consumers and businesses in our system				
What?	How do you know?	Teaching/Learning Strategies	How?	Resources
Content	Assessment	Lecture/Notes	Marketing Essentials Textbook	Marketing Essentials Textbook
<p>The Free Enterprise System Describe the operation of the U.S. free enterprise system. Identify the basic principles of such a system. Elaborate on government's role in our economy and the power of consumers.</p> <p>Global Economies Introduce students to different economic systems. In the course of comparing market, command, and mixed economies, it develops key concepts like resources, scarcity and basic economic questions. Overview economic measurements countries use to assess their economies.</p>	<p>Explain the types of economic systems</p> <p>Explain the concept of private enterprise</p> <p>Explain the concept of competition</p> <p>Determine the factors affecting business risk</p> <p>Identify factors affecting a business's profit</p> <p>Explain the principles of supply and demand</p> <p>Explain the types of economic systems</p> <p>Explain the concept of economic resources</p> <p>Distinguish between economic goods and services</p> <p>Describe the nature of economics and economic activities</p>	<p>Reviewing Key Terms and Concepts</p> <p>Thinking Critically Skills</p> <p>Fact and Idea Review</p> <p>Building Workplace Skills</p> <p>Applying Marketing Concepts</p> <p>Linking the workplace to school</p> <p>Internet case studies</p> <p>DECA Connection</p>	<p>Internet</p> <p>Power Point Presentations</p> <p>Business Week Case Studies</p> <p>Student Activity Workbook</p> <p>Marketing Math worksheets</p>	<p>Marketing Essentials Textbook</p> <p>Internet</p> <p>Power Point Presentations</p> <p>Business Week Case Studies</p> <p>Student Activity Workbook</p> <p>Marketing Math worksheets</p>

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<p>Determine the relationship between government and business</p> <p>Explain the concept of productivity</p> <p>Explain the concept of gross domestic product</p> <p>Explain measures used to analyze economic conditions</p> <p>Explain the nature of the Consumer Price Index</p> <p>Determine the impact of business cycles on business activities (ECON)</p>		<p>Connections within subject and with other subjects: Economics Computers/Technology Social Studies Business Math</p>
	<p>Modified for students who need them Re-teaching, review, individualized instruction, IEP mandates when appropriate.</p> <p>Modifications are done on a case-by-case basis for EEN students per their IEP mandates or suggestions. This may include, but is not limited to: limited choices on test, assignment deadline alterations, and paraprofessional services as needed.</p>	<p>Applied learning beyond the classroom School Based Enterprise Independent Learning Assignments</p>

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<p>Content Standard: Introduction to Marketing ME B. Free Enterprise System ME C. Global Marketing ME F. Marketing Applications</p>			
<p>By the end of 12th grade (benchmarks): B.12.1 Discuss the impact of technology on consumers and businesses B.12.2 Explain economic concepts that affect consumers and businesses in a free enterprise system B.12.3 Analyze the impact of government in a free enterprise system B.12.4 Evaluate and give examples of the interactive nature of the global marketplace B.12.5 Identify and analyze significant economic benefits, challenges, and solutions to problems related to our free enterprise system B.12.6 Describe the evolution of movements to assert the rights of consumers and businesses in our system C.12.3 Evaluate current global events as they impact business and society C.12.5 Explain the basic characteristics of international trade, including absolute and comparative advantage, barriers to trade, exchange rates, and balance of trade F.12.1 Define marketing and explain its key role in business enterprises F.12.4 Analyze foreign market opportunities for a specific, local company F.12.5 Analyze ethical decisions related to marketing practices</p>			
What?	How do you know?	Teaching/Learning Strategies	How?
Content	Assessment	Resources	Resources
<p>Business and Social Responsibility Classification of businesses and the function or purpose of each. Look at the workplace trends and concerns, as well as the key issues of ethics and social responsibility that businesses face in marketing their goods and services.</p> <p>International Trade Explain the need for international trade, its benefits and how governments are involved in to.. Explain balance of trade, trade barriers, and trade alliances, and introduces the practical side of doing business abroad.</p>	<p>Explain the role of business in society (BME) Explain marketing and its importance in a global economy (BME) Explain the role of business in society (BME) Treat other fairly at work (CIS) Demonstrate ethical work habits (PD) Explain the nature of environmental regulations (BME) Explain the nature of international trade (ECO)</p>	<p>Lecture/Notes Reviewing Key Terms and Concepts Thinking Critically Skills Fact and Idea Review Building Workplace Skills Applying Marketing Concepts Linking the workplace to school Internet case studies DECA Connection</p>	<p>Marketing Essentials Textbook Internet Power Point Presentations Business Week Case Studies Student Activity Workbook Marketing Math worksheets Case Studies</p>

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<p>Connections within subject and with other subjects: Economics Computers/Technology Social Studies Business Math</p>	<p>Evaluate influences on a nations ability to trade (ECO) Determine the relationship between government and business (ECO) Identify the impact of cultural and social environments on world trade (ECO) Explain the nature of trade regulations (BME)</p>		
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<p>Content Standard: Introduction to Marketing ME D. Marketing Functions ME E. Critical Thinking Process ME H. Marketing Technology</p> <p>By the end of 12th grade (benchmarks): D.12.1 Determine the need for and availability of financial resources to fund business activities E.12.2 Review findings with various groups of peers at each stage of the critical—thinking experience H.12.4 Explain and evaluate the effects of new technology on consumers and businesses</p>			
What?	How do you know?	How?	
Content	Assessment	Teaching/Learning Strategies	Resources
<p>Basic Math Skills Review the basic math skills that students will use in their marketing careers, as well as in daily life. Discuss number, concepts, and basic operations, and instructions on how to use a calculator and an introduction to charts and graphs.</p> <p>Communication Skills Basic communication skills essential to clear expression of thought in the business world and in daily life.</p>	<p>Solve basic math problems (M)</p> <p>Solve math problems involving fractions (M)</p> <p>Operate a calculator (M)</p> <p>Solve mathematical problems involving percentages (M)</p> <p>Read charts and graphs (M)</p> <p>Explain the nature of effective communication (CIS)</p> <p>Apply effective listening skills (CIS)</p> <p>Make oral presentations (CIS)</p> <p>Handle telephone calls in a businesslike manner (CIS)</p> <p>Explain the nature of written communications (CIS)</p> <p>Use communications technology</p>	<p>Lecture/Notes</p> <p>Reviewing Key Terms and Concepts</p> <p>Thinking Critically Skills</p> <p>Fact and Idea Review</p> <p>Building Workplace Skills</p> <p>Applying Marketing Concepts</p> <p>Linking the workplace to school</p> <p>Internet case studies</p> <p>DECA Connection</p>	<p>Marketing Essentials Textbook</p> <p>Internet</p> <p>Power Point Presentations</p> <p>Business Week Case Studies</p> <p>Student Activity Workbook</p> <p>Marketing Math worksheets</p> <p>Case Studies</p>

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<p>systems (CIS)</p>	<p>Connections within subject and with other subjects: Economics Computers/Technology Social Studies Business Math</p>	<p>Applied learning beyond the classroom School Based Enterprise Independent Learning Assignments</p>
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Content Standard:				
Introduction to Marketing				
ME B. Free Enterprise System				
ME H. Marketing Technology				
By the end of 12th grade (benchmarks):				
B.12.3 Analyze the impact of government in a free enterprise system				
H.12.1 Select appropriate technology in a business environment				
H.12.2 Use the Internet to access business reports and assist in researching and solving problems				
H.12.3 Select and use presentation software and electronic media				
H.12.4 Explain and evaluate the effects of new technology on consumers and businesses				
What?		How do you know?		How?
Content		Assessment	Teaching/Learning Strategies	Resources
<p>Computer Application and Skills Review the basic math skills that students will use in their marketing careers, as well as in daily life. Discuss number, concepts, and basic operations, and instructions on how to use a calculator and an introduction to charts and graphs.</p> <p>Interpersonal Skills Basic communication skills essential to clear expression of thought in the business world and in daily life.</p>		<p>Identify ways that technology impacts business (BME)</p> <p>Demonstrate basic work-processing skills, database skills, spreadsheet skills, presentation software skills, basic search skills on web (BME)</p> <p>Foster positive working relationships (CIS)</p> <p>Identify personality traits important to business (PD)</p> <p>Adjust to change (PD)</p> <p>Participate as a team member (CIS)</p> <p>Explain the nature of leadership in organizations (BME)</p> <p>Explain the nature of staff communications (CIS)</p>	<p>Lecture/Notes</p> <p>Reviewing Key Terms and Concepts</p> <p>Thinking Critically Skills</p> <p>Fact and Idea Review</p> <p>Building Workplace Skills</p> <p>Applying Marketing Concepts</p> <p>Linking the workplace to school</p> <p>Internet case studies</p> <p>DECA Connection</p>	<p>Marketing Essentials Textbook</p> <p>Internet</p> <p>Power Point Presentations</p> <p>Business Week Case Studies</p> <p>Student Activity Workbook</p> <p>Marketing Math worksheets</p> <p>Case Studies</p>

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<p>Content Standard: Introduction to Marketing ME E. Critical Thinking ME I. Organizational Leadership</p> <p>By the end of 12th grade (benchmarks): E.12.2 Review findings with various groups of peers at each stage of the critical-thinking process I.12.1 Work effectively in a team situation to plan and complete a major project I.12.2 Relate the logic and rationale underlying judgments, decisions, and actions I.12.3 Explain the functions of a manager or supervisor I.12.4 Distinguish roles and duties of positions within an organization</p>				
What?		How?		
Content		Assessment	Teaching/Learning Strategies	Resources
<p>Management Skills Explore types of management structures including horizontal and vertical organization and self-managed work teams. Basic management functions of planning, organizing, and controlling with a discussion of effective management techniques.</p>		<p>Explain the concept of management (BME) Explain the nature of management/supervisory training (BME) Foster positive working relationships (CIS) Describe the role of management in the achievement of quality (BME) Encourage team building (BME) Explain the concept of staff motivation (BME) Explain the nature of leadership in organizations (BME)</p>	<p>Lecture/Notes Reviewing Key Terms and Concepts Thinking Critically Skills Fact and Idea Review Building Workplace Skills Applying Marketing Concepts Linking the workplace to school Internet case studies DECA Connection</p>	<p>Marketing Essentials Textbook Internet Power Point Presentations Business Week Case Studies Student Activity Workbook Marketing Math worksheets Case Studies</p>

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