



Auburn School District

BUSINESS AND MARKETING FOUNDATIONS

		Total Framework Hours up to: 90
CIP Code: 521400	<input checked="" type="checkbox"/> Exploratory <input type="checkbox"/> Preparatory	Date Last Modified: January 2014
Career Cluster: Marketing		Cluster Pathway: Marketing

Unit Outline

	<u>Hours</u>
Unit 1: Marketing	10
Unit 2: Selling	15
Unit 3: Professional Development	20
Unit 4: Product/Service Management	20
Unit 5: Channel Management	5
Unit 6: Promotion	<u>20</u>
Total Hours	<u>90</u>

UNIT 1 Marketing

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Marketing Core Standards Assessment

- Skill(s)**
Produce Results
- (1-10) Demonstrate additional attributes associated with producing high quality products including the abilities to:
1. work positively and ethically
 2. manage time and projects effectively
 3. multi-task
 4. participate actively, as well as be reliable and punctual
 5. present oneself professionally and with proper etiquette
 6. collaborate and cooperate effectively with teams
 7. respect and appreciate team diversity
 8. be accountable for results

Standards and Competencies

Standard/Unit:
1. Marketing- Identify the concepts of marketing and how they apply to business situations

Competencies **Total Learning Hours for Unit: 10**

- Explain marketing and its importance in a global economy (MK:001) (CS)
- Describe marketing functions and related activities (MK:002) (CS)
- Explain the role of business in society (EC: 070) (CS)
- Describe types of business activities (EC: 071) (CS)

Common Core Standards

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
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Speaking and Listening Common Core

Comprehension and Collaboration	1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. CCSS.ELA-Literacy.SL.11-12.1
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Mathematics

Number and Quantities: Quantities	Reason quantitatively and use units to solve problems. CCSS.MATH.N.Q.1m CCSS.MATH.N.Q.2, CCSS.MATH.N.Q.3
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UNIT 2 Selling

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Selling Core Assessment

Skill(s)
Communicate Clearly
Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions

Interact Effectively with Others
Know when it is appropriate to listen and when to speak

Standards and Competencies

Standard/Unit:
2. Selling – Acquire a foundational knowledge of selling to understand its nature and scope

Competencies	Total Learning Hours for Unit: 15
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- Explain the nature and scope of the selling function (SE: 017) (CS)*
- Explain the role of customer service as a component selling relationships (SE: 076) (CS) *
- Explain business ethics in selling (SE: 106) (SP)
- Describe the use technology in selling function (SE: 107) (SP)
- Analyze product information to identify product features and benefits (SE: 109) (SP)
- Acquire product information for use in selling (SE: 062) (CS) *

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Speaking and Listening Common Core

Comprehension and Collaboration	2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. CCSS.ELA-Literacy.SL.11-12.2
Presentation of Knowledge	6. Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-Literacy.SL.11-12.6

UNIT 3 Professional Development

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment:

- Prepare for DECA event competition
- Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
- Use communications for a range of communications purposes to align with industry standards

Activity

Professional Development Core Standards Assessment

Skill(s)

Communicate Clearly

Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)

Standards and Competencies

Standard/Unit:

3. Professional Development – Acquire self development strategies to enhance relationships and improve efficiency in the work environment

Competencies

Total Learning Hours for Unit: 20

- Set personal goals (PD: 018) (CS) *
- Make decisions (PD: 017) (CS) *
- Explain the need for innovation skills (CS)
- Demonstrate problem solving skills (PD: 007) (CS)
- Utilize internal and external communication to convey and obtain information effectively
- Work as a member of a team
- Leadership skills

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Production and Distribution of Writing	4. Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. CCSS.ELA-Literacy.WLHSST.11-12.4
	6. Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically. CCSS.ELA-Literacy.WLHSST.11-12.6
Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7

UNIT 4 Product/Service Management

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Product/service Management Core Standards Assessment

- Skill(s)**
Work Creatively with Others
Be open and responsive to new and diverse perspectives; incorporate group input and feedback into the work
Interact Effectively with Others
Conduct themselves in a respectable, professional manner

Standards and Competencies

Standard/Unit:
4. Product/Service Management – create a foundational understanding of successfully taking a product to market

Competencies	Total Learning Hours for Unit: 20
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- Describe the need for marketing information (IM:012) (CS) *
- Explain the nature and scope of the marketing-information management function (IM:001) (SP)
- Explain the role of ethics in marketing-information management (IM:025) (SP)
- Explain the nature of positive customer relations (EI: 031) (CS) *
- Demonstrate a customer-service mindset (EI: 032) (CS) *
- Identify company's brand promise (CR: 001) (CS) *
- Explain the nature and scope of the pricing function (PI: 001) (SP)
- Describe the role of business ethics in pricing (PI: 015) (SP)
- Explain factors affecting pricing decisions (PI: 002) (SP)
- Conduct SWOT analysis for the use in the marketing planning process (IM: 141) (MN)
- Explain the concept of marketing strategies (IM: 194) (CS) *
- Explain the concept of market and market identification (IM: 196) (CS) *

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	<p>7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7</p> <p>8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.</p>
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	CCSS.ELA-Literacy.W.11-12.8
Speaking and Listening Common Core	
Comprehension and Collaboration	2. Integrate multiple sources of information presented in diverse formats and media (e.g., visually, quantitatively, orally) in order to make informed decisions and solve problems, evaluating the credibility and accuracy of each source and noting any discrepancies among the data. CCSS.ELA-Literacy.SL.11-12.2
Presentation of Knowledge	6. Adapt speech to a variety of contexts and tasks, demonstrating a command of formal English when indicated or appropriate. (See grades 11–12 Language standards 1 and 3 on page 54 for specific expectations.) CCSS.ELA-Literacy.SL.11-12.6

UNIT 5 Channel Management

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Channel Management Core Standards Assessment

Skill(s)
Make Judgments and Decisions
Reflect critically on learning experiences and processes

Standards and Competencies

Standard/Unit:
5. Channel Management – Understand how products get to market

Competencies	Total Learning Hours for Unit: 5
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- Explain the nature and scope of channel management (DS: 001) (CS) *
- Explain the relationship between customer service and channel management (DS: 029) (CS) *
- Explain the nature of channels of distribution (DS: 055) (CS) *
- Describe the use of technology in the channel management function (DS: 054) (CS) *

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
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Speaking and Listening Common Core

Comprehension and Collaboration	1. Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9–10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively. CCSS.ELA-Literacy.SL.11-12.1
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UNIT 6 Promotion

Performance Assessments: Students will be evaluated using formative and summative assessments. Examples include: individual or group projects, class discussion, case studies, and in class activities

Leadership Alignment: DECA Leadership activities embedded in curriculum and instruction and include the following:

- Activity**
DECA Competitive Events Program
- Prepare for DECA Principles event competition
 - Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts
 - Use communications for a range of purposes to align with industry standards

Activity
Promotion Core Standards Assessment

Skill(s)
Be Responsible to Others
Act responsibly with the interests of the larger community in mind

Standards and Competencies

Standard/Unit:
6. Promotion – Advertise to communicate promotional messages to targeted audiences

Competencies	Total Learning Hours for Unit: 20
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- Explain the role of promotion as a marketing function (PR: 001) (CS) *
- Explain the types of promotion (PR: 002) (CS) *
- Identify the elements of the promotional mix (PR: 003) (SP)
- Explain the nature of a promotional plan (PR: 073) (SP)
- Explain the types of advertising media (PR: 007) (SP)
- Explain the components of advertisements (SP: 014) (SP)

Common Core

English Language Arts & Literacy in History/Social Studies, Science, and Technical Subjects

Writing Common Core

Research to Build and Present Knowledge	7. Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation. CCSS.ELA-Literacy.W.11-12.7
	8. Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation. CCSS.ELA-Literacy.W.11-12.8

Reading for Literacy in History/Social Studies Common Core

Integration of Knowledge and Ideas	7. Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words. CCSS.ELA-Literacy.RLHSS.11-12.7
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21st Century Skills

Check those that students will demonstrate in this course

<p>LEARNING & INNOVATION</p> <p>Creativity and Innovation</p> <p><input type="checkbox"/> Think Creatively</p> <p><input checked="" type="checkbox"/> Work Creatively with Others</p> <p><input type="checkbox"/> Implement Innovations</p> <p>Critical Thinking and Problem Solving</p> <p><input type="checkbox"/> Reason Effectively</p> <p><input type="checkbox"/> Use Systems Thinking</p> <p><input checked="" type="checkbox"/> Make Judgments and Decisions</p> <p><input type="checkbox"/> Solve Problems</p> <p>Communication and Collaboration</p> <p><input checked="" type="checkbox"/> Communicate Clearly</p> <p><input type="checkbox"/> Collaborate with Others</p>	<p>INFORMATION, MEDIA & TECHNOLOGY SKILLS</p> <p>Information Literacy</p> <p><input type="checkbox"/> Access and /evaluate Information</p> <p><input type="checkbox"/> Use and Manage Information</p> <p>Media Literacy</p> <p><input type="checkbox"/> Analyze Media</p> <p><input type="checkbox"/> Create Media Products</p> <p>Information, Communications and Technology (ICT Literacy)</p> <p><input type="checkbox"/> Apply Technology Effectively</p>	<p>LIFE & CAREER SKILLS</p> <p>Flexibility and Adaptability</p> <p><input type="checkbox"/> Adapt to Change</p> <p><input type="checkbox"/> Be Flexible</p> <p>Initiative and Self-Direction</p> <p><input type="checkbox"/> Manage Goals and Time</p> <p><input type="checkbox"/> Work Independently</p> <p><input type="checkbox"/> Be Self-Directed Learners</p> <p>Social and Cross-Cultural</p> <p><input checked="" type="checkbox"/> Interact Effectively with Others</p> <p><input type="checkbox"/> Work Effectively in Diverse Teams</p> <p>Productivity and Accountability</p> <p><input type="checkbox"/> Manage Projects</p> <p><input checked="" type="checkbox"/> Produce Results</p> <p>Leadership and Responsibility</p> <p><input type="checkbox"/> Guide and Lead Others</p> <p><input checked="" type="checkbox"/> Be Responsible to Others</p>
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