

Marketing II Curriculum Maps

Unit of Study: DECA

Unit of Study: Stock Market

Unit of Study: Component of Marketing

Unit of Study: Professional Presentation Skills

Unit of Study: Competition

Unit of Study: Self Assessment/Career-Assessment

Unit of Study: College Research and Presentation

Unit of Study: Resume Writing

Unit of Study: Free Enterprise

Grade: 10-12 Subject: Marketing II	Unit of Study: DECA
Big Idea/Rationale	Students will understand what DECA is all about and their roles in the organization.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Students will be able to explain the organization and goals of DECA. • Students will understand their roles in this organization.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What does DECA stand for? • What are the three levels of competition? • What do the 4 points of the DECA diamond represent? • What are the five ways to join DECA? • What are the positions on the DECA organizational chart? • What are the tangible and intangible benefits of being a DECA member? • What are the responsibilities in regard to mandatory regional competition? • Why do we need to fundraise? • What can we use our fundraising money for?
Content (Subject Matter)	<ul style="list-style-type: none"> • Fundraising introductions and activities • Class discussions • PowerPoint Presentations • Manual introduction
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.A.11 <i>Apply active listening skills to obtain and clarify information.</i> • 9.1.8.C.1 Determine an individual’s responsibility for personal actions and contributions to group activities. • 9.1.8.C.3 Model leadership skills during classroom and extra-curricular activities. • 9.1.12.C.5 Assume a leadership position by guiding the thinking of peers in a direction that leads to successful completion of a challenging task or project. • 9.1.12.F.2 Demonstrate a positive work ethic in various settings, including the classroom and during structured learning experiences.
Materials and Resources	<ul style="list-style-type: none"> • Use of PowerPoint Presentations • Multi Media Cart
Notes	

Grade: 10-12 Subject: Marketing II	Unit of Study: Stock Market
Big Idea/Rationale	Understanding basic concepts of the stock market
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Explain reasons for investing in stock market. • Recognize positive signs for investing. • Recognize negative signs that indicate not to invest. • Recognize basic investment terms. • Demonstrate ability to work as a team.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • Why do companies sell stock? • Why do people invest in stock? • Who is considered the owner of a corporation? • What is an indication that one might want to invest in a company? • What is an indication that one should not invest in a company? • Where can a potential investor obtain information about a company? • What is a ticker symbol? • Why is the stock market risky? • What is the best way to invest your money?
Content (Subject Matter)	<ul style="list-style-type: none"> • DECA, Inc. Guidelines • Class discussions • PowerPoint Presentation • Internet Research
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.A.2 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.A.11 Apply active listening skills to obtain and clarify information. • 9.4.12.A.16 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • 9.4.12.A.17 Employ critical thinking and interpersonal skills to resolve conflicts. • 9.4.12.A.19 Conduct technical research to gather information necessary for decision-making. • 9.4.12.A.23 Operate Internet applications to perform tasks. • 9.4.12.A.32 Describe the nature and types of business organizations to build an understanding of the scope of organizations. • 9.4.12.A.45 Employ leadership skills to accomplish goals and objectives. • 9.4.12.A.47 Employ teamwork skills to achieve collective goals and use team members' talents effectively. • 9.4.12.A.68 Employ planning and time management skills and tools to

	<p>enhance results and complete work tasks.</p> <ul style="list-style-type: none"> • 9.1.4.B.1 Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking. • 9.1.8.C.1 Determine an individual's responsibility for personal actions and contributions to group activities. • 9.1.8.C.2 Demonstrate the use of compromise, consensus, and community building strategies for carrying out different tasks, assignments, and projects.
Materials and Resources	<ul style="list-style-type: none"> • Use of PowerPoint Presentations • Stock Market Game Website
Notes	

Grade: 10-12 Subject: Marketing II	Unit of Study: Components of Marketing
Big Idea/Rationale	Students will understand functions of marketing, utilities and fixed costs per unit.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Students will be able to explain the components of marketing education • Students will apply these components to various projects throughout the school year.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What are the functions of marketing? • What is the difference between a good and a service? • How are the 5 economic utilities applied to marketing products? • How is the marketing of a product beneficial to the company selling it? • How can a fixed cost per unit decrease when production increases due to marketing activities? • How do we determine the fixed cost per unit of product produced?
Content (Subject Matter)	<ul style="list-style-type: none"> • Teacher introduction • Class discussion • Textbook reading (Marketing Essentials, 3rd edition, pp. 3 - 13, 18) • Teamwork Competition • Handouts • Workbook Sheets
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.1.4.C.1 Practice collaborative skills in groups, and explain how these skills assist in completing tasks in different settings (at home, in school, and during play). • 9.1.8.C.3 Model leadership skills during classroom and extra-curricular activities. • 9.1.8.D.3 Use effective communication skills in face-to-face and online interactions with peers and adults from home and from diverse cultures. • 9.1.4.F.1 Explain the meaning of productivity and accountability, and describe situations in which productivity and accountability are important in the home, school, and community. • 9.4.12.A.9 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences. • 9.4.12.A.11 Apply active listening skills to obtain and clarify information. • 9.4.12.A.14 Exhibit public relations skills in order to increase internal and external customer satisfaction. • 9.4.12.A.16 Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions.

	<ul style="list-style-type: none">• 9.4.12.A.19 Conduct technical research to gather information necessary for decision-making.• 9.4.12.A.23 Operate Internet applications to perform tasks.
Materials and Resources	Use of PowerPoint Presentation
Notes	

Grade: 10-12 Subject: Marketing II	Unit of Study: Professional Presentation Skills
Big Idea/Rationale	Entry-level employees are likely to deliver at least some formal presentations. Oral communication is the mode of choice in most workplaces today. Excellent professional presentation and communication skills lead to advancements/promotions. Presentation skills are becoming a new survival skill in the workplace.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Identify the benefits of improving your presentation skills • Identify strategies for creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • In addition to the workplace, where would good presentation skills be an asset? • What are the transferable skills gained by improving upon your presentation skills? • What are the advantages to an employer of an employee possessing good presentation and communications skills?
Content (Subject Matter)	Students will orally present and deliver their Manual Projects before their peers, teachers, DECA State professional judges, and business partners. They will utilize professional dress and visuals such as a presentation board and flip chart.
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.D.6 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice. • 9.4.12.D.7 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • 9.4.12.D.8 Locate, organize, and reference written information from various sources to communicate with others • 9.4.12.D.9 Evaluate and use information resources to accomplish specific occupational tasks. • 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents. • 9.4.12.D.11 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences • 9.4.12.D.12 Interpret verbal and nonverbal cues/behaviors to enhance communication. • 9.4.12.D.13 Apply active listening skills to obtain and clarify information. • 9.4.12.D.14 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.D.15 Listen to and speak with diverse individuals to enhance communication skills.

Materials and Resources

Student computer generated charts, graphs, spreadsheets, surveys, research project

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Grade: 10-12 Subject: Marketing II	Unit of Study: Competition
Big Idea/Rationale	Students will react spontaneously to a hypothetical situation related to business and marketing career clusters.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Students will be able to use problem-solving skills to resolve customer issues. • Students will be able to come up with a plan or solution to a given marketing situation.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What is the proper way to introduce yourself in a business situation? • Why is proper attire necessary? • Why is it important to keep customers happy? • Why is eye contact important in business? • How can non-verbal communication indicate negativity? • How can "thinking outside the box" set you apart from everyone else? • Why is it important to have back-up plans?
Content (Subject Matter)	<ul style="list-style-type: none"> • Teacher introduction • Class discussion • Teacher prepared PowerPoint • Role playing
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.A.5 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • 9.4.12.A.7 Evaluate and use information resources to accomplish specific occupational tasks. • 9.4.12.A.10 Interpret verbal and nonverbal cues/behaviors to enhance communication. • 9.4.12.A.11 Apply active listening skills to obtain and clarify information. • 9.4.12.A.54 Identify and demonstrate positive work behaviors and personal qualities needed to succeed. • SL.9-10.6. Adapt speech to a variety of contexts and tasks, demonstrating command of formal English when indicated or appropriate. • SL.9-10.4. Present information, findings, and supporting evidence clearly, concisely, and logically such that listeners can follow the line of reasoning and the organization, development, substance, and style are appropriate to purpose, audience, and task.
Materials and Resources	Use of PowerPoint Presentations

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Grade: 10-12 Subject: Marketing II	Unit of Study: Self-Assessment/Career-Assessments
Big Idea/Rationale	<p>The average person spends between 35 and 40 years working. It is essential to evaluate strengths, weaknesses, aptitudes, abilities and interests in order for those years to be satisfying and productive. This process will enable students to begin on the path to the proper education in order to meet their personal/career goals.</p>
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Self-assessment surveys are available to identify interests, abilities, and aptitudes. • Goal setting will help students achieve both short- and long-term career plans.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What do I value most in my life? • What are my interests? • What are my aptitudes? • How do I spend my free time? • How do I see myself living in 20 years from now? • How do I set goals? • What steps should I take to achieve my goals? • What resources are available to me to help me determine the best career path?
Content (Subject Matter)	<ul style="list-style-type: none"> • Textbook reading • Completion of handouts for self assessments. • Class discussions • PowerPoint Presentations • Online Self Assessments • Online research of career descriptions
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.K.54 Identify and demonstrate positive work behaviors and personal qualities need to succeed in the classroom and/or to be employable. • 9.4.12.K.57 Maintain a career portfolio to document knowledge, skills, and experience in a career field. • 9.4.12.D.59 Identify and explore careers in one or more career pathways to build and understanding of the opportunities available in the cluster. • 9.4.12.K.11 Apply active listening skills to obtain and clarify information. • 9.4.12.K.20 Conduct technical research to gather information necessary for decision-making. • 9.4.12.K.26 Operate Internet applications to perform tasks
Materials and	<ul style="list-style-type: none"> • Marketing Essentials Textbook

Resources

- PowerPoint Presentations
- Teacher prepared handouts/worksheets
- <http://www.free-career-test.com/inventory/items.aspx?guid={20ac92f1-8fe4-4636-83bf-8bea0e1c4183}&page=3&utid=3719942&nc=6572891>
- www.livecareer.com
- www.collegedata.com
- www.bls.gov

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Grade: 10-12 Subject: Marketing II	Unit of Study: College Research and Presentation
Big Idea/Rationale	<p>Which college to attend is a big decision. There are many different factors that need to be taken into consideration on an individual basis. Extensive research will assist students in determining the best fit for them. This process will enable them to begin the correct path for career satisfaction and success.</p>
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • College is the first level of preparation for a career. • Finding the right fit for college can save time and money.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What is your anticipated college major? • What are your financial resources available to help pay for college? • What extracurricular activities are available/and or important to you? • Is the size of the student population important to you? • What geographic location are you interested in? • Are available sports important to you? • What campus security features are available? • What type of scholarships are available? • What are the differences in tuition for in- and out-of-state students? • Can you have a car on campus?
Content (Subject Matter)	<ul style="list-style-type: none"> • Class Discussions • Internet Research • Development of PowerPoint Presentations • Individual Oral Presentations
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.A.5 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • 9.4.12.K.26 Operate Internet applications to perform tasks. • 9.4.12.A.10 Interpret verbal and nonverbal cues/behaviors to enhance communication. • 9.4.12.A.11 Apply active listening skills to obtain and clarify information. • 9.4.12.K.28 Operate presentation applications to prepare and deliver presentations. • 9.4.12.K.77 Perform standard computer backup procedures to protect information. • 9.4.12.K.9 Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.
Materials and Resources	<ul style="list-style-type: none"> • Internet • www.collegedata.com

	<ul style="list-style-type: none">• Microsoft Office, PowerPoint 2007• Multimedia Cart
Notes	

Grade: 10-12 Subject: Marketing II	Unit of Study: Resume Writing
Big Idea/Rationale	A resume is often the first impression of you that a prospective employer will see. It may be a key factor in whether or not one will have an opportunity for a job interview.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Format and organization are key elements of a resume. • A resume will showcase your accomplishments and experiences. • A resume is an advertisement of you. • Once developed, a resume can be updated and formatted to fit any job searching need.
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What is the purpose of a resume? • What key elements should be included in a resume? • How can a resume be used? • What type of paper should a resume be printed on? • Why is it so important to proofread carefully and not have any errors on a resume? • What is the difference between sending and faxing a resume?
Content (Subject Matter)	<ul style="list-style-type: none"> • Textbook reading • Class discussions • PowerPoint Presentations • Completion of resume shell • Resume examples • Student prepared resumes
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.A.5 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • 9.4.12.A.7 Evaluate and use information resources to accomplish specific occupational tasks. • 9.4.12.D.55 Demonstrate skills related to seeking and applying for employment in a desired job. • 9.4.12.A.11 Apply active listening skills to obtain and clarify information. • 9.4.12.D.29 Employ computer operations applications to manage work tasks. • 9.4.12.D.10 Use correct grammar, punctuation, and terminology to write and edit documents.
Materials and Resources	<ul style="list-style-type: none"> • Use of PowerPoint Presentations • Sample Resumes • Articles

	<ul style="list-style-type: none">• Marketing Essentials Textbook
Notes	

Grade: 10-12 Subject: Marketing II	Unit of Study: Free Enterprise System
Big Idea/Rationale	Develop an understanding of how our economic system operates.
Enduring Understanding (Mastery Objective)	<ul style="list-style-type: none"> • Explain the difference between price and non-price competition • Explain the concepts of supply and demand • Calculate net profit using the net profit formula
Essential Questions (Instructional Objective)	<ul style="list-style-type: none"> • What is the difference between price and non-price competition? • When would a business use non-price competition? • What is the law of demand? • What is the law of supply? • What is the point where supply and demand meet? • What is the net profit formula? • What falls under cost of goods sold? • What items are considered to be expenses?
Content (Subject Matter)	<ul style="list-style-type: none"> • Textbook reading, Marketing Essentials, Chapter 3, pp.41-54 • PowerPoint Presentation • Supply and Demand charts/graphs • Handouts • Net Profit Formula Applications
Skills/ Benchmarks (CCSS Standards)	<ul style="list-style-type: none"> • 9.4.12.N.02 Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • 9.4.12.N.04 Solve mathematical problems to obtain information for marketing decision-making. • 9.4.12.N.05 Understand economic principles and concepts fundamental to business operations. • 9.4.12.N.15 Apply active listening skills to obtain and clarify information. • 9.4.12.N.16 Develop and interpret tables, charts, and figures to support written and oral communications. • 9.4.12.N.19 Obtain and convey marketing ideas and information to facilitate business operations.
Materials and Resources	<ul style="list-style-type: none"> • Use of PowerPoint Presentations
Notes	