

ADVANCED STUDY BUSINESS (MARKETING)

DATE:

INDUSTRY SECTOR: Marketing, Sales and Services Sector

PATHWAY: Entrepreneurship/Self-Employment

CALPADS TITLE: Entrepreneurship/Self-Employment (Concentrator)

CALPADS CODE: 8330

HOURS:

Total	Classroom	Laboratory/CC/CVE
183	40	143

JOB TITLE	O*NET CODE	JOB TITLE	O*NET CODE
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products	41-4012.00	Marketing Managers	11-2021.00
Stock Clerks, Sales Floor	43-5081.01	First-Line Supervisors of Retail Sales Workers	41-1011.00
Retail Salespersons	41-2031.00		

COURSE DESCRIPTION:

This course is for the advanced business marketing student. Students will be involved in preparing store front for sales; training store employees; processing daily deposits in student store; managing inventory; as well as assisting the teacher and Future Business Leaders of America members and/or marketing students during the school day. This includes but not limited to operating the cash register; utilizing Microsoft Office Suite for various reports and/or promotions; and supervising employees.

A-G APPROVAL: No

ARTICULATION: None

DUAL ENROLLMENT: None

PREREQUISITES:

Prerequisite
Per Teacher Recommendation

METHODS OF INSTRUCTION

- Group and individual applied projects
- Multimedia
- Demonstration
- Field trips

STUDENT EVALUATION:

- Student projects
- Written work
- Exams
- Observation record of student performance
- Completion of assignment

INDUSTRY CERTIFICATION:

- Certiport: Entrepreneurship and Small Business Management

RECOMMENDED TEXTS:

- Microsoft Office 2016 & Office 365
- Marketing Essentials (2012)

PROGRAM OF STUDY

Grade	Fall	Spring	Year	Course Type	Course Name
9, 10, 11, 12				Concentrator	Introduction to Business
10, 11, 12				Concentrator	Advanced Study Business (Marketing)
10, 11, 12				Capstone	Integrated Marketing and English

I.	PRODUCTS/SERVICE MANAGEMENT	CR	Lab/ CC	Standards
	<ul style="list-style-type: none"> • Product Planning and Inventory control for Student Store <ul style="list-style-type: none"> • Identify product mix desirable for target market. • offer products that are in demand for target market • deleting or modifying available product lines 	5	20	<p>Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.5 WS: 11-12.4, 11-12.5, 11-12.6, 11-12.7 HSST: 11-12.5, 11-12.6, 11-12.7 PE: 12.1, 12.2</p> <p>CTE Anchor: Communications: 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.2, 3.7, 3.8 Technology: 4.3, 4.6 Problem Solving and Critical Thinking: 5.1, 5.4 Health and Safety: 6.3, 6.6 Responsibility and Flexibility: 7.2, 7.4, 7.5, 7.6 Ethics and Legal Responsibilities: 8.5, 8.8 Leadership and Teamwork: 9.2, 9.6 Technical Knowledge and Skills: 10.3, 10.7, 10.8, 10.11 Demonstration and Application: 11.2, 11.3, 11.4, 11.5</p> <p>CTE Pathway: C1.1, C1.3, C2.1, C2.2, C3.3, C3.6, C4.1, C4.2, C4.3, C4.4, C4.5, C4.6, C5.2, C6.1, C6.3, C9.1, C9.2, C9.4, C9.5, C9.6, C10.2</p>
II.	PRICING	CR	Lab/ CC	Standards
	<ol style="list-style-type: none"> 1. Price Planning <ul style="list-style-type: none"> • Price Planning issues • Price Planning factors 2. Pricing Strategies 3. Pricing Math 	4	20	<p>Academic: LS: 11-12.2, 11-12.3 RSIT: 11-12.7 WS: 11-12.4 HSST: 11-12.6 A-REI: 2</p>

				PE: 12.2, 12.2.2, 12.2.6 CTE Anchor: Communications: 2.3, 2.4, 2.5, 2.6 Technology: 4.2, 4.3 Problem Solving and Critical Thinking: 5.1, 5.2, 5.4 Health and Safety: 6.6 Responsibility and Flexibility: 7.1 Ethics and Legal Responsibilities: 8.5, 8.8 Leadership and Teamwork: 9.3, 9.7 Technical Knowledge and Skills: 10.1, 10.1, 10.2, 10.3, 10.6, 10.13, 10.14, 10.15 Demonstration and Application: 11.2, 11.3, 11.4, 11.5 CTE Pathway: C1.1, C1.4, C1.5, C3.4, C3.5, C3.6, C4.1, C4.2, C4.4, C4.5, C4.6, C6.1, C7.1, C7.3, C7.4, C8.1, C8.2, C8.3, C8.4, C8.5, C8.6, C8.7, C9.2, C9.3, C9.6, C10.2
III.	PROMOTIONS	CR	Lab/CC	Standards
	1. Promotions- Utilize a variety of tools to promote the student store <ul style="list-style-type: none"> • Visual Merchandising and Display (create and maintain visually pleasing displays in and outside of store) • advertise products • place print advertisements online and on campus 	10	30	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5, 11-12.6 RSIT: 11-12.4, 11-12.7 WS: 11-12.4, 11-12.5, 11-12.6, 11-12.8 HSST: 11-12.5, 11-12.6 CTE Anchor: Communications: 2.3, 2.4, 2.5, 2.6 Career Planning and Management: 3.4, 3.5, 3.6, 3.7, 3.8 Technology: 4.3

				Problem Solving and Critical Thinking: 5.4 Health and Safety: 6.6 Responsibility and Flexibility: 7.2, 7.4, 7.5, 7.7 Ethics and Legal Responsibilities: 8.3, 8.5 Leadership and Teamwork: 9.3, 9.7 Technical Knowledge and Skills: 10.2, 10.3, 10.5, 10.8, 10.11, 10.14 Demonstration and Application: 11.1, 11.2, 11.3, 11.4 CTE Pathway: C1.4, C1.5, C1.6, C2.2, C3.3, C3.6, C4.1, C4.2, C4.3, C4.4, C4.6, C5.1, C6.1, C7.1, C9.1, C9.2, C9.4, C9.5, C9.6, C10.1
IV.	ENTREPRENEURSHIP	CR	Lab/CC	Standards
	1. Entrepreneurial Concepts <ul style="list-style-type: none"> • Develop a business plan • Discuss trends in Entrepreneurship • Types of Business organization 	15	35	Academic: LS: 11-12.1, 11-12.2, 11-12.3, 11-12.4, 11-12.5 RSIT: 11-12.7 WS: 11-12.4, 11-12.5 HSST: 11-12.5 CTE Anchor: Communications: 2.3, 2.5 Career Planning and Management: 3.1, 3.2, 3.4, 3.5, 3.9 Technology: 4.6 Problem Solving and Critical Thinking: 5.1, 5.2, 5.4 Health and Safety: 6.6 Responsibility and Flexibility: 7.1, 7.2, 7.4, 7.6, 7.7 Ethics and Legal Responsibilities: 8.4, 8.5, 8.7, 8.8

				<p>Leadership and Teamwork: 9.2, 9.3, 9.6, 9.7</p> <p>Technical Knowledge and Skills: 10.2, 10.3, 10.6, 10.8, 10.9, 10.11, 10.13, 10.14</p> <p>Demonstration and Application: 11.1, 11.2, 11.3, 11.4, 11.5</p> <p>CTE Pathway:</p> <p>C1.1, C1.2, C1.3, C1.6, C2.1, C2.2, C2.3, C2.4, C3.5, C3.6, C4.5, C4.6, C5.1, C6.1, C7.3, C7.4, C8.1, C8.2, C8.3, C8.4, C8.5, C8.6, C8.7, C9.1, C10.1, C11.1, C11.4</p>
V.	BUSINESS MANAGEMENT	CR	Lab/CC	Standards
	<p>1. Business Management</p> <p>2. Legal and Ethical Issues</p> <p>3. Supervisory/Management skills</p> <p>4. Interpersonal Skills</p> <p>5. Communication Skills</p> <p>6. Stock/Handling Inventory</p>	9	35	<p>Academic:</p> <p>LS: 11-12.1, 11-12.2</p> <p>RSIT: 11-12.4, 11-12.7</p> <p>WS: 11-12.4, 11-12.5, 11-12.6, 11-12.9</p> <p>HSST: 11-12.6, 11-12.8</p> <p>CTE Anchor:</p> <p>Communications: 2.2, 2.3, 2.5, 2.6</p> <p>Career Planning and Management: 3.1, 3.2, 3.3, 3.5, 3.6, 3.9</p> <p>Technology: 4.2, 4.3, 4.6</p> <p>Problem Solving and Critical Thinking: 5.2, 5.4</p> <p>Health and Safety: 6.3, 6.4, 6.6</p> <p>Responsibility and Flexibility: 7.1, 7.2, 7.3, 7.4, 7.7</p> <p>Ethics and Legal Responsibilities: 8.3, 8.4, 8.5, 8.7</p> <p>Leadership and Teamwork: 9.3, 9.4, 9.6, 9.7</p> <p>Technical Knowledge and</p>

				Skills: 10.3, 10.4, 10.5, 10.8, 10.9, 10.13
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				Demonstration and Application: 11.1, 11.2, 11.3, 11.4, 11.5
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				CTE Pathway:
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Entered by:

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