

Business Curriculum

Building: Cape Career and Technology Center Course: Marketing II				
Competency Group: Marketing Information Management				
Competency Description: Understand the importance of marketing research and how marketing information systems can assist in solving problems for businesses.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Describe the need for marketing information.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Explain the nature and scope of the marketing information management function.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines

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Analyze the role of ethics in marketing-information management.	Communication Arts Writing Observation	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Critique the use of technology in the marketing-information management function.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 49 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Define the nature of marketing research.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Summarize sources of primary and secondary data.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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				<ul style="list-style-type: none"> ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Compare and contrast research techniques.	Communication Arts Writing Observation	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 21 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Identify the marketing-research problem/issue.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 21 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Investigate research approaches (e.g., observations, survey, experiment) appropriate to the research problem.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 21 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research

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				<ul style="list-style-type: none"> ● Student review Business Operations Research Events Guidelines
Assess the relationship between the research purpose and the marketing research objectives.	Communication Arts Writing Observation	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 14 ● Chapter 15 ● Chapter 16 ● Chapter 18 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Show the nature of sampling plans (i.e., who, how many, how chosen).	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 20 ● Chapter 26 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Differentiate between the types of rating scales (such as Likert scales, semantic differential scales, behavioral intention scales, etc.).	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations

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				Research Events Guidelines
Analyze the use of diaries (e.g., product, media-use, contract).	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Define the nature of qualitative research.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, Interviews, scanners).	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Identify sources of error and bias (e.g., response	Communication Arts Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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errors, interviewer errors, non-response errors, sample designs).	Observation		<ul style="list-style-type: none"> ● DECA Role Plays 	<ul style="list-style-type: none"> ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout).	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Assess appropriateness of research methods for problem/issue.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Select appropriate research techniques.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research

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				<ul style="list-style-type: none"> ● Student review Business Operations Research Events Guidelines
Design qualitative research study.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Interpret qualitative research findings.	Communication Arts Writing Observation	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines
Use an integrated business software application package.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations

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				Research Events Guidelines
Demonstrate collaborative/groupware applications.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Student Research ● Student review Business Operations Research Events Guidelines

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Building: Cape Career and Technology Center Course: Marketing II				
Competency Group: Integrated Marketing Communications				
Competency Description: Understands the concepts, strategies, and systems used to obtain and convey ideas and information				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Examine the concept and benefits of Integrated Marketing Communications.	Communication Arts	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● The History of Advertising Project
Explore the concepts, strategies, and systems used to obtain and convey ideas and information.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards

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				<ul style="list-style-type: none"> ● The History of Advertising Project
Discuss proper etiquette for electronic communications in the workplace.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint
Describe how the communication process works in promotion.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 35 ● Chapter 43 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● The History of Advertising Project
Explore the forms promotion can take within Integrated Marketing Communications to influence buying decisions	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 49 ● Chapter 51 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● The History of Advertising Project
Discuss various communication integration levels: such as, Horizontal, Vertical, Internal, External and	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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Data integration and how they help to strengthen Integrated Marketing Communications.				
Examine the roles and applications of research within an Integrated Marketing Communications plan.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint
Explore strategic media planning issues in Integrated Marketing Communications.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 37 ● Chapter 38 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● The History of Advertising Project
Explain types of advertising media.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 37 ● Chapter 38 ● Chapter 39 ● Chapter 41 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● Lecture on Promotional Mix ● The History of Advertising Project

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				<ul style="list-style-type: none"> ● Integrated Marketing Communications Plan Project
Explain the importance of coordinating elements in advertisements.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 37 ● Chapter 38 ● Chapter 39 ● Chapter 41 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● Lecture on Promotional Mix ● The History of Advertising Project ● Integrated Marketing Communications Plan Project
Examine IMC programs and activities to build, measure, and manage brand image and development.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 37 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● History of Advertising - McDonalds example ● History of Advertising Cards ● The History of Advertising Project
Analyze real world examples of a	Communication Arts Observation	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 49 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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comprehensive Integrated Marketing Communications plan.	Writing		<ul style="list-style-type: none"> ● MBA Learning Center 	
Develop an Integrated Marketing Communications plan.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 49 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Lecture on Promotional Mix ● Integrated Marketing Communications Plan Project

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Building: Cape Career and Technology Center Course: Marketing II				
Competency Group: Channel Management				
Competency Description: Understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Acquire foundational knowledge of channel management to understand its role in marketing	Communication Arts Writing Observation	1 - Recall	<ul style="list-style-type: none"> ● Chapter 26 ● Chapter 27 ● Chapter 28 ● Chapter 29 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Independent Learning, Guided Practice ● Independent and cooperative learning -- Students will complete a distribution project ● Students complete a distribution project
Manage channel activities to minimize costs and to determine distribution strategies	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 26 ● Chapter 27 ● Chapter 28 ● Chapter 29 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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			<ul style="list-style-type: none">● MBA Learning Center	<ul style="list-style-type: none">● Independent Learning, Guided Practice● Independent and cooperative learning -- Students will complete a distribution project● Students complete a distribution project
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Building: Cape Career and Technology Center Course: Marketing II				
Competency Group: Career and Professional Development				
Competency Description: Understand traits of successful employees, the role of human resource management, and opportunities available in marketing careers.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Research career trends and opportunities in marketing.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library ● Chapter 47 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.
Identify requirements for professional certifications in marketing.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning

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			<ul style="list-style-type: none"> ● Association Resource Library ● Chapter 48 	<ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.
Update (or create) an electronic resume.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library ● Chapter 49 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.
Update (or create) a cover letter	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library ● Chapter 49 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.

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<p>Tailor interview techniques to a variety of companies.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library ● Chapter 49 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.
<p>Assess the services provided by professional trade organizations.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career tri-fold assignment.
<p>Discuss networking skills for professional development.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● American Marketing Association Resource Library ● Chapter 50 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning ● Student research, Independent Learning -- Students will complete mock interviews, career

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				tri-fold assignment.
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Building: Cape Career and Technology Center				
Course: Marketing II				
Competency Group: Global Marketing				
Competency Description: Understand the principles and practices necessary for a global market economy.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Describe what drives the need for global marketing	Communication Arts Writing Observation	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 10 ● Chapter 11 ● Chapter 12 ● Chapter 13 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment

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				<ul style="list-style-type: none"> ● Cooperative Learning, Role Play
Explain the concept of global marketing strategies.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 13 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment ● Cooperative Learning, Role Play
Identify considerations in implementing global marketing strategies.	Communication Arts Writing Observation	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 12 ● Chapter 13 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment

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				<ul style="list-style-type: none"> ● Cooperative Learning, Role Play
Identify global market segments.	Communication Arts Writing Observation	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 12 ● Chapter 13 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment ● Cooperative Learning, Role Play
Select global target market.	Communication Arts Writing Observation	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 12 ● Chapter 14 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment

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				<ul style="list-style-type: none"> ● Cooperative Learning, Role Play
Explain the steps in developing a global marketing plan.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 14 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment ● Cooperative Learning, Role Play
Conduct global market analysis (market size, area, potential, etc.).	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 12 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment

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				<ul style="list-style-type: none"> ● Cooperative Learning, Role Play
Conduct global SWOT analysis for use in the marketing planning process.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment ● Cooperative Learning, Role Play
Monitor and evaluate performance of a global marketing plan.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Cooperative Learning, Role Play
Determine the relationship between government and business in global marketing.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after

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				<p>creating Foreign Country Research Assignment</p> <ul style="list-style-type: none"> ● Cooperative Learning, Role Play
<p>Explain the nature of global trade.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign Country Research Assignment ● Cooperative Learning, Role Play
<p>Identify political, economic, socio-cultural, and technological factors that affect global marketing.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM ● Chapter 7 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Independent Learning, Guided Practice ● Independent Learning -- Students will complete after creating Foreign

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				<p>Country Research Assignment</p> <ul style="list-style-type: none"> ● Cooperative Learning, Role Play
Examine the roles of international trade organizations.	<p>Communication Arts Writing Observation</p>	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Cooperative Learning, Role Play
Identify the effects of global trade on retailing.	<p>Communication Arts Writing Observation</p>	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Cooperative Learning, Role Play
Identify what globalization means for e-commerce.	<p>Communication Arts Writing Observation</p>	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center (Global Analysis) ● Foreign Country Comparison Matrix ● DECA Role Plays -- BSM, QSRM 	<ul style="list-style-type: none"> ● Lecture using PowerPoint (Global Analysis) ● Cooperative Learning, Role Play

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Building: Cape Career and Technology Center Course: Marketing II				
Competency Group: Entrepreneurship				
Competency Description: Understand the knowledge necessary to organize, develop and implement a new business within the private enterprise system.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the importance of entrepreneurs/small business in the US and global economies.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections.

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				<ul style="list-style-type: none"> ● Entrepreneurship Written Event, DECA Competitive Event
Recognize types/forms of business ownership.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
Explain the concept of productivity.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 6 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and

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				<p>discuss how changes in each section can impact other sections.</p> <ul style="list-style-type: none"> ● Entrepreneurship Written Event, DECA Competitive Event
Describe the characteristics and skills of entrepreneurs.	<p>Communication Arts Writing Observation</p>	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
Explain what entrepreneurs contribute to the economy.	<p>Communication Arts Writing Observation</p>	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event

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				<ul style="list-style-type: none"> • Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. • Entrepreneurship Written Event, DECA Competitive Event
Determine the reasons that businesses succeed or fail.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> • MBA Learning Center • DECA Role Plays • Chapter 52 	<ul style="list-style-type: none"> • Lecture using PowerPoint-- Entrepreneurship • Guided Practice -- DECA Competitive Event • Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. • Entrepreneurship Written Event, DECA Competitive Event

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<p>Compare and contrast the advantages and disadvantages of entrepreneurship.</p>	<p>Communication Arts Writing Observation</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
<p>Summarize the purpose and importance of a business plan.</p>	<p>Communication Arts Writing Observation</p>	<p>4 - Extended Thinking</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections.

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				<ul style="list-style-type: none"> ● Entrepreneurship Written Event, DECA Competitive Event
Describe economic systems.	Communication Arts Writing Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 7 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
Discuss current trends that provide opportunity for entrepreneurs.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 52 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and

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				<p>discuss how changes in each section can impact other sections.</p> <ul style="list-style-type: none"> ● Entrepreneurship Written Event, DECA Competitive Event
Describe types of economic resources.	<p>Communication Arts Writing Observation</p>	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 6 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
Explain the concept of accounting	<p>Communication Arts Writing Observation</p>	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event

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				<ul style="list-style-type: none"> ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
Describe the nature of cash flow statements.	Communication Arts Writing Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 30 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event

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<p>Explain the nature of balance sheets.</p>	<p>Communication Arts Writing Observation</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 30 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event
<p>Describe the nature of income statements.</p>	<p>Communication Arts Writing Observation</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 30 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can

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				<p>impact other sections.</p> <ul style="list-style-type: none"> ● Entrepreneurship Written Event, DECA Competitive Event
Describe the nature of budgets.	<p>Communication Arts Writing Observation</p>	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Role Plays ● Chapter 30 	<ul style="list-style-type: none"> ● Lecture using PowerPoint-- Entrepreneurship ● Guided Practice -- DECA Competitive Event ● Independent practice -- Show examples of financial statements and discuss how changes in each section can impact other sections. ● Entrepreneurship Written Event, DECA Competitive Event