

Business Curriculum

Building: Cape Career and Technology Center Course: Marketing I				
Competency Group: Career and Professional Development				
Competency Description: Understands concepts, tools, and strategies used to explore, obtain and develop career choices.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Acquire information about the marketing communications industry to aid in making career choices.	Communication Arts Writing Observation	2 - Skill/Concept	<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.
Understand career opportunities in retailing to make career decisions.	Communication Arts Writing Observation	2 - Skill/Concept	<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

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				interviews, career tri-fold assignment.
Acquire information about the sales industry to aid in making career choices.	Communication Arts Writing Observation	1 - Recall	<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.

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Building: CTC Course: Marketing I				
Competency Group: Economics				
Competency Description: Understands the economic principles of supply and demand, economic systems, using business financial information, and the global link between economic goods and services.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Distinguish between economic goods and services	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the concept of economic resources	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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			<ul style="list-style-type: none"> ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Describe the concepts of economics and economic activities	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Determine economic utilities created by business activities.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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<p>Explain the principles of supply and demand.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Describe the functions of prices in markets</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Explain the role of business in society</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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			<ul style="list-style-type: none"> ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Describe types of business activities	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the organizational design of businesses.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Discuss the global environment in which businesses operate	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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			<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Describe factors that affect the business environment	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain how organizations adapt to today's markets	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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			<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	
Explain the types of economic systems.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the concepts of private enterprise.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Identify factors affecting a business's profit	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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			<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Determine factors affecting business risk	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the concept of competition.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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<p>Describe market structures</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Describe the concept of price stability as an economic measure</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Discuss the measure of consumer spending as an economic indicator</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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			<ul style="list-style-type: none"> ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Discuss the impact of a nation's unemployment rates	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the concepts of Gross Domestic Product	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Describe the economic impact of inflation on business.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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			<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain unemployment and inflation tradeoffs	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the economic impact of interest-rate fluctuations	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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			<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	
Determine the impact of business cycles on business activities.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Describe the need for financial information.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the role of finance in business.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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			<ul style="list-style-type: none">● Chapter 6● Chapter 7● Chapter 8● Chapter 9● Chapter 15● MBA Learning Center● DECA Store	<ul style="list-style-type: none">● Independent Learning -- Research● Cooperative Learning -- Project based learning
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Building: CTC Course: Marketing I				
Competency Group: Promotion				
Competency Description: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the role of promotion as a marketing function	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the types of promotion	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC

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				<ul style="list-style-type: none"> ● Create Marketing Campaign
Identify the elements of the promotional mix	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe the use of business ethics in promotion.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the nature of a promotional plan.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Coordinate activities in the promotional mix.	Communication Arts Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain types of advertising media.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain components of advertisements	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the importance of coordinating elements in advertisements	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix

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				<ul style="list-style-type: none"> ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the importance of coordinating elements in advertisements	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Identify types of public-relations activities	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain how businesses can use trade show/exposition participation to communicate with targeted audiences.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign

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<p>Explain the nature of word-of-mouth (WOM) strategies.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Explain considerations in developing viral marketing campaigns.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Develop viral marketing strategies.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Explain the use of celebrities/influencers as a WOM strategy.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan

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			<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Select celebrity/influencer to deliver promotional message.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Develop referral program to build brand/promote products.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the use of product placement.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC

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				<ul style="list-style-type: none"> ● Create Marketing Campaign
Identify opportunities for product placement.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Discuss types of direct marketing strategies.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe the use of advergaming.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the nature of online advertisements.	Communication Arts Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the nature of email marketing strategies.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe mobile advertising strategies.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Identify effective advertising headlines.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix

Business Curriculum

				<ul style="list-style-type: none"> ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe copy strategies.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe the nature of effective Internet ad copy.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Identify promotional messages that appeal to targeted markets.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign

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Analyze the impact of color in advertisements.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe the elements of design.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the use of illustrations in advertisements.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain type styles used in advertisements.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan

Business Curriculum

			<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Describe effective advertising layouts.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the impact of color harmonies on composition.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Check advertising proofs.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC

Business Curriculum

				<ul style="list-style-type: none"> ● Create Marketing Campaign
Evaluate storyboards.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Critique advertisements.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Determine advertising reach of media.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Read media schedule.	Communication Arts Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

Business Curriculum

	Writing		<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Calculate media costs.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Choose appropriate media outlets.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Select placement of advertisements.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix

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				<ul style="list-style-type: none"> ● Advertising Assignment -- KFC ● Create Marketing Campaign
Develop a media plan (includes objectives, budget, media allocation, and timing of ads).	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Write a press release.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Create a public-service announcement.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign

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<p>Create a press kit.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Analyze costs/benefits of company participation in community activities.</p>	<p>Communication Arts Observation Writing</p>	<p>4 - Extended Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Explain current issues/trends in public relations.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Create a public-relations campaign.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan

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			<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Create promotional signage.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Collaborate in the design of slogans/taglines.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Analyze considerations in designing a frequency/loyalty marketing program.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC

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				<ul style="list-style-type: none"> ● Create Marketing Campaign
Analyze use of specialty promotions.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Develop strategy for creating a special event.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Set up cross-promotions.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the use of advertising agencies.	Communication Arts Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Propose community issues for company involvement.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Explain the use of visual merchandising in retailing.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Distinguish between visual merchandising and display.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix

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				<ul style="list-style-type: none"> ● Advertising Assignment -- KFC ● Create Marketing Campaign
Place merchandise for impact.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Use cross-merchandising techniques.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Analyze types of display arrangements.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign

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<p>Create and maintain displays.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Develop promotional calendar.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Plan/Schedule displays/themes with management.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
<p>Plan a promotional strategy (promotional objectives, budget, promotional mix, etc.).</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan

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			<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign
Persuade others.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided practice -- Marketing Plan ● Individual practice -- Promotional mix ● Advertising Assignment -- KFC ● Create Marketing Campaign

Business Curriculum

Building: CTC Course: Marketing I				
Competency Group: Marketing Concepts				
Competency Description: Understands the concepts, strategies, and systems used to obtain and convey ideas and information about customer group behavior to understand customer decision-making.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Understand fundamental economic concepts to obtain a foundation for employment in business.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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			<ul style="list-style-type: none"> ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Understand marketing's role and function in business to facilitate economic exchanges with customers.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Employ marketing information to develop a marketing plan.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Employ marketing information to plan marketing activities.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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			<ul style="list-style-type: none"> ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Employ marketing information to determine and meet customer needs.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 1 ● Chapter 2 ● Chapter 3 ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 7 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

Business Curriculum

Building: Cape Career and Technology Center				
Course: Marketing I				
Competency Group: Communications				
Competency Description: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the nature of effective verbal communications.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Interpret others' nonverbal cues.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite

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			<ul style="list-style-type: none"> ● DECA Competitive Events 	<p>students to attend a business meeting in DECA.</p> <ul style="list-style-type: none"> ● Role Play ● Listening Skills Activity
Give verbal directions.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Employ communication styles appropriate to target audience.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Handle telephone calls in a businesslike manner.	Communication Arts Observation	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Participate in group discussions.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Make oral presentations.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA.

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				<ul style="list-style-type: none"> ● Role Play ● Listening Skills Activity
Select and use appropriate graphic aids.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Explain the nature of effective communication.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Adapt communication to the cultural and social differences among clients.	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will

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			<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Competitive Events 	<p>schedule a meeting or invite students to attend a business meeting in DECA.</p> <ul style="list-style-type: none"> ● Role Play ● Listening Skills Activity
Describe current business trends.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
Conduct an environmental scan to obtain business information.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity

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<p>Persuade others.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity
<p>Explain the nature of stress management.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 9 ● MBA Learning Center ● DECA Competitive Events 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will schedule a meeting or invite students to attend a business meeting in DECA. ● Role Play ● Listening Skills Activity

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Building: Cape Career and Technology Center Course: Marketing I				
Competency Group: Product Service Management				
Competency Description: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.				
Measurable Learner Objective	Integrated Skills/ Crosscutting	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the nature and scope of the product/service management function.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent

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				<p>Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Identify the impact of product life cycles on marketing decisions.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirement

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				<p>s, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
<p>Describe the use of technology in the product/service management function.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the

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				<p>packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
<p>Explain business ethics in product/service management.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will

Business Curriculum

			<ul style="list-style-type: none"> ● MBA Learning Center 	<p>demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Identify product opportunities.	Communication Arts Observation	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none">● Chapter 6● Chapter 8● Chapter 9● Chapter 15● MBA Learning Center	<ul style="list-style-type: none">● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades
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Business Curriculum

				warranties, bundling)
Identify methods/techniques to generate a product idea.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer consideration

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				ns -- including standards, grades warranties, bundling)
Generate product ideas.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product

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				designs and the customer considerations -- including standards, grades warranties, bundling)
Determine initial feasibility of product idea.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and

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				<p>share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Describe the uses of grades and standards in marketing.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning --

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				<p>Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Explain warranties and guarantees.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.

Business Curriculum

				<ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Identify consumer protection provisions of appropriate agencies.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated

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				<p>with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Evaluate customer experience.	<p>Communication Arts Observation Writing</p>	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of

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				<p>products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> • Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Explain the concept of product mix.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> • Chapter 4 • Chapter 5 • Chapter 6 • Chapter 8 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Guided Practice --

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			<ul style="list-style-type: none">● Chapter 9● Chapter 15● MBA Learning Center	<p>Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none">● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
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<p>Describe the nature of product bundling.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including
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				standards, grades warranties, bundling)
Identify product to fill customer need.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the

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				customer considerations -- including standards, grades warranties, bundling)
Plan product mix.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with designs, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples

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				(new product designs and the customer considerations -- including standards, grades warranties, bundling)
Describe factors used by marketers to position products/services.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with designs, requirements, and adequacy. ● Student research, Independent Learning -- Students will research

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				<p>package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Develop positioning concept for a new product idea.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research,

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				<p>Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Explain the nature of product/service branding.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirement

Business Curriculum

				<p>s, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
<p>Explain the nature of branding.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the

Business Curriculum

				<p>packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Describe factor used by businesses to position brands.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will

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			<ul style="list-style-type: none"> ● MBA Learning Center 	<p>demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Develop strategies to position brands.	Communication Arts Observation	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Writing		<ul style="list-style-type: none">● Chapter 6● Chapter 8● Chapter 9● Chapter 15● MBA Learning Center	<ul style="list-style-type: none">● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades
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				warranties, bundling)
Explain the nature of product extension in services marketing.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer consideratio

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				ns -- including standards, grades warranties, bundling)
Identify product extensions that can be used in marketing communications.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product

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				designs and the customer considerations -- including standards, grades warranties, bundling)
Determine quality of merchandise to offer.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and

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				<p>share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)</p>
<p>Determine width and depth of assortment strategies.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning --

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				Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Select mix of brands.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.

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				<ul style="list-style-type: none"> • Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Plan merchandise assortment (e.g., styling, sizes, quantities, colors).	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> • Chapter 4 • Chapter 5 • Chapter 6 • Chapter 8 • Chapter 9 • Chapter 15 • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated

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				<p>with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> • Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
Identify new private brand opportunities.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> • Chapter 4 • Chapter 5 • Chapter 6 • Chapter 8 • Chapter 9 • Chapter 15 • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Guided Practice -- Instructor will demonstrate a variety of

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				<p>products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none"> ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
<p>Develop seasonal assortment strategies.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice --

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			<ul style="list-style-type: none">● Chapter 9● Chapter 15● MBA Learning Center	<p>Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy.</p> <ul style="list-style-type: none">● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including standards, grades warranties, bundling)
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<p>Identify company's unique competitive advantage.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the customer considerations -- including
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				standards, grades warranties, bundling)
Identify internal and external service standards.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● Chapter 6 ● Chapter 8 ● Chapter 9 ● Chapter 15 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- Instructor will demonstrate a variety of products and the packaging associated with design, requirements, and adequacy. ● Student research, Independent Learning -- Students will research package designs and share examples (new product designs and the

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				customer considerations -- including standards, grades warranties, bundling)
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Building: Cape Career and Technology Center
Course: Marketing I

Competency Group: Pricing

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Competency Description: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the nature and scope of the pricing function.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Describe the role of business ethics in pricing.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal

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				<p>considerations, practices and strategies of pricing</p> <ul style="list-style-type: none"> ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
<p>Explain the use of technology in the pricing function.</p>	<p>Communication Arts Writing Observation Math</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
<p>Explain legal considerations for pricing.</p>	<p>Communication Arts Writing Observation</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint

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	Math			<ul style="list-style-type: none"> ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Explain factors affecting pricing decisions.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-

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				even, ROI, Mark-up, etc.
Explain pricing practices used in marketing communications.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing • Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Discuss the nature of pricing models.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing • Guided Practice -- Instructor will

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				perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Explain considerations in website pricing.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing • Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Set price objectives for marketing communications services.	Communication Arts Writing Observation Math	3 - Strategic Thinking	<ul style="list-style-type: none"> • MBA Learning Center 	<ul style="list-style-type: none"> • Lecture using PowerPoint • Cooperative Learning -- Instructor will explain factors, legal considerations, practices and

Business Curriculum

				<p>strategies of pricing</p> <ul style="list-style-type: none"> ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Select pricing strategies.	<p>Communication Arts Writing Observation Math</p>	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Determine cost of product (break-even, ROI, markup).	<p>Communication Arts Writing Observation Math</p>	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will

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				<p>explain factors, legal considerations, practices and strategies of pricing</p> <ul style="list-style-type: none"> ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Calculate break-even point.	<p>Communication Arts Writing Observation Math</p>	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.

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<p>Establish pricing objectives.</p>	<p>Communication Arts Writing Observation Math</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
<p>Select pricing policies.</p>	<p>Communication Arts Writing Observation Math</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing

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				calculations including break-even, ROI, Mark-up, etc.
Determine discounts and allowances that can be used to adjust base prices.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> MBA Learning Center 	<ul style="list-style-type: none"> Lecture using PowerPoint Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Set prices.	Communication Arts Writing Observation Math	2 - Skill/Concept	<ul style="list-style-type: none"> MBA Learning Center 	<ul style="list-style-type: none"> Lecture using PowerPoint Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing

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				<ul style="list-style-type: none"> ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.
Adjust prices to maximize profitability.	Communication Arts Writing Observation Math	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Cooperative Learning -- Instructor will explain factors, legal considerations, practices and strategies of pricing ● Guided Practice -- Instructor will perform and model pricing calculations including break-even, ROI, Mark-up, etc.

Building: CTC Course: Introduction to Marketing
Competency Group: Selling

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Competency Description: Understand the techniques, strategies, and concepts of customer relationships, client needs and wants in order to influence purchase decisions, and obtain and convey ideas and information regarding future business opportunities.				
Measurable Learner Objective	Integrated Skills/ Crosscutting/ Cross-Curricular	DOK	Unit	Instructional Strategies/Student Activities/ Resources
Explain the nature of positive customer relations.	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 11 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Demonstrate a customer-service mindset.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain management's role in customer relations.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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				<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the role of ethics in customer relationship management.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 17 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Describe the use of technology in customer relationship management.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 13 ● Chapter 14 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain external planning considerations.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 6 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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				<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Explain the nature and scope of the selling function.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 10 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the role of customer service as a component of selling relationships	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain key factors in building a clientele	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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<p>Explain company selling policies.</p>	<p>Communication Arts Observation Writing</p>	<p>2 - Skill/Concept</p>	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 11 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Compare and contrast selling and regulations and business ethics in selling.</p>	<p>Communication Arts Observation Writing</p>	<p>3 - Strategic Thinking</p>	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 17 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Acquire product information for use in selling.</p>	<p>Communication Arts Observation Writing</p>	<p>1 - Recall</p>	<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 7 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
<p>Analyze product information to identify product features and benefits.</p>	<p>Communication Arts Observation Writing</p>	<p>4 - Extended Thinking</p>	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 10 ● MBA Learning Center 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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			<ul style="list-style-type: none"> ● DECA Store 	<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the selling process	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 10 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Discuss motivational theories that impact buying behavior	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Provide service after the sale.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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				<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Prepare cash drawers/banks	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Open/Close register/terminal	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the impact of sales cycles.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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Differentiate between consumer and organizational buying behavior	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 6 ● Chapter 7 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Identify emerging trends	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Explain the use of marketing-research information in professional selling.	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Prospect for customers	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 5 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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				<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Qualify customers/clients	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Conduct pre-visit research (e.g., customer's markets/products, customers competitors, and competitors' offerings)	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 4 ● Chapter 5 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Determine sales strategies	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 10 ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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				<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Schedule appointments with prospective clients	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Prepare sales presentations	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Process sales documentations	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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Prepare sales reports	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Gather customer/client feedback to improve service	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 11 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Plan strategies for meeting sales quotas	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Develop strategies to win back former customers	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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				<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Establish sales terms	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Prepare and implement sales plans	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Set sales quotas	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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				<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Manage salesperson's underperformance	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● Chapter 15 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Design incentive programs	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● Chapter 16 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Provide legitimate responses to inquiries	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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Defend ideas objectively	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Respond to customers inquiries	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Interpret business policies to customers/clients	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Establish relationship with customer/client	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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				<ul style="list-style-type: none"> ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Determine customer/client needs	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● Chapter 11 ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Recommend specific product	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Demonstrate good/service	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research

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				<ul style="list-style-type: none"> ● Cooperative Learning -- Project based learning
Convert customer/client objections into selling points.	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Close the sale	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Demonstrate suggestion selling	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning

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Collect payment from customer to complete customer transaction	Communication Arts Observation Writing	1 - Recall	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Plan follow-up strategies for use in selling	Communication Arts Observation Writing	2 - Skill/Concept	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Analyze sales performance	Communication Arts Observation Writing	4 - Extended Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store ● Independent Learning -- Research ● Cooperative Learning -- Project based learning
Demonstrate negotiation skills	Communication Arts Observation Writing	3 - Strategic Thinking	<ul style="list-style-type: none"> ● MBA Learning Center ● DECA Store 	<ul style="list-style-type: none"> ● Lecture using PowerPoint ● Guided Practice -- DECA Store

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				<ul style="list-style-type: none">• Independent Learning -- Research• Cooperative Learning -- Project based learning
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