

Course of Study

Marketing

Warren County Career Center

**3525 North State Route 48
Lebanon, Ohio 45036**

Adopted June 29, 2009

*This document is for the use of the staff at Warren County Career Center.
Credit is given the designer of the template, Upper Valley JVS, Piqua, Ohio.*

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Acknowledgements

Marketing Warren County Career Center

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Warren County Career Center Administrative Team
Warren County Educational Service Center
WCCC Marketing Program Advisory Committee
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Statement of Recommendation

The Marketing Advisory Committee at Warren County Career Center has reviewed this course of study and recommends it for use as the foundation for instruction in the Marketing class.

The developers of this course of study have considered local labor market needs and the school's ability to offer specialized programs. The competencies have been reviewed and accepted as being congruent with our school's vision, mission, and strategic goals. When appropriate, additional competencies related to the program area have been incorporated into this course of study.

Achievement of technical competencies, utilizing proper attitudes, and demonstrating appropriate values are critical for successful employment and for furthering educational opportunities within a student's chosen field. We believe that this course of study adequately and correctly focuses upon student development.

This course of study is recommended on: June 29, 2009

Warren County Career Center Vision Statement

WCCC is the valued partner of choice within the educational and economic systems of our communities, by providing quality academic and career technical education.

We pave the way for a future of opportunities unique to each of our learners.

Warren County Career Center Mission Statement

To prepare youths and adults to make informed career choices and to successfully enter, compete, and advance in a changing work world.

Warren County Career Values

- Treating each other with respect, dignity, trust and mutual value
- Communicating openly and honestly
- Taking ownership of personal actions and being held accountable for results
- Upholding and demonstrating high ethical, educational and fiscal standards
- Exhibiting high levels of professionalism
- Providing high quality instruction and highly qualified staff to ensure success for all learners
- Making quality customer service a high priority
- Promoting partnerships and a team environment
- Celebrating team and individual achievements
- Using data to drive planning, decision making and actions
- Embracing educational opportunities for change and diversity

Course Design

Courses are designed to reflect career-focused education, which combines high-level academics with real-life technical skills. The intent is to maximize a student's present and future academic and career success.

Career-focused education enhances the integration of academic and technical skills, designs programs that prepare students with transferable skills and promotes each student's career opportunities.

Course Philosophy

We believe that the Marketing program's primary goal is to prepare students for careers in Marketing and business and to pursue marketing and business degree in college. Students will be exposed to the various fields available in the marketing and business.

We believe that through their co-op job stations students will develop a strong work ethic, sense of responsibility, and problem solving skills, while they are experiencing some of the career opportunities that the marketing and business industry have to offer.

We believe that students will develop organizational and leadership skills through their participation in DECA activities.

We believe that the Marketing program will prepare students to succeed in college or entry level management positions.

Course Goals

The course goals for the Marketing Program are to:

1. Develop marketing competencies in the following areas in order to prepare students to enter and advance in a changing global workplace:

Business Law	Marketing
Business Operations	Communications/Advertising & Promotion
Channel Management	Marketing Concepts
Communications	Marketing Information Management
Customer Relations	Marketing Research
Distribution	Pricing
Economics	Product and Service Management
Emotional Intelligence	Retailing
Entrepreneurship	Risk Management
Financial Analysis	Sales
Financing	Strategic Management
Human Resources Management	Technology
Information Management	Visual Merchandising
Market Planning	
2. Develop students' competencies in the academic skill areas of communications math, economics and government. These competencies will help students enter and advance in the marketing and business industry.
3. Develop employability, technology and entrepreneurship competencies that will enable students to enter and advance in a changing workplace.
4. Develop strong work ethic and sense of responsibility through a marketing /business related co-op job placement. Co-op positions are carefully screened in regard to the type and amount of training a student can receive as well as providing an opportunity for the student to be successful and maintain a positive self-image. Specific skills to be obtained are salesmanship, retail operations and management, distribution, pricing, visual merchandising, risk management, customer service, and human relations skills.
5. Upon successful completion of this program, students will be prepared to begin a career in marketing management, sales, retailing, promotion, or customer service industry. They may also choose to attend a two or four year institution offering marketing or business related courses.

Course Description

Marketing is a one-year co-op program designed to prepare students to enter careers in the marketing or business industry or pursue marketing or business degrees in two or four year colleges. Students will receive their instruction through a combination of classroom instruction and co-op job placements in the marketing / business field. Students are encouraged to compete in DECA competitive events at the local, state and national level. Leadership opportunities are also available in DECA at the local, state and national level. Students will be encouraged to pursue job-shadowing opportunities in addition to their co-op job station to explore other aspects of the marketing and business fields. Further contact with business and industry professionals will be created through field trips and in-class speakers. Field trips to area colleges along with classroom projects will encourage students to research post-secondary options. The concept of life-long learning will be put forth to each student throughout the entire program. Finally each student will have the opportunity to pursue an interesting, rewarding career in an extremely dynamic and rapidly growing industry

Academic and Technical Integration

Expectations of curriculum must be aligned with what is written, taught, assessed, and reported. Student expectations focus on active, project-centered learning—an approach to learning that emphasizes a connection between ideas in a discipline and the outside world. Educational programming and course content will clearly connect career and post-secondary opportunities. At the Warren County Career Center, the main goal is to design courses and projects that use strategies for authentic instruction. These characteristics of instruction focus on deep understanding, established opportunities for concept connections, provide anticipatory and abstract thinking, and emphasize genuine application.

The academic courses at the WCCC follow the state model curricula. They are designed to meet both associate school and state requirements. These standards respond to the need to improve student achievement, quality of curriculum and instruction, and strengthen school and community relationships.

Technology

The Warren County Career Center board and staff believe that technology skills are essential for all students to achieve in the 21st century. It is the goal of this district to infuse technology into all facets of education:

- Instruction
- Assessment
- Administration
- Career planning
- Course design
- Professional development

Strategies to incorporate technology into all facets of education are a priority of the district and there is commitment to a continual process to provide updated hardware, software, and professional development for staff members for the purpose of providing a high quality education, with the integration of technology, for all students.

Job Shadowing

Job Shadowing is designed to give the student a short-term overview of the many opportunities within a career field. Career-technical instructors confer with students to determine appropriate experiences.

Internships and Job Placement vary somewhat, but during each experience students should accomplish the following goals:

1. Work with mentors, supervisors, co-workers, and others to accomplish assigned tasks that contribute to the long- and short-term goals of the student. All aspects of the internship/placement (including dates, times, responsibilities, evaluations, etc.) will be outlined in an approved Internship Learning Plan that is coordinated by the career-technical instructor.
2. Apply basic skills and knowledge to "real world" business settings and learn new skills that are relevant to the career path.
3. Demonstrate a solid understanding of the basic skills outlined in the Internship Learning Plan.
4. Reflect upon the internship/placement/job shadowing in terms of post-secondary education/career options.

The criterion for participation in career-based learning experiences is included in the approved packet for each activity and may be obtained by the instructor from the Career Pathways office.

The specifics of how these opportunities are offered in this career-technical program or statement of academic support are:

The Marketing students work at a co-op job station that they chose with the approval of their instructor for the entire year. Marketing is an extremely broad field encompassing many different types of careers, therefore, the Marketing students are also encouraged to job shadow in different areas of the marketing /business field in addition to their co-op job station.

Students Served

The population served by this program is seniors.

Scope and Sequence

MARKETING

Describe marketing's role and function in business to demonstrate command of its nature and scope.

Descriptors:

- Explain marketing and its importance in a global economy.
- Discuss the marketing concept.
- Describe marketing functions and related activities.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Acquire foundational knowledge of customer, client and business behavior to understand what motivates customers' decision making.

Descriptors:

- Identify factors that motivate customers, clients and businesses.
- Explain customer, client and business buying behavior.
- Discuss actions employees can take to achieve the company's desired results.
- Demonstrate connections between company actions and results (e.g., influencing consumer behavior, gaining market share).

COMMUNICATION SKILLS

Read to acquire meaning from written material and to apply the information to a task.

Descriptors:

- Identify sources that provide relevant, valid written material.
- Extract relevant information from written materials.
- Apply written directions to complete tasks.
- Analyze company resources to ascertain policies and procedures.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate texts.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Evaluate the reliability and credibility of sources.* (Social Studies Skills and Methods A, 9-10)

Apply active listening skills to demonstrate understanding of what is being said.

Descriptors:

- Explain communication techniques that support and encourage a speaker.
- Use paraphrasing strategies.
- Summarize another person's key points.
- Probe to clarify a speaker's thinking.
- Use body language to show interest in what a speaker is saying.
- Follow oral directions.
- Demonstrate active listening skills.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*

(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12) 8

Apply verbal skills to obtain and convey information.

Descriptors:

- Explain the nature of effective verbal communications.
- Ask relevant questions.
- Interpret others' nonverbal cues.
- Provide legitimate responses to inquiries.
- Give verbal directions.
- Employ communication styles appropriate to target audience.
- Defend ideas objectively.
- Handle telephone calls in a businesslike manner.
- Participate in group discussions.
- Make oral presentations.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*

(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)

- *Analyze the techniques used by speakers and media to influence an audience, and evaluate the effect this has on the credibility of a speaker or media message.*

(Communication: Oral and Visual B, 8-10)

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Record information to maintain and present a report of business activity.

Descriptors:

- Utilize note-taking strategies.

- Organize information.
- Select and use appropriate graphic aids.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use an appropriate organizational structure to refine and develop ideas for writing.* (Writing Processes B, 11-12)
- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12) 9

Correlated Mathematics Academic Content Benchmarks

- *Evaluate different graphical representations of the same data to determine which is the most appropriate representation for an identified purpose.* (Data Analysis and Probability B, 8-10)
- *Use a variety of mathematical representations flexibly and appropriately to organize, record and communicate mathematical ideas.* (Mathematical Processes E, 8-10)

Communicate with co-workers and supervisors to clarify workplace objectives.

Descriptors:

- Explain the nature of staff communication.
- Choose an appropriate channel for workplace communication.
- Participate in a staff meeting.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)11

Communicate with employees to clarify their duties and responsibilities.

Descriptors:

- Provide directions for completing job tasks.
- Update employees on business and economic trends.
- Conduct a staff meeting.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)
- *Give informational presentations that contain a clear perspective; present ideas from multiple sources in logical sequence; and include a consistent organizational structure.*(Communication: Oral and Visual E, 11-12)12

EMOTIONAL INTELLIGENCE (taught in the classroom and on the job)

Foster self-understanding to recognize the impact of personal feelings on others.

Descriptors:

- Describe the nature of emotional intelligence.
- Explain the concept of self-esteem.
- Recognize personal biases and stereotypes.
- Assess personal strengths and weaknesses.

Develop personal traits to foster career advancement.

Descriptors:

- Identify desirable personality traits important to business.
- Exhibit self-confidence.
- Demonstrate interest and enthusiasm.
- Demonstrate initiative.

Apply ethics to demonstrate trustworthiness in working with others.

Descriptors:

- Demonstrate responsible behavior.
- Demonstrate honesty and integrity.
- Demonstrate ethical work habits.

Exhibit techniques to manage emotional reactions to people and situations.

Descriptors:

- Maintain a positive attitude.
- Demonstrate self-control.
- Explain the use of feedback for personal growth.
- Adjust to change.

Identify with others' feelings, needs and concerns to enhance interpersonal relations.

Descriptors:

- Respect the privacy of others.
- Show empathy for others.
- Exhibit cultural sensitivity.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*
(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Use communication skills to foster open, honest communications.

Descriptors:

- Explain the nature of effective communications.
- Explain ethical considerations in providing information.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)

Use communication skills to influence others' point of view.

Descriptors:

- Persuade others.
- Demonstrate negotiation skills.
- Explain communication styles.

Correlated English Language Arts Academic Content Benchmarks

- *Give persuasive presentations that structure ideas and arguments in a logical fashion, clarify and defend positions with relevant evidence and anticipate and address the audience's concerns.* (Communication: Oral and Visual D, 11-12)

Apply problem solving techniques to obtain solutions to issues and questions.

Descriptors:

- Explain the use of problem solving techniques in business.
- Recognize that problems have multiple possible solutions.
- Describe how to select the optimal solution to a problem.
- Demonstrate problem solving skills.

Manage stressful situations to minimize negative workplace situations.

Descriptors:

- Explain the nature of stress management.
- Use appropriate assertiveness.
- Use conflict resolution skills.

Implement teamwork techniques to accomplish goals.

Descriptors:

- Participate as a team member.
- Use consensus building skills.

- Encourage team building.
- Motivate team members.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

CUSTOMER RELATIONS (taught in the classroom and on the job)

Foster positive relationships with customers to enhance company image.

Descriptors:

- Explain the nature of positive customer relations.
- Demonstrate a customer service mindset.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate an understanding of effective speaking strategies by selecting appropriate language and adjusting presentation techniques.* (Communication: Oral and Visual D, 8-10)

Respond appropriately to customers to foster positive relationships.

Descriptors:

- Reinforce service orientation through communication.
- Respond to customer inquiries.
- Interpret business policies to customers and/or clients.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Resolve conflicts with and for customers to encourage repeat business.

Descriptors:

- Handle difficult customers.
- Handle customer/client complaints.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*
(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Reinforce the company’s image to exhibit the company’s brand promise.

Descriptors:

- Discuss the relationship between employee performance and company image.
- Identify the company’s brand promise.
- Determine ways of reinforcing the company’s image.
- Reinforce the company’s image through employee performance.

Explain management’s role in customer relations.

Descriptors:

- Describe management’s role in developing policies that will impact customer relations.
- Explain types of policies that affect customer relations.
- Describe techniques and strategies for rewarding employees for developing effective customer relationships.

OPERATIONS (taught in the classroom and on the job)

Adhere to health and safety regulations to support a safe work environment.

Descriptors:

- Describe health and safety regulations in business.
- Report noncompliance with business health and safety regulations.

Implement safety procedures to minimize loss.

Descriptors:

- Follow instructions for use of equipment, tools and machinery.
- Follow safety precautions.
- Maintain a safe work environment.
- Explain procedures for handling accidents.
- Handle and report emergency situations.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.*
(Reading Process A, 8-10; Reading Process A, 11-12)

Determine needed policies and procedures for protecting employee and customer safety.

Descriptors:

- Identify potential safety issues.
- Establish safety policies and procedures.

Implement security policies and procedures to minimize chance for loss.

Descriptors:

- Identify security risks.
- Explain routine security precautions.
- Follow established security procedures and policies.
- Protect company information and intangibles.

Develop strategies for protecting workplace security.

Descriptors:

- Identify potential security issues.
- Establish policies for protecting company information and intangibles.
- Establish policies for maintaining a non-hostile work environment.
- Establish policies and procedures for maintaining physical security of the work environment.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Maintain property and equipment to facilitate ongoing business activities.

Descriptors:

- Identify routine activities for maintaining business facilities and equipment.
- Plan a maintenance program.

Analyze retail security issues to protect employees and to minimize loss.

Descriptors:

- Explain policies and procedures for handling shoplifters.
- Devise and enact merchandise security measures to minimize inventory shrinkage.

Analyze security issues to protect the company.

Descriptors

- Explain security considerations in marketing management.
- Maintain data security.
- Transfer data to an off-site location.

- Develop strategies for protecting data.

Prepare registers and/or terminals for sales operations.

Descriptors:

- Prepare cash drawers and banks.
- Open and close the register and/or terminal.

Correlated Mathematics Academic Content Benchmarks

- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.* (Mathematical Processes B, 8-10)

VISUAL MERCHANDISING /NON-VERBAL MARKETING COMMUNICATIONS

Employ visual merchandising techniques to increase interest in product offerings.

Descriptors:

- Explain the use of visual merchandising in retailing.
- Distinguish between visual merchandising and display.
- Place merchandise for impact.
- Determine on-floor assortments.
- Use cross-merchandising techniques.
- Read and implement planograms.
- Create planograms.

Implement display techniques to attract customers and increase sales potential.

Descriptors:

- Explain types of display arrangements.
- Maintain displays.
- Dismantle and store displays, display fixtures and forms.
- Create promotional signs.
- Select and use display fixtures and forms.
- Use lighting to highlight products.
- Set up point-of-sale displays and handouts.
- Create displays.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)

INFORMATION MANAGEMENT

Use information literacy skills to increase workplace efficiency and effectiveness.

Descriptors:

- Explain legal issues associated with information use.
- Assess information needs.
- Obtain needed information efficiently.
- Evaluate the quality and source of information.
- Apply information to accomplish a task.
- Store information for future use.
- Manage information sources (where to look, what exists, how to manage data).

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Maintain business records to facilitate business operations.

Descriptors:

- Describe the nature of business records.
- Maintain customer records.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate how features and characteristics make information accessible and usable and how structures help authors achieve their purposes.* (Reading Applications: Informational, Technical and Persuasive Text A, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-

Assess the impact of technology on business activities to streamline processes.

Descriptors:

- Identify ways that technology impacts business.
- Explain the role of information systems in organizations.
- Explain the importance of emerging technologies and their application to business.
- Analyze the ethical, social and political impact of information systems.

Utilize computer operating systems to perform work functions.

Descriptors:

- Discuss the principles of computer systems.
- Explain the scope of data communications tools.
- Use basic operating systems.
- Manage files and folders.

Demonstrate basic e-mail functions.

Descriptors:

- Explain the features (capabilities) of e-mail.
- Discuss e-mail etiquette (netiquette).
- Write and send an e-mail message.
- Reply to an e-mail message.
- Forward an e-mail message.
- Add a signature file.
- Open attachments.
- Save attachments to a hard drive.
- Append attachments.
- Label messages.
- Add names to the address book.
- Set up a distribution list.
- Put a message in the outbox.
- Sort mail.
- Search for messages.
- Use e-mail shortcuts: cut, copy, paste.
- Use auto-responder (mailbot).
- Post a message on a listserv.
- Create a new e-mail folder.
- Store e-mail messages in folders.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Produce letters (e.g., business, letters to the editor, job applications) that follow the conventional style appropriate to the text and that include appropriate details and exclude extraneous details and inconsistencies.* (Writing Applications C, 8-10)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Demonstrate use of personal information management and productivity applications.

Descriptors:

- Discuss the capabilities of personal information management and productivity applications.
- Use the address book application.
- Use the calculator.
- Use the notes application.
- Use the scheduler application.

- Use the to-do application.
- Use the global search application.

Demonstrate basic word processing skills to create documents.

Descriptors:

- Identify the capabilities of word processing software.
- Enter and store text in a word processing application.
- Search for and replace text in a document stored in a word processing application.
- Retrieve, edit and print a document stored in a word-processing application.
- Cut and paste information from one text document into another in a word processing application.
- Create a text document containing columns in a word processing application.
- Insert and print a graph in a word-processing document.
- Utilize the page numbering feature.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)

Use advanced word processing features to facilitate document creation.

Descriptors:

- Calculate values within a table.
- Create columns.
- Create a document using the borders feature.
- Create, format, edit and delete a header and/or footer within a document.
- Use merge functions.
- Create styles for various types of document features.
- Use outlining features.
- Generate an index.
- Generate a table of contents automatically from marked section headers.
- Number the lines in a document automatically.
- Create footnotes and endnotes within a document.
- Create and apply macros.
- Implement Word macros.
- Use a programming language for word processing.

Correlated English Language Arts Academic Content Benchmarks

- *Use style guides to produce oral and written reports that give proper credit for sources (e.g., words, ideas, images and information) and include an acceptable format for source acknowledgement.* (Research D, 8-10; Research D, 11-12))

Use presentation software to visually display information in multiple contexts that is compelling, professional and visually appealing.

Descriptors:

- Identify capabilities of presentation software applications.
- Describe the characteristics of effective presentation software documents.
- Enter and store text into a presentation software document.
- Import graphics into a presentation software document.
- Develop builds and transitions for screens in a presentation software document.
- Retrieve and edit presentation software screens.
- Add screens to delete from a presentation software document.

Correlated English Language Arts Academic Content Benchmarks

- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)
- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Utilize collaborative/groupware applications.

Descriptors:

- Distinguish between collaborative/groupware applications and other software applications.
- Describe motivations for using collaborative/groupware applications.
- Identify the properties of collaborative/groupware applications.
- Discuss problems associated with using collaborative/groupware applications.
- Explain infrastructures needed for collaborative/groupware applications.
- Use real time interaction with collaborative/groupware applications.
- Use presence awareness feature to identify participants.
- Use instant messaging to converse in real time with participants.
- Use Web conferences.
- Conduct a white boarding session.
- Use team spaces to centralize and share information.

Utilize information technology tools to manage and perform work responsibilities.

Descriptors:

- Analyze the impact of technology on marketing
- Use marketing operations management software (i.e., software that automates marketing operations processes).
- Determine the types of technology needed by a company or agency.
- Use software to automate services.

RETAILING & SCHOOL BASED ENTERPRISE

Describe the evolution of retailing to demonstrate knowledge of the retail environment.

Descriptors:

- Describe the historical development of retailing.
- Explain reasons for the changes in retailing.

- Describe classifications of retailers.
- Describe advantages and disadvantages associated with each retailer classification.
- Explain the growth of non-store retailing.

Correlated English Language Arts Academic Content Benchmarks

- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.* (Research C, 8-10)

Employ leadership skills to achieve workplace objectives.

Descriptors:

- Explain the concept of leadership.
- Distinguish between leadership and management.
- Determine personal vision.
- Demonstrate adaptability.
- Develop an achievement orientation.
- Lead change.
- Enlist others in working toward a shared vision.
- Recognize and reward others for their efforts and contributions.
- Coach others.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Manage internal and external business relationships to foster positive interactions.

Descriptors:

- Treat others fairly at work.
- Describe ethics in human resources issues.
- Foster positive working relationships.
- Maintain collaborative partnerships with colleagues.
- Explain the impact of political relationships within an organization.
- Explain the nature of organizational culture.

Describe how technologies can support the collection and analysis of key performance indicators.

Descriptors:

- Describe technology applications used in monitoring key performance indicators.

Participate in a company's community outreach involvement to foster a positive company image and to meet other professionals.

Descriptors:

- Explain the importance of company involvement in community activities.
- Propose community issues for company involvement.
- Participate in community outreach activities.

Implement time management skills to improve workplace efficiency.

Descriptors:

- Describe time management techniques.
- Use time management principles.

Utilize project management skills to improve workflow and minimize costs.

Descriptors:

- Explain the benefits of project management.
- Discuss project management processes.
- Describe the potential impact of a project's scope on the other elements of project management (i.e., resources, time, money).
- Identify resources that are scheduled and controlled by project managers.
- Develop a project plan.
- Apply project management tools to monitor a project's progress.
- Implement project control processes.
- Evaluate project results.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Implement organizational skills to improve efficiency and workflow.

Descriptors:

- Coordinate activities with those of other departments.
- Manage cross-functional projects.
- Assign work to external partners.

- Develop an operational plan of marketing activities and initiatives.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Implement purchasing activities to obtain business supplies, equipment and resources.

Descriptors:

- Purchase services.
- Purchase marketing data.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)

Function as a self-managed marketer to demonstrate professional effectiveness.

Descriptors:

- Organize tasks.
- Meet deadlines.
- Make plans.
- Evaluate progress.
- Accept responsibility for actions.
- Report progress.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

DISTRIBUTION

Acquire foundational knowledge of distribution to understand its role in retailing.

Descriptors:

- Explain distribution issues and trends.
- Discuss the use of electronic data interchange (EDI).

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Implement receiving processes to ensure the accuracy and quality of incoming shipments.

Descriptors:

- Explain the receiving process.
- Explain stock handling techniques used in receiving deliveries.
- Process incoming merchandise.
- Resolve problems with incoming shipments.
- Establish receiving schedules.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Utilize procedures to process merchandise.

Descriptors:

- Attach anti-theft tags.
- Price mark merchandise.
- Make and record price changes.
- Identify hang tag needs.
- Assign codes to each product item.
- Route stock to the sales floor on a timely basis.
- Rotate stock.
- Process returned and damaged products.
- Enter product descriptions into a POS system.
- Transfer stock to and from branches.
- Manage the markdown process.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Explain transportation processes to move products through the supply chain.

Descriptors:

- Explain shipping processes.
- Identify factors considered when selecting the best shipping method.

Utilize inventory control methods to minimize costs and to meet customer demands.

Descriptors:

- Maintain inventory levels.
- Report out-of-stock items.

- Complete inventory counts.
- Monitor the merchandise classification system.
- Allocate merchandise to stores and regions.
- Track stock by location for department/class/vendor level.
- Describe inventory control systems.
- Explain types of unit inventory control systems.
- Determine inventory shrinkage.
- Maintain inventory control systems.
- Plan merchandise flow (turnover, lead time, peak seasons, delivery dates).
- Develop inventory control systems.
- Implement a category management process.

Correlated Mathematics Academic Content Benchmarks

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Implement purchasing activities to obtain business supplies, equipment and services.

Descriptors:

- Explain the nature and scope of purchasing.
- Place orders and reorders.
- Maintain an inventory of supplies.
- Explain purchasing rules.
- Manage the bid process used in purchasing.
- Review legal documents involved in purchasing contracts.
- Select vendors.
- Evaluate vendor performance.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

Discuss production's role and function in business to recognize its need in an organization.

Descriptors:

- Explain the concept of production.
- Describe production activities.
- Discuss the importance of understanding the timeframe in which products are produced.

Implement quality control processes to minimize errors and to expedite workflow.

Descriptors:

- Discuss the need for quality control measures.
- Identify quality control measures.
- Describe the crucial elements of a quality culture.
- Describe the role of management in achieving quality.
- Utilize quality control methods at work.
- Establish efficient operating systems.

Implement expense control strategies to enhance a business's financial well-being.

Descriptors:

- Explain the nature of overhead and operating costs.
- Explain the employee's role in expense control.
- Control the use of supplies.
- Negotiate service and maintenance contracts.
- Negotiate lease or purchase of a facility.
- Develop expense control plans.
- Use budgets to control operations.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Demonstrate an understanding of effective speaking strategies by selecting appropriate language and adjusting presentation techniques.* (Communication: Oral and Visual D, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

MARKETING INFORMATION MANAGEMENT

Discuss marketing information management activities to show command of their nature and scope.

Descriptors:

- Describe the need for marketing information.
- Explain the nature and scope of the marketing information management function.
- Explain the role of ethics in marketing information management.
- Describe the use of technology in the marketing information management function.

Explain marketing research activities to show command of their nature and scope.**Descriptors:**

- Explain the nature of marketing research.
- Explain types of primary marketing research.
- Identify sources of primary and secondary data.
- Explain research techniques.
- Recognize the marketing research problem or issue.
- Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem.
- Identify the relationship between the research purpose and the marketing research objectives.
- Discuss sampling plans (i.e., who, how many, how chosen).
- Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales).
- Explain the use of diaries (e.g., product, media use, contact).
- Explain qualitative research.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources.* (Research B, 8-10)
- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Describe sampling methods and analyze the effects of method chosen on how well the resulting sample represents the population.* (Data Analysis and Probability G, 8-10)

Describe data collection methods to evaluate their appropriateness for the research problem or issue.**Descriptors:**

- Identify information monitored for marketing decision making.
- Describe data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).

Correlated Mathematics Academic Content Benchmarks

- *Evaluate the validity of claims and predictions that are based on data by examining the appropriateness of the data collection and analysis.* (Data Analysis and Probability E, 8-10)

- *Describe sampling methods and analyze the effects of method chosen on how well the resulting sample represents the population.* (Data Analysis and Probability G, 8-10)

Interpret marketing information to test hypotheses and/or to resolve issues.

Descriptors:

- Describe techniques for processing marketing information.
- Interpret descriptive statistics for marketing decision making.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)
- *Connect statistical techniques to applications in workplace and consumer situations.* (Data Analysis and Probability D, 11-12)

Assess marketing research briefs to determine comprehensiveness and clarity.

Descriptors:

- Explain the purposes for marketing research briefs.
- Discuss the components of marketing research briefs.
- Determine the usefulness of a marketing research brief.

Correlated English Language Arts Academic Content Benchmarks

- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g. literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Assess the adequacy and reliability of information available to solve a problem.* (Mathematical Processes C, 11-12)

Compare marketing research proposals to select the agency providing the most value.

Descriptors:

- Evaluate a proposed research methodology.
- Determine which agency shows the best insight into the research issue.
- Determine the level of commentary and analysis the agency will provide on the findings.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources.* (Research B, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Assess the adequacy and reliability of information available to solve a problem.* (Mathematical Processes C, 11-12)

Evaluate marketing research procedures and findings to assess their credibility.

Descriptors:

- Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).
- Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length and layout).
- Assess information sources on the basis of strengths and weaknesses.
- Assess the timeliness of research information.
- Assess the appropriateness of research methods for the particular problem or issue.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)
- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Evaluate the validity of claims and predictions that are based on data by examining the appropriateness of the data collection and analysis.* (Data Analysis and Probability E, 8-10)
- *Apply reasoning processes and skills to construct logical verifications or counterexamples to test conjectures and to justify and defend algorithms and solutions.* (Mathematical Processes D, 8-10)
- *Assess the adequacy and reliability of information available to solve a problem.* (Mathematical Processes C, 11-12)

Interpret research data into information for decision making.

Descriptors:

- Interpret descriptive statistics for marketing decision making.
- Interpret correlations.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)

Report findings to communicate research information to others.

Descriptors:

- Display data in charts, graphs or tables.
- Write an executive summary.
- Prepare and use presentation software to support oral and electronic reports.
- Present findings to a client orally.
- Prepare written reports for decision making.
- Post marketing results electronically.

Correlated English Language Arts Academic Content Benchmarks

- *Use revision strategies to improve the style, variety of sentence structure, clarity of the controlling idea, logic, effectiveness of word choice and transitions between paragraphs, passages or ideas.* (Writing Processes C, 8-10)
- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)
- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use a variety of mathematical representations flexibly and appropriately to organize record and communicate mathematical ideas.* (Mathematical Processes E, 8-10)
- *Present complete and convincing arguments and justifications, using inductive and deductive reasoning, adapted to be effective for various audiences.* (Mathematical Processes F, 11-12)
- *Communicate mathematical ideas orally and in writing with a clear purpose and appropriate for a specific audience.* (Mathematical Processes I, 11-12)

Process marketing information to test hypotheses and/or to resolve issues in selling and sales management.

Descriptors:

- Analyze market information.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.* (Research C, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)
- *Connect statistical techniques to applications in workplace and consumer situations.*(Data Analysis and Probability D, 11-12)

Employ marketing information to plan sales activities.

Descriptors:

- Describe the use of target marketing in professional selling.

Correlated Mathematics Academic Content Benchmarks

- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.* (Mathematical Processes B, 8-10)

Evaluate the relationship between business objectives and the expected use of research outcomes.

Descriptors:

- Explain the nature of actionable research.
- Describe types of primary marketing research.
- Explain sources of primary and secondary data.
- Compare business objectives with the expected use of the marketing research outcomes.
- Estimate the value of the marketing research information.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Apply reasoning processes and skills to construct logical verifications or counterexamples to test conjectures and to justify and defend algorithms and solutions.*(Mathematical Processes D, 8-10)

Write internal and external business correspondence to obtain and convey information effectively.

Descriptors:

- Explain the nature of effective written communications.
- Select and utilize appropriate formats for professional writing.

- Write professional e-mails.
- Write business letters.
- Write informational messages.
- Write inquiries.
- Write persuasive messages.
- Write executive summaries.
- Prepare simple written reports.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to revise content, organization and style, and to improve word choice, sentence variety, clarity and consistency of writing.* (Writing Processes C, 11-12)
- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Produce letters (e.g., business, letters to the editor, job applications) that follow the conventional style appropriate to the text and that include appropriate details and exclude extraneous details and inconsistencies.* (Writing Applications C, 8-10)
- *Write a persuasive piece that states a clear position, includes relevant information and offers compelling evidence in the form of facts and details.* (Writing Applications E, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Use a variety of mathematical representations flexibly and appropriately to organize, record and communicate mathematical ideas.* (Mathematical Processes E, 8-10)

Prepare complex written reports.

Descriptors:

- Identify types of complex written reports.
- Determine needed components of reports.
- Write and proof complex reports.
- Write general business proposals.
- Report business research

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)
- *Produce informational essays or reports that establish a clear and distinctive perspective on the subject, include relevant perspectives, take into account the validity and reliability of sources and provide a clear sense of closure.* (Writing Applications D, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Describe the scope of the Internet in order to understand how to access available resources.

Descriptors:

- Explain the hierarchical structure of domain names.
- Discuss the role of organizations in administering Internet activities.
- Explain the role of internet service providers (ISPs).
- Describe types of resources that can be accessed through the Internet (e.g., Web pages, USENET newsgroups, listservs, files and programs, e-mail).
- Discuss the use of bookmarks.
- Explain how to organize bookmarks.
- Describe tools useful for navigating the Internet.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Demonstrate basic Web search skills to obtain needed information.

Descriptors:

- Explain the importance of search engines in locating information.
- Locate specified topics on the Web.
- Access specified topics through links on a Web page.
- Download information to a disk.

Utilize and create databases to store and manage data.

Descriptors:

- Identify capabilities of database software.
- Create a database structure.
- Construct queries.
- Enter and store data in a database application.
- Retrieve and modify data in a database application.
- Delete database records.
- Sort data in a database given predetermined criteria.
- Output data into a report format.
- Create a chart or graph using information in a database file.
- Print labels from a database.
- Print a database list or report.
- Ensure data integrity.
- Validate data.
- Eliminate data redundancy (i.e., normalize data).

Correlated English Language Arts Academic Content Benchmarks

- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Apply reasoning processes and skills to construct logical verifications or counterexamples to test conjectures and to justify and defend algorithms and solutions.* (Mathematical Processes D, 8-10)

Demonstrate basic spreadsheet applications.

Descriptors:

- Describe the components of a spreadsheet.
- Identify the capabilities of spreadsheet software.
- Format spreadsheets.
- Enter and store data in a spreadsheet file.
- Retrieve, edit and print data from a spreadsheet.
- Create charts and graphs using information in a spreadsheet.

Correlated English Language Arts Academic Content Benchmarks

- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

Use advanced spreadsheet functions to analyze financial and business data.

Descriptors:

- Use the Future Value function.
- Use the Payment function.
- Use the Goal Seek function.
- Use the Solver function.
- Use the Pivot Tables function.
- Use the IF function.

- Use the SUMIF function.
- Use the Lookup function.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)

Use advanced spreadsheet concepts to communicate information.

Descriptors:

- Sort rows alphabetically or numerically.
- Select items that match specified selection criteria.
- Use desktop publishing features offered in a spreadsheet application.
- Create macros with a spreadsheet application.
- Utilize statistics functions in spreadsheets.
- Link files and 3D sheets.
- Use design elements to create graphs.

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)

Use an integrated business software application package to minimize data redundancy.

Descriptors:

- Describe situations in which integration of software applications would be beneficial to a business.
- Move and copy information between applications.
- Embed information in applications.
- Link objects between applications.
- Apply an integrated business software application package.

- Use applications to design documents that combine elements of management information systems, finance, accounting, marketing, graphic design and statistics.

Acquire information to guide business decision making.

Descriptors:

- Describe current business trends.
- Monitor internal records for business information.
- Conduct an environmental scan to obtain business information.
- Explain the purpose for statistical functions.
- Describe the appropriateness of a statistical function for the situation.
- Explain how to interpret statistical findings.
- Utilize statistics functions in spreadsheets.
- Evaluate business problems and effectively apply the most appropriate application or combination of applications (word processing, spreadsheet, database and presentation) to record, analyze and present information.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability.* (Data Analysis and Probability B, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical

Utilize information technology tools to manage and perform marketing research responsibilities.

Descriptors:

- Analyze the impact of technology on marketing research.
- Determine the types of technology needed for marketing research.

Explain the concept of market and market identification to identify targeted audiences.

Descriptors:

- Explain the importance of target markets to businesses.
- Describe advantages and disadvantages of mass marketing.
- Describe advantages and disadvantages of using market segments.
- Explain why the use of market segments is increasing.
- Describe demographic characteristics that are analyzed by marketers.
- Explain the value of geographic segmentation.

- Discuss the value of psychographic segmentation.
- Describe types of behavioral segmentation.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Analyze how issues may be viewed differently by various cultural groups.* (People in Societies, A 11-12)
- *Critique data and information to determine the adequacy of support for conclusions.* (Social Studies Skills and Methods B, 11-12)

Employ marketing information to develop a marketing plan.

Descriptors:

- Identify market segments.
- Select a target market.
- Explain the nature of marketing planning.
- Explain the nature of marketing plans.
- Explain the role of situational analysis in the marketing planning process.
- Conduct a market analysis.
- Conduct a SWOT analysis for use in the marketing planning process.
- Assess global trends and opportunities.
- Conduct a competitive analysis.
- Explain the nature of sales forecasts.
- Forecast sales for the marketing plan.
- Set marketing goals, objectives and metrics.
- Set a marketing budget.
- Develop the marketing plan.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Make predictions based on theoretical probabilities and experimental results.* (Data Analysis and Probability K, 8-10)
- *Formulate a problem or mathematical model in response to a specific need or situation, determine information required to solve the problem, choose method for*

obtaining this information, and set limits for acceptable solution. (Mathematical Processes A, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Develop a research project that identifies the various perspectives on an issue and explain a resolution of that issue. (Social Studies Skills and Methods C, 11-12)*

Assess marketing strategies to improve return on marketing investment (ROMI).

Descriptors:

- Identify types of measures that can be used to control marketing planning.
- Describe the purposes of measures used to control marketing planning.
- Explain strategies for linking performance measures to financial outcomes.
- Translate performance measures into financial outcomes.
- Monitor and evaluate the marketing plan's performance.
- Assess the cost-effectiveness of measurement tools.
- Conduct marketing audits.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis and Probability F, 8-10)*
- *Connect statistical techniques to applications in workplace and consumer situations. (Data Analysis and Probability D, 11-12)*

Assess marketing information needs to develop a marketing -information management system.

Descriptors:

- Assess marketing information needs.
- Identify issues and trends in marketing information systems.
- Develop a marketing information management system.

Analyze marketing information to make informed marketing decisions.

Descriptors:

- Identify industry and economic trends that will impact business activities.
- Analyze market needs and opportunities.
- Anticipate market changes.
- Determine the current market position.
- Estimate market share.
- Prepare trend analyses.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources. (Research B, 8-10)*
- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes. (Research C, 8-10)*

- *Communicate findings, reporting on the substance and processes orally, visually and in writing or through multimedia.* (Research E, 8-10; Research E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Describe and interpret rates of change from graphical and numerical data.* (Patterns, Functions and Algebra J, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Critique data and information to determine adequacy of support for conclusions.* (Social Studies Skills and Methods B, 11-12)

Utilize marketing information to analyze and predict customer behavior.

Descriptors:

- Predict demand patterns.
- Conduct a demand analysis.
- Forecast changes in customer expectations.
- Evaluate product usage.
- Analyze purchasing behavior.
- Estimate repeat purchase rate.
- Estimate purchase cycle.
- Determine attitudes toward products and brands.
- Conduct customer satisfaction studies.
- Analyze service sensitivity.

Correlated English Language Arts Academic Content Benchmarks

- *Evaluate the usefulness and credibility of data and sources.* (Research B, 8-10)
- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.* (Research C, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Describe and interpret rates of change from graphical and numerical data.* (Patterns, Functions and Algebra J, 8-10)
- *Make predictions based on theoretical probabilities and experimental results.* (Data Analysis and Probability K, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

- *Use descriptive statistics to analyze and summarize data, including measures of center, dispersion, correlation and variability. (Data Analysis and Probability B, 11-12)*

Apply marketing information to facilitate product and service management decisions.

Descriptors:

- Conduct product analysis.
- Conduct a product and brand situation analysis.
- Conduct service quality studies.
- Predict brand share.
- Conduct a brand audit.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis and Probability F, 8-10)*
- *Make predictions based on theoretical probabilities and experimental results. (Data Analysis and Probability K, 8-10)*
- *Formulate a problem or mathematical model in response to a specific need or situation, determine information required to solve the problem, choose method for obtaining this information, and set limits for acceptable solution. (Mathematical Processes A, 8-10)*

Utilize marketing information to assess marketing communications activities.

Descriptors:

- Measure media audience.
- Evaluate promotional activity.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis and Probability F, 8-10)*
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner. (Mathematical Processes H, 8-10)*

Report findings to communicate research information to others.

Descriptors:

- Display data in charts, graphs or tables.
- Provide sales analysis reports.
- Prepare and use presentation software to support oral reports.
- Prepare written reports for decision making.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that*

include formatting techniques that are user friendly. (Writing Applications C, 11-12)

- *Organize information from various resources to support central ideas, concepts and themes.* (Research C, 8-10)
- *Communicate findings, reporting on the substance and processes orally, visually and in writing or through multimedia.* (Research E, 8-10; Research E, 11-12)
- *Give informational presentations that contain a clear perspective; present ideas from multiple sources in logical sequence; and include a consistent organizational structure.* (Communication: Oral and Visual E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Use a variety of mathematical representations flexibly and appropriately to organize, record and communicate mathematical ideas.* (Mathematical Processes E, 8-10)
- *Communicate mathematical ideas orally and in writing with a clear purpose and appropriate for a specific audience.* (Mathematical Processes I, 11-12)

Assess the quality of marketing research activities to determine needed improvements.

Descriptors:

- Evaluate the quality of marketing research studies (e.g., sampling, validity, reliability, bias).

Correlated Mathematics Academic Content Benchmarks

- *Evaluate the validity of claims and predictions that are based on data by examining the appropriateness of the data collection and analysis.* (Data Analysis and Probability E, 8-10)
- *Describe sampling methods and analyze the effects of method chosen on how well the resulting sample represents the population.* (Data Analysis and Probability G, 8-10)
- *Assess the adequacy and reliability of information available to solve a problem.* (Mathematical Processes C, 11-12)

SELLING

Describe sales activities to show command of their nature and scope.

Descriptors:

- Explain the nature and scope of the selling function.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Explain company selling policies.
- Explain business ethics in selling.
- Describe the use of technology in the selling function.

- Describe the nature of selling regulations.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Acquire product knowledge to communicate product benefits and to ensure appropriateness of the product for the customer.

Descriptors:

- Acquire product information for use in selling.
- Analyze product information to identify product features and benefits.

Correlated English Language Arts Academic Content Benchmarks

- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Differentiate between consumer and business buying behavior.

Descriptors:

- Discuss motivational theories that impact buying behavior.
- Compare factors that influence consumer buying behavior with those influencing business buying behavior.

Explain sales processes used to enhance customer relationships and to increase the likelihood of making sales.

Descriptors:

- Explain the selling process.
- Discuss the impact of the product on the selling process.

Qualify customers/clients to maximize time spent with viable customers/clients.

Descriptors:

- Run a credit check or report on a client.
- Identify the individual with buying authority.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Conduct pre-visit research to develop a full understanding of the client.

Descriptors:

- Explain the use of marketing research information in professional selling.
- Acquire information about the customer's products.
- Obtain information about the customer's market(s).
- Identify the customer's competitors.
- Determine the nature of competitors' offerings.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Perform pre-sales activities to facilitate sales presentation.

Descriptors:

- Determine sales strategies.
- Book appointments with prospective clients.
- Prepare a sales presentation.
- Create a software presentation to support the sales presentation.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to revise content, organization and style, and to improve word choice, sentence variety, clarity and consistency of writing.* (Writing Processes C, 11-12)
- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Use a range of strategies to elaborate and persuade when appropriate, including appeal to logic, use of personal anecdotes, examples, beliefs, expert opinions or cause-effect reasoning.* (Writing Applications E, 11-12)
- *Provide persuasive presentations that use varied speaking techniques and strategies and include a clear controlling idea or thesis.* (Communication: Oral and Visual F, 8-10)
- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Prospect for customers to build clientele.

Descriptors:

- Identify sources of prospects.
- Describe ways that prospecting is beneficial to salespeople.
- Discuss reasons why prospecting is an ongoing process.
- Describe prospecting methods.
- Explain how to construct a prospect list.
- Describe how to use a prospect list.
- Discuss the need for accuracy in maintaining prospect lists.
- Explain the advantages and disadvantages of cold calling.
- Make cold calls.
- Implement prospecting procedures.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*
(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.*
(Mathematical Processes H, 8-10)

Establish a relationship with the client/customer to foster trust and to enhance service image.

Descriptors:

- Describe reasons for establishing relationships with customers/clients.
- Explain techniques for establishing customer/client relationships.
- Identify factors influencing the choice of techniques to use when establishing customer/client relationships.
- Entertain customers/clients.
- Describe characteristics of effective sales openings.
- Implement techniques for establishing customer/client relationships.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.*
(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Identify client/customer personalities to guide implementation of the sales process.

Descriptors:

- Explain the need to recognize customer/client personality types in selling.
- Describe characteristics associated with personality types.
- Discuss actions to take in working with personality types.
- Implement procedures for identifying client/customer personalities.

Determine customer/client needs to direct sales recommendations.

Descriptors:

- Identify types of questioning to use in sales situations.
- Discuss the need for questioning during the sales process.
- Explain the timing of questions during the sales process.
- Describe the relationship between customer type and questioning style.
- Question customers/clients to obtain information for use in determining their needs and wants.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Qualify customer/client needs to aid in making product and/or service recommendations.

Descriptors:

- Distinguish between questioning and probing.
- Describe reasons for using probing during the sales process.
- Explain benefits of probing to assess customer/client needs.
- Identify probing techniques used during the sales process.
- Demonstrate procedures for assessing customer/client needs.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Identify the customer's buying motives to facilitate the sales process.

Descriptors:

- Identify reasons that customers buy.
- Classify types of buying motives.
- Describe techniques for identifying buying motives.
- Demonstrate procedures for identifying customer's buying motives.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Facilitate customer buying decisions to aid the customer in making favorable choices.

Descriptors:

- Identify types of buying decisions.
- Discuss factors that affect place decisions.
- Describe factors that affect price decisions.
- Explain factors that affect time decisions.
- Explain why salespeople need to assist customers in making buying decisions.
- Assist a customer in reaching favorable buying decisions.

Correlated English Language Arts Academic Content Benchmarks

- *Give persuasive presentations that structure ideas and arguments in a logical fashion, clarify and defend positions with relevant evidence and anticipate and address the audience's concerns.* (Communication: Oral and Visual D, 11-12)

Recommend a specific product to satisfy customer needs and wants.

Descriptors:

- Explain the need for addressing customer buying motives when making product recommendations.
- Identify occasions when a product substitution should be used when recommending specific products.
- Implement guidelines for recommending specific product to a customer/ client.

Demonstrate a product to aid customers in making decisions.

Descriptors:

- Explain the importance of effective product demonstrations.
- Describe techniques for “demonstrating” intangible products.
- Utilize a sales packet for professional selling.
- Discuss guidelines for selecting products to demonstrate to customers.
- Implement product demonstration techniques.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)
- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Prescribe a solution to customer needs.

Descriptors:

- Discuss the importance of feature-benefit selling.
- Identify product features that should be considered in preparing for feature/benefit selling.
- Explain the importance of determining which features and benefits appeal to customers.
- Prepare a proposal to present to a client.
- Demonstrate procedures for prescribing solutions to customer needs.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Convert customer/client objections into selling points to assist customers in making buying decisions.

Descriptors:

- Distinguish between objections and excuses.
- Describe reasons that salespeople should be prepared to answer objections.
- Identify types of customer/client objections.
- Describe methods of converting objections into selling points.
- Demonstrate how to convert customer/client objections into selling points.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Close the sale to determine the customer's desire to buy.

Descriptors:

- Identify appropriate closing techniques to use in sales situations.
- Explain reasons that salespeople should always do closing.
- Describe guidelines for closing sales.
- Demonstrate how to close a sale.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Demonstrate suggestion selling to satisfy customer needs and wants.

Descriptors:

- Identify examples of suggestion selling.
- Explain the benefits associated with using suggestion selling.
- Identify categories of items that are appropriate for suggestion selling.
- Discuss guidelines for using suggestion selling.
- Utilize suggestion selling techniques.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Sell a good, service or idea to individuals.

Descriptors:

- Identify appropriate sales techniques for use with a specific customer/client.
- Use the sales process to sell goods, services or ideas to individuals.
- Maintain sales standards.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Process the sale.

Descriptors:

- Calculate miscellaneous charges.
- Process special orders.
- Process telephone orders.
- Process sales documentation.
- Process electronic sales.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.* (Mathematical Processes B, 8-10)

Conduct post-sales follow-up activities to foster ongoing relationships with customers.

Descriptors:

- Plan follow-up strategies for use in selling.
- Prepare sales reports.
- Provide post-sales service.
- Gather customer feedback to improve service.
- Conduct self-assessment of sales performance.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)
- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)
- *Communicate mathematical ideas orally and in writing with a clear purpose and appropriate for a specific audience.* (Mathematical Processes I, 11-12)

Acquire product knowledge to communicate product benefits and to ensure the appropriateness of a product for the customer.

Descriptors:

- Explain the use of brand names in selling.
- Describe usage trends and features.

Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Descriptors:

- Establish relationship with customers.
- Determine customer needs.
- Recommend a specific product.
- Demonstrate the good or service.
- Convert customer/client objections into selling points.
- Close the sale.
- Demonstrate suggestion selling.
- Plan follow-up strategies for use in selling.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)
- *Give persuasive presentations that structure ideas and arguments in a logical fashion, clarify and defend positions with relevant evidence and anticipate and address the audience's concerns.* (Communication: Oral and Visual D, 11-12)

Implement support activities to facilitate the selling process.

Descriptors:

- Arrange delivery of purchases.
- Pack and wrap purchases.
- Process special orders.
- Sell gift certificates.
- Process telephone orders.
- Process returns and exchanges.
- Process sales documentation.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.* (Mathematical Processes B, 8-10)

Collect payment from the customer to complete a customer transaction.

Descriptors:

- Calculate miscellaneous charges.
- Process sales transactions.
- Accept checks from customers.
- Operate the register or terminal.
- Utilize customer service techniques when processing customer payment.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)

- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.*

Guide sales staff to improve their success rate and to minimize staff turnover.

Descriptors:

- Conduct a knowledge gap analysis of the sales staff.
- Analyze sales staff activity and results.
- Explain the sales staff's induction program.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis and Probability F, 8-10)*

Influence sales procedures and activities to improve return on investment.

Descriptors:

- Monitor sales management's ability to conduct customer service operations.
- Assess the sales staff's compensation package.
- Support sales operations.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text. (Reading Process A, 8-10; Reading Process A, 11-12)*

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs. (Data Analysis and Probability F, 8-10)*
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.*

ECONOMICS

Explain fundamental economic concepts to obtain a foundation for employment in business.

Descriptors:

- Distinguish between economic goods and services.
- Explain the concept of economic resources.
- Discuss the determination of income distribution, including poverty and discrimination.
- Explain how economics is a social science that draws conclusions based on hypotheses, theories and data in order to understand human behavior.
- Describe the concepts of economic scarcity, choice and economic activities.
- Determine economic utilities created by business activities.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices.* (Economics A, 11-12)
- *Identify factors which inhibit or spur economic growth and cause expansions or recessions.* (Economics B, 11-12)

Discuss the interactions of supply, demand and price.

Descriptors:

- Explain how scarce resources are allocated.
- Describe how the markets for resources operate and how they determine wage rates, interest and rent.
- Discuss the concepts of opportunity cost and the production possibility frontier.
- Explain how consumers make choices.
- Explain the principles of supply and demand.
- Discuss the impact of elasticity on demand.
- Describe the functions of prices in markets.
- Explain the concept of equilibrium.
- Describe how markets function.
- Explain firm behavior in competitive markets.
- Discuss firm behavior in imperfect markets.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Solve systems of linear equations involving two variables graphically and symbolically.* (Patterns, Functions and Algebra H, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices.* (Economics A, 11-12)

Describe the nature of business to show its contributions to society.

Descriptors:

- Explain the role of business in society.
- Describe types of business activities.

- Explain production theory.
- Discuss the costs of production.

Correlated Social Studies Academic Content Benchmarks

- *Identify factors which inhibit or spur economic growth and cause expansions or recessions.* (Economics B, 11-12)

Differentiate among economic systems to understand the environments in which businesses function.

Descriptors:

- Explain the types of economic systems.
- Explain the concept of private enterprise.
- Identify factors affecting a business' profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Describe businesses' market structures.

Correlated Social Studies Academic Content Benchmarks

- *Compare how different economic systems answer the fundamental economic questions of what goods and services to produce, how to produce them, and who will consume them.*(Economics A, 9-10)

Discuss the impact of government on business activities to make informed economic decisions.

Descriptors:

- Determine the relationship between government and business.
- Describe the nature of taxes.
- Discuss the nature of monetary policy.
- Discuss the supply and demand for money.
- Explain the role of the Federal Reserve System.
- Explain the concept of fiscal policies.
- Discuss the development of aggregate demand and aggregate supply.
- Apply aggregate demand and aggregate supply.
- Explain the nature of national income accounts.
- Describe the effects of fiscal and monetary policies.
- Discuss the effects of the federal government's budget deficit.
- Explain the concept of long-run growth and policies that affect business growth.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Explain how the U.S. government provides public services, redistributes income, regulates economic activity, and promotes economic growth and stability.* (Economics B, 9-10)

- *Identify factors which inhibit or spur economic growth and cause expansions or recessions.* (Economics B, 11-12)
- *Analyze the role of fiscal and regulatory policies in a mixed economy.* (Economics D, 11-12)

Discuss productivity to understand its impact on business decision making.

Descriptors:

- Explain the concept of productivity.
- Describe the concept of economies of scale.

Analyze cost/profit relationships to guide business decision making.

Descriptors:

- Analyze the effects of government expenditures and tax policies on productivity.
- Analyze the impact of specialization and division of labor on productivity.
- Explain the economic concepts of efficiency and equity.
- Explain the concept of organized labor and business.
- Explain the impact of the law of diminishing returns.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Analyze the role of fiscal and regulatory policies in a mixed economy.* (Economics D, 11-12)

Explain economic indicators to measure economic trends and conditions.

Descriptors:

- Explain measures used to analyze economic conditions, including the level of income, the level of employment, the unemployment rate, the natural rate of unemployment, the price level, the inflation rate, productivity and the rate of interest.
- Compare real and nominal magnitudes.
- Describe the concept of price stability as an economic measure.
- Explain the basics of macroeconomic instability theories.
- Discuss the measure of consumer spending as an economic indicator.
- Discuss the impact of a nation's unemployment rates.
- Describe the economic impact of inflation on business.

- Explain unemployment and inflation tradeoffs.
- Explain the economic impact of interest rate fluctuations.
- Determine the impact of business cycles on business activities.
- Explain how monetary and fiscal policies can be used to regulate business cycles.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices.* (Economics A, 11-12)
- *Identify factors which inhibit or spur economic growth and cause expansions or recessions.* (Economics B, 11-12)
- *Analyze the role of fiscal and regulatory policies in a mixed economy.* (Economics D,

Explain the company’s unique selling proposition to recognize what sets the company apart from its competitors.

Descriptors:

- Identify the company’s unique selling proposition.
- Identify internal and external service standards.

Explain marketing’s role and function in retailing to facilitate work among departments.

Descriptors:

- Distinguish between retailing and marketing.
- Explain the importance of merchandising to retailers and to e-tailers.

Explain the use of marketing strategies to guide marketing decision making.

Descriptors:

- Identify the components of the marketing mix.
- Describe the importance of each component of the marketing mix.
- Explain the relationship among goals, strategies and tactics.
- Describe the importance of marketing strategies.
- Explain the factors that may cause marketing strategies to change.
- Explain the importance of strategies in the marketing mix.
- Identify considerations in implementing international marketing strategies.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

MARKETING COMMUNICATIONS

Describe marketing communications activities to show command of their nature and scope.

Descriptors:

- Explain the role of marketing communications as a marketing function.
- Explain the types of marketing communications.
- Identify the elements of the marketing communications mix.
- Describe the use of business ethics in marketing communications.
- Describe the use of technology in the marketing communications function.
- Describe the regulation of marketing communications.

Explain marketing communications channels used to communicate promotional messages to targeted audiences.

Descriptors:

- Explain the types of advertising media.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Discuss direct marketing channels.
- Identify communications channels used in sales promotion.
- Explain communications channels used in public relations activities.
- Describe considerations in using databases in marketing communications.

Explain the components of advertisements

Descriptors:

- Explain the purpose for each element in an advertisement.
- Describe the purpose of an ad's layout.
- Identify approaches businesses can use with headlines to achieve the ad's objectives.
- Explain ways that illustrations in advertisements can focus reader attention on the product.
- Describe copy techniques that can create desire for a product in a print advertisement.
- Identify types of information contained in the identification element of advertisements.
- Explain the importance of coordinating the elements in advertisements.

Correlated English Language Arts Academic Content Benchmarks

- *Analyze whether graphics supplement textual information and promote the author's purpose.* (Reading Applications: Informational, Technical and Persuasive Text C, 8-10)
- *Explain and analyze how an author appeals to an audience and develops an argument or viewpoint in text.* (Reading Applications: Informational, Technical and Persuasive Text D, 8-10)

- *Identify and analyze examples of rhetorical devices and valid and invalid inferences.* (Reading Applications: Informational, Technical and Persuasive Text B, 11-12)
- *Analyze an author’s implicit and explicit philosophical assumptions and beliefs about a subject.* (Reading Applications: Informational, Technical and Persuasive Text E, 11-12)

Explain public relations activities.

Descriptors:

- Identify types of public relations activities.
- Explain the importance of public relations.
- Discuss internal and external audiences for public relations activities.

Explain participation in trade shows and expositions to communicate with targeted audiences.

Descriptors:

- Discuss purposes for trade shows and expositions.
- Explain how businesses can use trade-show and expositions participation to communicate with targeted audiences.
- Explain considerations used to evaluate whether to participate in trade shows or expositions.

Explain the nature of a marketing communications plan.

Descriptors:

- Describe types of promotional plans.
- Identify the components of a promotional plan.
- Describe internal and external factors that can affect promotional plans.
- Explain the need for promotional plans.

Correlated English Language Arts Academic Content Benchmarks

- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)

Evaluate long-term and short-term results of promotional efforts.

Descriptors:

- Identify metrics for assessing results of promotional efforts.
- Implement metrics for assessing results of promotional efforts.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Formulate a problem or mathematical model in response to a specific need or situation, determine information required to solve the problem, choose method for obtaining this information, and set limits for acceptable solution.* (Mathematical Processes A, 8-10)

Assist with preparing promotional messages to targeted audiences.

Descriptors:

- Complete advertising prep sheets.
- Proof ads.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)

Use special events to increase sales.

Descriptors:

- Plan special events.
- Prepare the store or department for a special event.

Utilize business systems to expedite workflow and enhance a business' image.

Descriptors:

- Define uniform marketing processes to streamline communications.
- Manage systems for housing marketing assets (e.g., marketing collateral, promotional items, graphics, letterhead, logos).
- Standardize and automate marketing workflows.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Develop marketing communications activities to maximize return on marketing investment.

Descriptors:

- Develop communications objectives.
- Develop promotional mix activities.
- Develop advertising plans to achieve communications objectives.
- Develop a sales promotion plan for achieving communications objectives.

- Develop a public relations and publicity plan for achieving communications objectives.
- Contrast promotional messages with customers' needs.
- Evaluate the allocation of a promotional effort.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Connect statistical techniques to applications in workplace and consumer situations.* (Data Analysis and Probability D, 11-12)

Analyze outside agency relationships to aid in promotional planning and development.

Descriptors:

- Create written briefs for outside agencies.
- Explain how to assess outside agency relationships (i.e., what to look for when hiring consultants).

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to revise content, organization and style, and to improve word choice, sentence variety, clarity and consistency of writing.* (Writing Processes C, 11-12)
- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)
- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)

Utilize metrics to measure the effectiveness of marketing communications.

Descriptors:

- Identify ways of tracking marketing communications activities.
- Select metrics to measure the effectiveness of marketing communications.
- Apply metrics to measure the effectiveness of marketing communications.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Formulate a problem or mathematical model in response to a specific need or situation, determine information required to solve the problem, choose method for*

obtaining this information, and set limits for acceptable solution. (Mathematical Processes A, 8-10)

Explain design principles used in advertising layouts to communicate needs to designers.

Descriptors:

- Describe the use of color in advertisements.
- Describe the elements of design.
- Discuss the use of illustrations in advertisements.
- Discuss the nature of typography.
- Explain type styles used in advertisements.
- Describe effective advertising layouts.
- Identify types of drawing media.
- Describe digital color concepts.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary. (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)*
- *Analyze whether graphics supplement textual information and promote the author's purpose. (Reading Applications: Informational, Technical and Persuasive Text C, 8-10)*

PRICING

Explain pricing activities to show command of their role in marketing.

Descriptors:

- Explain the nature and scope of the pricing function.
- Describe the role of business ethics in pricing.
- Explain the use of technology in the pricing function.
- Explain legal considerations for pricing.
- Explain factors affecting pricing decisions (e.g., pricing standards, client attitudes, consumer purchase cycles [frequency and quantities purchased], brand positioning, competition and costs).

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary. (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)*

Correlated Mathematics Academic Content Benchmarks

- *Communicate mathematical ideas orally and in writing with a clear purpose and appropriate for a specific audience. (Mathematical Processes I, 11-12)*

Correlated Social Studies Academic Content Benchmarks

- *Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices. (Economics A, 11-12)*

Employ pricing strategies to determine optimal prices.

Descriptors:

- Determine the cost of a product (break-even, ROI, markup).
- Calculate break-even.
- Establish pricing objectives.
- Select pricing policies.
- Determine discounts and allowances that can be used to adjust base prices.
- Determine terms of trading.
- Set prices.
- Adjust prices to maximize profitability.

Correlated Mathematics Academic Content Benchmarks

- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Solve systems of linear equations involving two variables graphically and symbolically.* (Patterns, Functions and Algebra H, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

Assess pricing strategies to identify needed changes and to improve profitability.

Descriptors:

- Compare prices with those of competitors.
- Ensure price fairness.
- Evaluate pricing decisions.
- Determine price sensitivity.
- Assess changes in price structure.
- Analyze variances to planned pricing.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Describe and interpret rates of change from graphical and numerical data.* (Patterns, Functions and Algebra J, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

PRODUCT AND SERVICE MANAGEMENT

Explain product and service management activities to show command of their nature and scope.

Descriptors:

- Explain the nature and scope of the product and service management function.
- Identify the impact of product life cycles on marketing decisions.
- Describe the use of technology in the product and service management function.
- Explain business ethics in product and service management.

Generate product ideas to contribute to ongoing business success.

Descriptors:

- Identify product opportunities.
- Identify methods or techniques for generating a product idea.
- Generate product ideas.
- Determine the initial feasibility of the product idea.
- Adjust the idea to create functional product.
- Identify a champion to push ideas through to fruition.
- Create processes for ongoing opportunity recognition.

Correlated Social Studies Academic Content Benchmarks

- *Critique data and information to determine the adequacy of support for conclusions.* (Social Studies Skills and Methods B, 11-12)

Apply quality assurances to enhance product and/or service offerings.

Descriptors:

- Describe the uses of grades and standards in marketing.
- Explain warranties and guarantees.
- Identify consumer protection provisions of appropriate agencies.
- Evaluate customer experience.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Evaluate how features and characteristics make information accessible and usable and how structures help authors achieve their purposes.* (Reading Applications: Informational, Technical and Persuasive Text A, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Design and perform a statistical experiment, simulation or study; collect and interpret data; and use descriptive statistics to communicate and support predictions and conclusions.* (Data Analysis and Probability C, 11-12)

Employ product mix strategies to meet customer expectations.

Descriptors:

- Explain the concept of product mix.
- Describe the nature of product bundling.
- Identify a product to fill a customer's need.
- Plan a product mix.
- Determine services to provide customers.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Employ product mix strategies to meet customer expectations.

Descriptors:

- Analyze product needs and opportunities.
- Adapt product range to the needs of targeted market segments.
- Develop product search methods.
- Determine product priorities.
- Monitor market innovations.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Develop an understanding of properties of and representations for addition and multiplication of vectors and matrices.* (Number, Number Sense and Operations B, 11-12)
- *Design and perform a statistical experiment, simulation or study; collect and interpret data; and use descriptive statistics to communicate and support predictions and conclusions.* (Data Analysis and Probability C, 11-12)

Position products and services to acquire the desired business image.

Descriptors:

- Describe factors that marketers use to position products and services.
- Explain the nature of product and service branding.
- Explain the role of customer service in positioning and image.
- Develop strategies for positioning products and services.

- Build a product and/or service brand.

Position the company to acquire a desired business image.

Descriptors:

- Explain the nature of corporate branding.
- Describe factors used by businesses to position corporate brands.
- Develop strategies for positioning corporate brands.
- Build corporate brands.

Employ product development processes to maintain an up-to-date product pipeline.

Descriptors:

- Explain new product development processes.
- Determine product development objectives.
- Evaluate and process innovations.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)

Plan and evaluate product and service management activities to facilitate product development.

Descriptors:

- Create a product and brand plan.
- Plan and manage the product and brand lifecycle.
- Develop a new product launch plan.
- Coordinate product and service launches.
- Evaluate product and service launches.

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)

Assess product and service management activities to increase profitability.

Descriptors:

- Evaluate alternative marketing techniques and procedures for achieving product development objectives.
- Evaluate the product mix.
- Assess product development activities.
- Conduct a product and brand audit.

Correlated Mathematics Academic Content Benchmarks

- *Connect statistical techniques to applications in workplace and consumer situations.* (Data Analysis and Probability D, 11-12)

Assess product packaging to improve its function and to improve its brand recognition.

Descriptors:

- Assess product packaging requirements.
- Evaluate the graphic design on packages.
- Evaluate the adequacy of product packaging.
- Conduct reviews of product packaging.

Correlated English Language Arts Academic Content Benchmarks

- *Analyze whether graphics supplement textual information and promote the author's purpose.* (Reading Applications: Informational, Technical and Persuasive Text C, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Connect statistical techniques to applications in workplace and consumer situations.* (Data Analysis and Probability D, 11-12)

Position products and services to align with the brand image.

Descriptors:

- Develop a positioning concept for a new product idea.
- Communicate the core values of a product or service.
- Identify a product's or service's competitive advantage.
- Leverage a product's or service's competitive advantage.

CHANNEL MANAGEMENT

Describe channel management activities to show command of their role in marketing.

Descriptors:

- Explain the nature and scope of channel management.
- Explain the relationship between customer service and channel management.

- Explain the nature of channels of distribution.
- Describe the use of technology in the channel management function.
- Explain legal considerations in channel management.
- Describe ethical considerations in channel management.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Manage channel activities to minimize costs and to determine distribution strategies.

Descriptors:

- Coordinate channel management with other marketing activities.
- Explain the nature of channel-to-member relationships.
- Explain the nature of channel strategies.
- Select channels of distribution.
- Evaluate channel members.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Develop channel management strategies to maximize marketing efforts.

Descriptors:

- Establish distribution points.
- Develop performance standards for distributors.
- Develop new channels for goods and services.
- Develop collaborative relationships with channel members.
- Develop channel management strategies.

Assess channel management strategies to improve their effectiveness and to minimize their costs.

Descriptors:

- Monitor distributors' performance standards.
- Evaluate buyer-seller relationships.
- Assess distribution channels.
- Conduct a total cost analysis of logistics.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Critique data and information to determine the adequacy of support for conclusions.* (Social Studies Skills and Methods B, 11-12)

ENTREPRENEURSHIP

Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures.

Descriptors:

- Explain the need for entrepreneurial discovery.
- Discuss entrepreneurial discovery processes.
- Assess global trends and opportunities.
- Determine opportunities for venture creation.
- Assess opportunities for venture creation.
- Describe idea generation methods.
- Generate venture ideas.
- Determine the feasibility of ideas.

Correlated English Language Arts Academic Content Benchmarks

- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Develop a concept for a new business venture to evaluate its success potential.

Descriptors:

- Describe entrepreneurial planning considerations.
- Explain tools used by entrepreneurs for venture planning.

- Assess start-up requirements.
- Assess risks associated with the venture.
- Describe external resources useful to entrepreneurs during concept development.
- Assess the need to use external resources for concept development.
- Describe strategies for protecting intellectual property.
- Use components of a business plan to define the venture idea.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Formulate open-ended research questions suitable for investigation and adjust questions as necessary while research is conducted.* (Research A, 8-10)
- *Formulate open-ended research questions suitable for inquiry and investigation and adjust questions as necessary while research is conducted.* (Research A, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Obtain and evaluate information from public records and other resources related to a public policy issue.* (Social Studies Skills and Methods A, 11-12)
- *Critique data and information to determine the adequacy of support for conclusions.* (Social Studies Skills and Methods B, 11-12)

Determine needed resources for a new business venture to contribute to its start-up viability.

Descriptors:

- Distinguish between debt and equity financing for venture creation.
- Describe the processes used to acquire adequate financial resources for venture creation.
- Select sources of financing venture creation.
- Explain factors to consider in determining a venture's human resources needs.
- Explain considerations in making the decision to hire staff.
- Describe considerations in selecting capital resources.
- Identify capital resources needed for the venture.
- Explain the costs and benefits associated with resources.

Correlated English Language Arts Academic Content Benchmarks

- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations. (Patterns, Functions and Algebra D, 8-10)*
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner. (Mathematical Processes H, 8-10)*

Correlated Social Studies Academic Content Benchmarks

- *Analyze how scarcity of productive resources affects supply, demand, inflation and economic choices. (Economics A, 11-12)*
- *Critique data and information to determine the adequacy of support for conclusions. (Social Studies Skills and Methods B, 11-12)*

Explain considerations in launching a new business venture to generate profit and/or meet objectives.

Descriptors:

- Use external resources to supplement entrepreneur’s expertise.
- Explain the complexity of business operations.
- Evaluate risk-taking opportunities.
- Explain the need for business systems and procedures.
- Describe the use of operating procedures.
- Explain methods and processes for organizing workflow.
- Develop a product and/or service idea.
- Use creative problem solving to make business decisions.
- Explain the impact of resource productivity on venture success.
- Create processes for ongoing opportunity recognition.
- Develop a plan to invest resources into improving current products or creating new ones.
- Adapt to changes in the business environment.

Correlated English Language Arts Academic Content Benchmarks

- *Compile, organize and evaluate information, take notes and summarize findings. (Research B, 11-12)*
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources. (Research C, 11-12)*

Correlated Mathematics Academic Content Benchmarks

- *Connect statistical techniques to applications in workplace and consumer situations. (Data Analysis and Probability D, 11-12)*
- *Formulate a problem or mathematical model in response to a specific need or situation, determine information required to solve the problem, choose method for obtaining this information, and set limits for acceptable solution. (Mathematical Processes A, 8-10)*

Correlated Social Studies Academic Content Benchmarks

- *Identify factors which inhibit or spur economic growth and cause expansions or recessions. (Economics B, 11-12)*
- *Critique data and information to determine the adequacy of support for conclusions. (Social Studies Skills and Methods B, 11-12)*

Select harvesting strategies to identify the entrepreneur’s role in the business venture.

Descriptors:

- Explain the need for continuation planning.
- Describe methods of venture harvesting.
- Evaluate options for continued venture involvement.
- Develop exit strategies.

FINANCIAL ANALYSIS

Describe the fundamental principles of money needed to make financial exchanges.

Descriptors:

- Explain forms of financial exchange (cash, credit, debit, electronic funds transfer.)
- Identify types of currency (paper money, coins, bank notes, government bonds, treasury notes.)
- Describe functions of money (medium of exchange, unit of measure, store of value.)
- Describe sources of income (wages, salaries, interest, rent, dividends, transfer payments.)
- Explain the time value of money.
- Explain the purposes for and importance of credit.
- Explain legal responsibilities associated with financial exchanges.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Analyze financial needs and goals to determine financial requirements.

Descriptors:

- Explain the need to save and invest (e.g., college, retirement, wills, insurance.)
- Set financial goals.
- Develop a personal budget.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Explain the use of a budget in making personal economic decisions and planning for the future.* (Economics E, 11-12)

Manage personal finances to achieve financial goals.

Descriptors:

- Explain the nature of tax liabilities.
- Interpret a pay stub.
- Maintain financial records.
- Read and reconcile bank statements.
- Analyze the wise use of credit.
- Explain the components of one's credit history.
- Describe ways of preventing identity theft.
- Prepare personal income tax forms (e.g., 1040 EZ form).

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)
- *Evaluate how features and characteristics make information accessible and usable and how structures help authors achieve their purposes.* (Reading Applications: Informational, Technical and Persuasive Text A, 8-10)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Explain the use of a budget in making personal economic decisions and planning for the future.* (Economics E, 11-12)

Explain the use of financial services providers to aid in achieving financial-goals.

Descriptors:

- Describe types of financial services providers.
- Discuss considerations in selecting a financial services provider.

Correlated Social Studies Academic Content Benchmarks

- *Explain the use of a budget in making personal economic decisions and planning for the future.* (Economics E, 11-12)

Use investment strategies to ensure financial well-being.

Descriptors:

- Explain types of investments.
- Explain the nature of capital investment.
- Establish investment goals and objectives.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)

Correlated Social Studies Academic Content Benchmarks

- *Explain the use of a budget in making personal economic decisions and planning for the future.* (Economics E, 11-12)

Identify potential business threats and opportunities to protect and foster a business' financial well-being.

Descriptors:

- Identify speculative business risks.
- Describe the concept of insurance.

Investigate risk management strategies for protecting a business.

Descriptors:

- Explain the nature of risk management.
- Explain insurance coverage.
- Explain procedures for settling insurance losses.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Explain accounting procedures for tracking money flow and to determine financial status.

Descriptors:

- Explain the concept of accounting.
- Explain the need for accounting standards (GAAP).
- Describe the nature of cash flow statements.
- Explain the nature of balance sheets.
- Describe the nature of income statements.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

- *Evaluate how features and characteristics make information accessible and usable and how structures help authors achieve their purposes.* (Reading Applications: Informational, Technical and Persuasive Text A, 8-10)

Prepare cash flow statements to manage money flow.

Descriptors:

- Identify a business' sources of income.
- Determine a business' expenses.
- Calculate cash receipts.
- Calculate cash payments.
- Calculate cash flow for a business.
- Maintain a record of cash flow in cash flow statements.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Implement financial skills to understand business credit and to control its use.

Descriptors:

- Explain the purposes for and importance of obtaining business credit.
- Analyze critical banking relationships.
- Make critical decisions regarding accepting bank cards.
- Determine financing needed for business operations.
- Identify risks associated with obtaining business credit.
- Explain sources of financial assistance.
- Explain loan evaluation criteria used by lending institutions.
- Complete loan application package.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Manage financial resources to ensure solvency.

Descriptors:

- Describe the nature of cost/benefit analysis.
- Forecast sales.
- Calculate financial ratios.
- Describe the nature of budgets.
- Explain the nature of operating budgets.
- Determine relationships among total revenue, marginal revenue, output and profit.
- Develop a company's or department's budget.
- Analyze cash flow patterns.
- Conduct a break-even analysis.
- Interpret financial statements.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Solve and graph linear equations and inequalities.* (Patterns, Functions and Algebra F, 8-10)
- *Solve systems of linear equations involving two variables graphically and symbolically.* (Patterns, Functions and Algebra H, 8-10)
- *Describe and interpret rates of change from graphical and numerical data.* (Patterns, Functions and Algebra J, 8-10)
- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

Implement accounting procedures to track money flow and to determine financial status.

Descriptors:

- Explain the financial implications of product cannibalization.

- Determine product-line profitability.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Manage financial resources to ensure solvency.

Descriptors:

- Allocate a marketing budget.
- Calculate return on marketing investment (ROMI).
- Measure the cost-effectiveness of marketing expenditures.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Analyze how the scarcity of productive resources affects supply, demand, inflation and economic choices.* (Economics A, 11-12)

Implement expense-control strategies to enhance a business' financial well-being.

Descriptors:

- Track invoices.
- Track marketing budgets.
- Adjust the marketing budget in response to new market opportunities.

Correlated Mathematics Academic Content Benchmarks

- *Estimate, compute and solve problems involving real numbers, including ratio, proportion and percent, and explain solutions.* (Number, Number Sense and Operations G, 8-10)
- *Write and solve real-world, multi-step problems involving money, elapsed time and temperature, and verify reasonableness of solutions.* (Measurement F, 8-10)
- *Use algebraic representations, such as tables, graphs, expressions, functions and inequalities, to model and solve problem situations.* (Patterns, Functions and Algebra D, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11- 12)

HUMAN RESOURCES MANAGEMENT

Implement organizational skills for facilitating the work efforts of others.

Descriptors:

- Delegate work to others.
- Schedule employees.
- Assist employees with prioritizing work responsibilities.

Coordinate efforts of cross-functional teams to achieve project or company goals.

Descriptors:

- Manage collaborative efforts.
- Move employees into and out of projects.
- Harmonize tasks, projects and employees in the context of business priorities.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Staff a department or business unit to satisfy work demands while adhering to budget constraints.

Descriptors:

- Determine hiring needs.
- Screen job applications and resumes.
- Interview job applicants.
- Discuss employee compensation.
- Select and hire new employees.
- Conduct exit interviews.
- Dismiss employees.

- Maintain human resources records.

Correlated English Language Arts Academic Content Benchmarks

- *Use appropriate self-monitoring strategies for comprehension.* (Reading Process C, 8-10; Reading Process C, 11-12)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)
- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)

Foster staff growth and development to increase productivity and employee satisfaction.

Descriptors:

- Orient new employees.
- Orient new employees (management's role).
- Explain the role of training and human resource's development.
- Explain the nature of management and supervisory training.
- Coach employees.
- Recognize and reward employees.
- Maintain ongoing discussions of issues related to compensation.
- Train staff.
- Supervise staff..
- Ensure equitable opportunities for employees.
- Assess employee performance.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)
- *Give informational presentations that contain a clear perspective; present ideas from multiple sources in logical sequence; and include a consistent organizational structure.*(Communication: Oral and Visual E, 11-12)

Resolve staff issues and problems to enhance productivity and to improve employee relationships.

Descriptors:

- Handle employee complaints and grievances.
- Explain the nature of remedial action.
- Explain issues associated with the payroll process.

Correlated English Language Arts Academic Content Benchmarks

- *Use a variety of strategies to enhance listening comprehension.* (Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

Foster retail staff growth and development to increase productivity and employee satisfaction.

Descriptors:

- Conduct a product “show and tell”.
- Conduct contests to motivate employees.
- Foster the right environment for employees.
- Hold special events for employees.
- Involve staff in company activities.

Correlated English Language Arts Academic Content Benchmarks

- *Give persuasive presentations that structure ideas and arguments in a logical fashion, clarify and defend positions with relevant evidence and anticipate and address the audience’s concerns.* (Communication: Oral and Visual D, 11-12)
- *Give informational presentations that contain a clear perspective; present ideas from multiple sources in logical sequence; and include a consistent organizational structure.* (Communication: Oral and Visual E, 11-12)
- *Give presentations using a variety of delivery methods, visual displays and technology.* (Communication: Oral and Visual G, 8-10; Communication: Oral and Visual F, 11-12)

Implement organizational skills to facilitate work efforts.

Descriptors:

- Coordinate the efforts of multifunctional teams.
- Determine staffing requirements and responsibilities for projects.

Utilize techniques for staffing an organization or a department within an organization.

Descriptors:

- Evaluate the adequacy of staffing levels.
- Staff key marketing positions.

Manage staff growth and development to increase productivity and employee satisfaction.

Descriptors:

- Ensure staff understanding of responsibilities, duties, functions and authority levels.

- Determine the adequacy of training courses.
- Assess marketing personnel's ability to react to market developments.
- Supervise marketing positions.

Correlated English Language Arts Academic Content Benchmarks

- *Select and use effective speaking strategies for a variety of audiences, situations and purposes.* (Communication: Oral and Visual C, 11-12)

STRATEGIC MANAGEMENT

Recognize management's role to understand its contribution to business success.

Descriptors:

- Explain the concept of management.
- Explain the nature of managerial ethics.

Utilize planning tools to guide an organization's or department's activities.

Descriptors:

- Explain the nature of business plans.
- Develop company goals and objectives.
- Define a business' mission.
- Conduct an organizational SWOT.
- Explain external planning considerations.
- Develop action plans.
- Develop a business plan.

Correlated English Language Arts Academic Content Benchmarks

- *Determine the usefulness of organizers and apply appropriate pre-writing tasks.* (Writing Processes B, 8-10)
- *Edit to improve sentence fluency, grammar and usage.* (Writing Processes D, 8-10)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)
- *Evaluate the usefulness and credibility of data and sources.* (Research B, 8-10)
- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.* (Research C, 8-10)

Identify and benchmark key performance indicators.

Descriptors:

- Explain the use of key performance indicators in business decision making.
- Establish benchmarks for key performance indicators.
- Use high-level indicators to develop action plans for key performance indicators (e.g., dashboards, scorecards).

Correlated English Language Arts Academic Content Benchmarks

- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)

Control an organization's or department's activities to encourage growth and development.

Descriptors:

- Describe the nature of managerial control (control process, types of control, what is controlled).
- Analyze operating results in relation to budget and industry.
- Track the performance of a business plan.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Locate and interpret mathematical information accurately, and communicate ideas, processes and solutions in a complete and easily understood manner.* (Mathematical Processes H, 8-10)

Control an organization's or department's activities to encourage growth and development.

Descriptors:

- Show the marketing strategy's effect on marketing goals and objectives.
- Monitor achievement of marketing objectives.
- Set marketing policies.
- Establish a marketing cost control system.
- Select metrics for measuring success.
- Design a marketing performance measurement system.
- Modify marketing strategies based on performance results.

Correlated Mathematics Academic Content Benchmarks

- *Construct convincing arguments based on analysis of data and interpretation of graphs.* (Data Analysis and Probability F, 8-10)
- *Create and analyze tabular and graphical displays of data using appropriate tools, including spreadsheets and graphing calculators.* (Data Analysis and Probability A, 11-12)
- *Apply mathematical modeling to workplace and consumer situations, including problem formulation, identification of a mathematical model, interpretation of solution within the model, and validation to original problem situation.* (Mathematical Processes J, 11-12)

Utilize planning tools to guide the organization's or department's activities.

Descriptors:

- Align marketing activities with business objectives.
- Provide input into strategic planning.
- Conduct gap analysis to determine the organization's capability.
- Develop an organizational structure.
- Determine a strategic marketing planning structure.

Correlated Mathematics Academic Content Benchmarks

- *Apply mathematical knowledge and skills routinely in other content areas and practical situations.* (Mathematical Processes B, 8-10)

BUSINESS LAW

Acquire information about business laws and regulations to show command of their nature and scope.

Descriptors:

- Explain the nature of business ethics and social responsibility.
- Discuss the nature of law and sources of law in the United States.
- Describe the United States' judicial system.
- Describe legal issues affecting businesses.

Correlated English Language Arts Academic Content Benchmarks

- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Evaluate, take and defend positions about issues concerning the alignment of the characteristics of American democracy with realities in the United States today.* (Government A, 11-12)
- *Explain how the U.S. Constitution has evolved including its philosophical foundations, amendments and court interpretations.* (Government B, 11-12)

Explain the civil foundations for the legal environment of business.

Descriptors:

- Identify the basic torts relating to business enterprises.
- Describe the nature of legally binding contracts.
- Describe different types of contracts.
- Discuss the requirements for a binding, legal agreement.
- Explain the importance of property in the legal environment of business.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Analyze the features and structures of documents and critique them for their effectiveness.* (Reading Applications: Informational, Technical and Persuasive Text A, 11-12)

Explore the regulatory environment of United States' businesses.

Descriptors:

- Describe the nature of legal procedure.
- Explain the nature of product liability and advertising regulation.
- Discuss the nature of debtor-creditor relationships.
- Explain the nature of agency relationships.
- Discuss the nature of environmental law.
- Discuss the role of administrative law.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Identify factors which inhibit or spur economic growth and cause expansions or recessions.* (Economics B, 11-12)
- *Analyze the role of fiscal and regulatory policies in a mixed economy.* (Economics D, 11-12)

Describe types of business ownership.

Descriptors:

- Identify types of business ownership.
- List types of businesses that would probably use a sole proprietorship form of ownership.
- Explain the purposes of forming a partnership.
- Describe types of partnership arrangements.
- Describe the process for forming a corporation.
- Describe forms of corporations.
- Explain ways in which corporations grow.
- Describe the importance of franchises in our society.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)

Select a form of business ownership.

Descriptors:

- Describe the advantages and disadvantages of sole proprietorships.
- Describe the advantages and disadvantages of partnerships.
- Discuss the advantages and disadvantages of corporations.
- Explain the advantages and disadvantages of hybrid forms of business ownership.
- Explain factors that affect the choice of ownership form.
- Demonstrate procedures for selecting a form of business ownership.

Correlated English Language Arts Academic Content Benchmarks

- *Organize information from various resources and select appropriate sources to support central ideas, concepts and themes.* (Research C, 8-10)

Acquire knowledge of commerce laws and regulations to continue business operations.

Descriptors:

- Explain the nature of trade regulations.
- Describe the impact of antitrust legislation.
- Explain the nature of environmental regulations.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Evaluate the consequences of geographic and environmental changes resulting from governmental policies and human modifications to the physical environment.* (Geography B, 11-12)
- *Explain how the U.S. government provides public services, redistributes income, regulates economic activity, and promotes economic growth and stability.* (Economics B, 9-10)
- *Obtain and evaluate information from public records and other resources related to a public policy issue.* (Social Studies Skills and Methods A, 11-12)

Explain human resources laws and regulations to facilitate business operations.

Descriptors:

- Explain the nature of human resources regulations.
- Explain the nature of workplace regulations (including OSHA, ADA).
- Discuss employment relationships.
- Explain the role of equal opportunity employment.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)

Explain tax laws and regulations to adhere to government requirements.

Descriptors:

- Explain the nature of tax regulations on business.
- Explain the nature of businesses' reporting requirements.

Correlated Social Studies Academic Content Benchmarks

- *Analyze the role of fiscal and regulatory policies in a mixed economy.* (Economics D, 11-12)

Comply with laws and regulations to continue business operations.

Descriptors:

- Identify laws and regulations impacting business operations.
- Develop strategies for legal and government compliance.

TECHNOLOGY

Identify hardware and software system requirements that match business needs to align with business strategy.

Descriptors:

- Explain considerations in selecting hardware and software.
- Discuss sources of hardware and software system requirement information.
- Establish specifications for selecting hardware and software systems.
- Determine a venture's information technology needs.

Create and post a basic Web page.

Descriptors:

- Explain the basic structure of a Web page.
- Describe limitations associated with Web page creation (e.g., typography, graphics file size and navigation).
- Explain the importance of tags in structuring Web pages.
- Discuss the importance of using a descriptive, useful title on a Web page.
- Identify naming conventions for Web files.
- Save and name Web files.
- Identify information in XHTML documents that will be ignored by browsers.
- Format the text of a Web page.
- Discuss considerations in selecting a graphics format.
- Add graphics elements to a Web page.
- Add attributes to a tag for a Web page.

- Add hypertext links in a Web page.
- Display a document within a Web browser.
- Upload a Web page to the Worldwide Web.

Correlated English Language Arts Academic Content Benchmarks

- *Apply editing strategies to eliminate slang and improve conventions.* (Writing Processes D, 11-12)

INTERNATIONAL MARKETING

Determine global trade’s impact on business decision making.

Descriptors:

- Explain the nature of global trade.
- Describe how to create comparative advantage.
- Explain the determinants of global trade flows.
- Describe the determinants of exchange rates and their effects on the domestic economy.
- Discuss the impact of cultural and social environments on world trade.
- Explain labor issues associated with global trade.
- Describe the impact of regional trade organizations on global trade.
- Apply economic reasoning to better understand and critically evaluate real world circumstances and events.

Correlated English Language Arts Academic Content Benchmarks

- *Use multiple resources to enhance comprehension of vocabulary.* (Acquisition of Vocabulary F, 8-10; Acquisition of Vocabulary E, 11-12)
- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Correlated Social Studies Academic Content Benchmarks

- *Explain how voluntary worldwide trade, specialization and interdependence among countries affect standards of living and economic growth.* (Economics C, 11-12)

Identify the effects of global trade on retailing.

Descriptors:

- Discuss theories associated with the evolution of retail competition.
- Explain current retail trends driven by global trade.

Correlated Social Studies Academic Content Benchmarks

- *Explain how voluntary worldwide trade, specialization and interdependence among countries affect standards of living and economic growth. (Economics C, 11-12)*

PROFESSIONAL DEVELOPMENT

Acquire self-development skills to enhance relationships and to improve efficiency in the work environment.

Descriptors:

- Maintain appropriate personal appearance.
- Set personal goals.

Utilize critical thinking skills to determine the best options and/or outcomes.

Descriptors:

- Explain the need for innovation skills.
- Make decisions.
- Demonstrate problem solving skills.
- Demonstrate appropriate creativity.

Participate in career planning to enhance job success potential.

Descriptors:

- Assess personal interests and skills needed for success in business.
- Analyze employer expectations in the business environment.
- Explain the rights of workers.
- Identify sources of career information.
- Identify tentative occupational interests.
- Explain employment opportunities in business.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing). (Reading Process B, 8-10; Reading Process B, 11-12)*

Implement job seeking skills to obtain employment.

Descriptors:

- Utilize job search strategies.
- Complete a job application.
- Interview for a job.
- Write a follow-up letter after a job interview.
- Write a letter of application.
- Prepare a résumé.
- Develop correspondence appropriate to the job search.
- Use networking techniques.

Correlated English Language Arts Academic Content Benchmarks

- *Prepare writing for publication that follows an appropriate format and uses a variety of techniques to enhance the final product.* (Writing Processes F, 11-12)
- *Produce letters (e.g., business, letters to the editor, job applications) that follow the conventional style appropriate to the text and that include appropriate details and exclude extraneous details and inconsistencies.* (Writing Applications C, 8-10)
- *Produce functional documents that report, organize and convey information and ideas accurately, foresee readers' problems or misunderstandings and that include formatting techniques that are user friendly.* (Writing Applications C, 11-12)
- *Use a variety of strategies to enhance listening comprehension.*
(Communication: Oral and Visual A, 8-10; Communication: Oral and Visual A, 11-12)
- *Demonstrate an understanding of effective speaking strategies by selecting appropriate language and adjusting presentation techniques.* (Communication: Oral and Visual D, 8-10)

Utilize career advancement activities to enhance professional development.

Descriptors:

- Describe techniques for obtaining work experience (e.g., volunteer activities, internships).
- Explain the need for ongoing education as a worker.
- Explain possible advancement patterns for jobs.
- Identify skills needed to enhance career progression.
- Utilize resources that can contribute to professional development (e.g., trade journals and periodicals, professional and trade associations, classes and seminars, trade shows, and

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)
- *Evaluate the usefulness and credibility of data and sources and synthesize information from multiple sources.* (Research C, 11-12)

Explain responsibilities in marketing to demonstrate ethical and legal behavior.

Descriptors:

- Explain the need for professional and ethical standards in marketing.
- Explain the responsibility of individuals to apply ethical standards in marketing.
- Explain consequences of unprofessional and/or unethical behavior in marketing.
- Discuss legal ramifications of breaching rules and regulations.

Acquire information about marketing management to aid in making career choices.

Descriptors:

- Explain the nature of marketing management.
- Explain career opportunities in marketing management.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Acquire information about merchandising to aid in making career choices.

Descriptors:

- Identify career opportunities in retailing.
- Explain the roles and responsibilities of retailers.
- Identify retailing activities.
- Describe classifications of retailers.
- Explain the growth of non-store retailing.
- Describe the role of merchandisers in retailing.
- Explain career opportunities in merchandising.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Acquire information about the marketing research industry to aid in making career choices.

Descriptors:

- Identify career opportunities in marketing research.
- Explain the roles and responsibilities of marketing researchers.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Acquire information about the sales industry to aid in making career choices.

Descriptors:

- Explain the nature of professional selling and sales management.
- Explain employment opportunities in professional selling and sales management.

- Discuss the economic and social effects of professional selling.
- Describe traits important to employees' success in professional sales and sales management.
- Analyze professional selling careers to determine areas of interest.

Correlated English Language Arts Academic Content Benchmarks

- *Demonstrate comprehension of print and electronic text by responding to questions (e.g., literal, inferential, evaluative and synthesizing).* (Reading Process B, 8-10; Reading Process B, 11-12)
- *Compile, organize and evaluate information, take notes and summarize findings.* (Research B, 11-12)

Utilize career advancement activities to enhance professional development in marketing.

Descriptors:

- Participate in marketing professional organizations.
- Utilize professional development opportunities in marketing (e.g., continuing education courses, certifications, journals, online activities or courses).
- Employ career advancement strategies in marketing.

Correlated English Language Arts Academic Content Benchmarks

- *Apply reading comprehension strategies to understand grade-appropriate text.* (Reading Process A, 8-10; Reading Process A, 11-12)

Technology Standards

Standard 1: Nature of Technology

Students develop an understanding of technology, its characteristics, scope, core concepts* and relationships between technologies and other fields.

Benchmark A: Synthesize information, evaluate and make decisions about technologies.

Benchmark B: Apply technological knowledge in decision-making.

Benchmark C: Examine the synergy between and among technologies and other fields of study when solving technological problems.

Standard 2: Technology and Society Interaction

Students recognize interactions among society, the environment and technology, and understand technology's relationship with history. Consideration of these concepts forms a foundation for engaging in responsible and ethical use of technology.

Benchmark A: Interpret and practice responsible citizenship relative to technology.

Benchmark B: Demonstrate the relationship among people, technology and the environment.

Benchmark C: Interpret and evaluate the influence of technology throughout history, and predict its impact on the future.

Benchmark D: Analyze ethical and legal technology issues and formulate solutions and strategies that foster responsible technology usage.

Benchmark E: Forecast the impact of technological products and systems.

Standard 3: Technology for Productivity Applications

Students learn the operations of technology through the usage of technology and productivity tools.

Benchmark A: Integrate conceptual knowledge of technology systems in determining practical applications for learning and technical problem-solving.

Benchmark B: Identify, select and apply appropriate technology tools and resources to produce creative works and to construct technology-enhanced models.

Standard 4: Technology and Communication Applications

Students use an array of technologies and apply design concepts to communicate with multiple audiences, acquire and disseminate information and enhance learning.

Benchmark A: Apply appropriate communication design principles in published and presented projects.

Benchmark B: Create, publish and present information, utilizing formats appropriate to the content and audience.

Benchmark C: Identify communication needs, select appropriate communication tools and design collaborative interactive projects and activities to communicate with others, incorporating emerging technologies.

Standard 5: Technology and Information Literacy

Students engage in information literacy strategies, use the Internet, technology tools and resources, and apply information-management skills to answer questions and expand knowledge.

Benchmark A: Determine and apply an evaluative process to all information sources chosen for a project.

Benchmark B: Apply a research process model to conduct research and meet information needs.

Benchmark C: Formulate advanced search strategies, demonstrating an understanding of the strengths and limitations of the Internet, and evaluate the quality and appropriate use of Internet resources.

Benchmark D: Evaluate choices of electronic resources and determine their strengths and limitations.

Standard 6: Design

Students apply a number of problem-solving strategies demonstrating the nature of design, the role of engineering and the role of assessment.

Benchmark A: Identify and produce a product or system using a design process, evaluate the final solution and communicate the findings.

Benchmark B: Recognize the role of teamwork in engineering design and of prototyping in the design process.

Benchmark C: Understand and apply research, development and experimentation to problem-solving.

Standard 7: Designed World

Students understand how the physical, informational and bio-related technological systems of the designed world are brought about by the design process. Critical to this will be students' understanding of their role in the designed world: its processes, products, standards, services, history, future, issues and career connections.

Benchmark A: Classify, demonstrate, examine, and appraise energy and power technologies.

Benchmark B: Classify, demonstrate, examine and appraise transportation technologies.

Benchmark C: Classify, demonstrate, examine and appraise manufacturing technologies.

Benchmark D: Classify, demonstrate, examine and appraise construction technologies.

Benchmark E: Classify, demonstrate, examine and appraise information and communication technologies

Benchmark F: Classify, demonstrate, examine and appraise medical technologies.

Benchmark G: Classify, demonstrate, examine and appraise agricultural and related biotechnologies.

Performance Measures/Student Assessment/Instructional Strategies

Assessments/Evaluations

- Observations
- Demonstrations
- Portfolios
- Standardized Tests
- Class Assignment
- Quizzes/Tests/Exams
- Web Exam/Certification

Instructional Strategies

- Teacher-Directed & Student-Centered Activities
- Case Study Problem Solving
- Cooperative Learning
- Project-Based Learning
- Career-Based Learning (Internships/Shadowing/Placement)
- Community-Based Learning (CTSOs and Other)
- Exploratory Learning
- Independent Research
- Team Teaching

Content Specific Strategies