

**CAREER AND LIFE SKILLS EDUCATION
RENTON SCHOOL DISTRICT #403
Renton, Washington**



**MARKETING PROGRAM
Introduction To Marketing 1, 2
Advanced Marketing 1, 2
Marketing Education Seminar 1, 2**

Curriculum Guide

Approved by the Board: June 25, 2003

If you have special needs which require this document to be provided in an alternative format, please contact the school principal (or program director) or Kay Hermann, ADA/509 Compliance Coordinator, 425-204-2421, 300 S.W. 7th St., Renton, WA 98055-2307.

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**RENTON SCHOOL DISTRICT #403
Renton, Washington**

A Philosophy of Education for the Renton Public Schools

A basic function and duty of a free society is the education of its children, youth and adults.

It is the responsibility of the schools to provide each student with the opportunities necessary to develop the scholarship, skills and attitudes which will enable the student to achieve mental, physical, emotional and social maturity.

Further, each student should, as a result of the school experience, be able to make decisions and to accept responsibility for those decisions.

POLICY: 6001

ADOPTED: February 3, 1977

Renton School District No. 403

Renton, Washington

Renton School District #403 recognizes the need for every graduate to have acquired job entry skills or at least to possess a level of knowledge and skills permitting continued training after high school.

RENTON SCHOOL DISTRICT #403
Renton, Washington

General Instructional Goals
Policy 6010

The Renton School District fosters an educational process which helps all students achieve at their highest potential.

The Renton School District:

LEARNING

- Offers a curriculum which prepares our students for the future.
- Emphasizes that diversity contributes positively to the individual and to the community.
- Provides learning experiences matched to the needs, interests, and abilities of our diverse student population.
- Extends learning opportunities beyond the school.

INSTRUCTION

- Offers a variety of high quality instructional resources and services to students, staff, and community.
- Supports multiple instructional strategies.
- Provides resources and opportunities for continuing professional development of our staff.
- Conducts ongoing evaluations of our instructional programs.
- Maintains safe and inviting facilities that are conducive to learning.

COMMUNITY

- Creates partnerships which involve students, parents, staff and other community members and organizations.
- Promotes effective communication.
- Values and encourages development of a spirit of community service.
- Respects the rights and responsibilities of all.

As a result of the educational process in Renton, students will understand and apply:

Language skills including reading, writing and communication, with opportunities to learn world languages.

Mathematics skills including concepts, procedures, problem solving, reasoning, and mathematical language.

Science Skills including concepts, principles, and the scientific process.

Social studies skills, concepts, and processes - emphasizing history, geography, economics, international perspectives, multiculturalism, and participatory democracy.

Arts and humanities skills, concepts, and processes to create, perform, and solve problems and respond effectively.

Health and physical education skills, concepts, and processes to promote lifelong physical, mental and social well being.

In order to strengthen the above curricular areas, Renton students will understand and apply:

Thinking skills including the ability to - gather and analyze information, think logically, critically and creatively, integrate experience and knowledge in making reasoned judgments, and solve problems.

Career and life skills necessary for successful and responsible participation in family, work and community.

Technological skills to support learning, problem solving, and communication.

Skills necessary to be a lifelong learner and a contributor to the general welfare and the quality of life for all.

EVALUATION: The Renton School District regularly reviews, evaluates and modifies these General Instructional Goals to meet the changing needs of students, staff and community.

CAREER AND LIFE SKILLS EDUCATION
RENTON SCHOOL DISTRICT #403
Renton, Washington

Program Goals

GOAL 1: PROVIDE HIGH QUALITY CAREER AND LIFE SKILLS EDUCATION PROGRAMS AND SERVICE

Objectives:

- A. Assure that students completing Career and Life Skills Education programs have technical and behavioral competencies and basic skills sufficient to succeed in the workplace or higher education.
- B. Establish course and/or program transferability and articulation processes among K-12, community and technical colleges, private schools, colleges and universities, industry, apprentice-related training, and military training.
- C. Establish and regularly review standards for all Career and Life Skills Education programs.
- D. Evaluate Career and Life Skills programs based on standards, objectives, placements, job performance, costs, and community/industry acceptance.
- E. Utilize global, national, state, regional, and local data and advisory committee recommendations to identify appropriate curriculum and course offerings, program standards which meet the need of families, communities, business and industry.
- F. Provide facilities, equipment and instructional programs which meet the needs of a changing workplace.
- G. Revise or discontinue these programs that no longer meet the needs of students, business, labor, industry, and/or the community.
- H. Provide qualified instructors and administrators for Career and Life Skills Education based on relevant certification standards.
- I. Develop and utilize competency-based curricula for Career and Life Skills Education programs.

GOAL 2: CONTRIBUTE TO THE ECONOMIC DEVELOPMENT OF THE STATE

Objectives:

- A. Facilitate cooperation between public and private sector entities.
- B. Establish new Career and Life Skills programs based on existing and projected employment needs/demands and entrepreneurial opportunities.
- C. Work cooperatively with the public and private sectors, economic development organizations, labor, and educational institutions to provide creative, targeted programs that meet the needs of youth in economically depressed areas.
- D. Provide family life education programs which serve to strengthen families and contribute to the effectiveness of workers in managing their consumer and family roles and in their careers.
- E. Strengthen management skills for those seeking employment in worker owned and managed businesses.
- F. Create a stronger working partnership with Team Washington and other economic agencies and the associate development organizations.

GOAL 3: ASSURE ALL INDIVIDUALS EQUAL ACCESS TO CAREER AND LIFE SKILLS EDUCATION PROGRAMS, SERVICES, AND ACTIVITIES

Objectives:

- A. Provide Career and Life Skills programs, services, and activities that are free from racial, socio-economic, age, ethnic or sex bias, discrimination or stereotyping.
- B. Provide access to barrier-free Career and Life Skills Education programs.
- C. Actively recruit under-represented groups to all aspects of Career and Life Skills Education.
- D. Provide supportive services which promote entrance and success in Career and Life Skills programs.

GOAL 4: PROVIDE/UTILIZE AN INTEGRATED STATE PLANNING PROCESS

Objectives:

- A. Involve business, industry, agriculture, labor and other governmental and educational agencies in the planning processes at the state and local levels to ensure that establishment of delivery objectives and budget priorities.
- B. Identify instructional area/programs based on demand, placements, training needs, program costs, and follow-up.

- C. Utilize local, regional, state, national and global employment data, trends and advisory committees/organizations in identifying program offerings.

GOAL 5: PROVIDE AND MARKET CAREER AND LIFE SKILLS EDUCATION

Objectives:

- A. Increase public awareness, understanding, and acceptance of Career and Life Skills Education.
- B. Actively involve students, parents, community leaders, legislators, labor representatives, business organizations, industry, representatives, and other decision-makers from state and local arenas in Career and Life Skills Education program events and issues.

GOAL 6: PROVIDE INDIVIDUALS WITH CAREER DEVELOPMENT PROGRAMS AND EXPERIENCES

Objectives:

- A. Provide career orientation, exploration, occupational information, self-appraisal, and educational planning.
- B. Provide instruction in job search, job retention and job change skills and further education pursuits.
- C. Assure that Career and Life Skills Education programs encompass demands of today's workplace and include attitudinal, employability, leadership, basic interpersonal, and job specific skills.

GOAL 7: ASSURE A QUALITY STAFF DEVELOPMENT PROGRAM

Objectives:

- A. Provide appropriate channels for advisory committee recommendations in the program and policy-making process.
- B. Provide in-service training opportunities for local advisory committee members.
- C. Provide in-service training for administrators and Career and Life Skills instructors regarding the effective use of advisory committees.

CAREER AND LIFE SKILLS EDUCATION

RENTON SCHOOL DISTRICT #403

Renton, Washington

Program Description

Renton School District #403 operates a comprehensive Career and Life Skills Education Program through its four comprehensive high schools and two alternative programs. The district also participates in two countywide Tech Prep consortia with local community, technical colleges as well as universities. This partnership allows students to earn college credit while still enrolled in high school programs. Secondary and post-secondary curricula are coordinated and students master and achieve skills, concepts, and technical competencies in high school that articulate with college programs. Students earn credit towards high school graduation and college technical programs at their home high schools.

The focus has changed in recent years from an emphasis on only job preparation to one of career exploration and support of core academic skill development. While skill development and employment readiness is still a primary goal, emphasis has been placed on career exploration, career pathway preparation, and post-secondary articulation.

The **Family and Consumer Science Education Program** is offered at Hazen, Lindbergh, Renton, Black River High Schools, and Sartori Education Center. The program is comprised of the following: Careers in Education; Careers with Children; Child Development; Creative Foods/Nutrition; Family Health; Health Club; Independent Living; Interior Design/Living Environments; Personal Choices; Teen Parenting/GRADS; and American Sign Language. School district and community sites provide applied work-based learning opportunities for program students.

The **Business Education Program** is offered in the District's three comprehensive high schools and two alternative high school sites. The program consists of technical business related classes sequentially arranged into a course of instruction leading to a Certificate of Proficiency or Mastery to facilitate job placement or post secondary articulation. Industry and professional certifications are also a goal for participating students. These courses are as follows: Accounting 1-4; Business Communications; Business Connections 1-2; Business Connections Work Experience 1-2; Business Law; Computer Program Design 1-2; Electronic Math Applications; Introduction to Information Technology; Information Technology 1-2; Information Technology-Project Management; Information Technology-Multimedia; Principles of Business; Web Site Development 1; and Recordkeeping. The Business Connections Work-based Learning component provides actual related job experience through workstations in the community. Several of the programs are often arranged and blocked with language arts programs to support program integration and technology use in the writing process.

A comprehensive **Work-based Learning Program** is offered in all of the facilities in the Renton School District. This program couples on-the-job experience and related classroom training to prepare students for employment during and beyond high school. The **Marketing Education Program** which offers Introduction to Marketing, Advanced

Marketing, Marketing-Entrepreneurship, Marketing Education Seminar 1-2, Exploration of Travel and Tourism and Introduction to Travel and Tourism/Hospitality, and **Diversified Occupations Programs** provide students the opportunity to combine related classroom instruction and paid work experience to earn high school credit. These programs assist and support students as they make the transition from school to work. **Volunteer experiences**, **Internships**, **Job Shadows**, and **Service Learning** are also strong components of this community based applied experiences.

The community also plays a vital role in other programs offered through the Renton School District. The **Athletic Trainer/Sports Medicine Programs** is reliant on clinical training stations and coordinated work experiences for students through local health and physical therapy facilities and community hospitals. This program is offered to all students in the Renton School District but operates only at Hazen High School and Sartori Education Center.

Technology Education Programs are offered at all three comprehensive high school facilities, and the Sartori Education Center. These programs are often integrated with the Science and Math departments to support applied learning and the development of technical skills and competencies for all students. Courses in this department are: Automotive Service Technician 1-2; Computer Aided Design and Drafting 1-6; Computer Graphics 1-8; Fundamentals of Networking Technology 1-4; Jewelry Manufacturing 1-2; Light Duty Mechanics and Related Careers 1-2; Construction Technology 1-2; Building Maintenance Technology 1-2; Power and Energy Technology 1-2; Principles of Technology/Robotics 3-4; and Video Production 1-2.

Integrated instruction has been the focus of the Career and Life Skills Education instructional team for a number of years and the results can be seen throughout the program in each of the secondary schools. Several programs have been launched and are operating very successfully in all of the secondary sites. While these programs qualify for career and technical education funding, the District has made the commitment to operate them collaboratively with a related academic instructor. These **Applied Career and Technical Education Approved Programs** are titled: Applied Communications; Applied Mathematics; Material Science Technology 1-2; and Principles of Technology.

Renton School District has made a commitment to provide career and technical education instruction and job preparation opportunities for Special Needs students in addition to mainstreaming them, when appropriate. In order to have enough students to support several offerings, the district has entered into interdistrict cooperative agreements with surrounding school districts to accept students on a space available basis. There are three such **special programs**: **Building Maintenance** operates at the Sartori Education Center; the **Career Ladders/Community Classroom** is offered at Valley Medical Center; and the **Horticulture/Landscape Design 1-2 Program** is operated at Black River High School.

CAREER AND LIFE SKILLS EDUCATION
RENTON SCHOOL DISTRICT #403
Renton, Washington

Mission Statement

The mission of Career and Life Skills Education in the Renton School District #403 is to prepare all learners for successful roles in families, careers and communities.

THREE BELIEFS

A. Beliefs about individual needs

1. All learners have unique gifts and talents and can be successful.
2. All learners must develop self-esteem and personal confidence for productive roles in society.
3. All learners need to have and attain personal and career goals, arising from a lifespan approach to personal growth and career development.

B. Beliefs about society's expectations

1. All learners must be prepared to become ethical, responsible and contributing world citizens.
2. All learners must adapt to change and participate in lifelong learning.
3. All learners must prepare for family roles and to balance work and family responsibilities.
4. All learners must develop essential creative/critical thinking, problem solving and communication skills.
5. All learners must value and have an appreciation for diversity in their schools, communities and workplaces.
6. All learners must recognize the impact of productive work on our economy.

C. Beliefs about systems that care for and support learners

1. All learners must have equitable access to a quality education.
2. All learners deserve to participate in learning systems where programs are mutually reinforcing and interdependent and where learning is related to life applications.
3. All learners must discover that school is part of a broader set of community resources they must access for learning and for achieving success in life.
4. All school programs must be developed in cooperative with family, business, labor and community representatives.
5. All staff must be accountable to ensure that all learners have the opportunity to establish and reach their goals.

MARKETING EDUCATION PROGRAM

Course History

Marketing Education was redesigned during the school year 2002. It was reviewed and revised based on the Washington State Curriculum for Marketing Education and the National Marketing Education Curriculum. This program is designed to give the individual an opportunity to learn marketing and relate it to potential careers in marketing or other pathways.

The American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives. This definition indicates that marketing is a process that involves a variety of activities designed to change behaviors or influence ideas. These activities include, but are not limited to advertising, logistics, marketing research, product design and selling.

Historically marketing has been characterized as dynamic and changing. However, the pace at which it is changing has accelerated due to environmental shifts taking place in the business world: downsizing, outsourcing, mergers, international competition, world markets, and technological innovations. These changes impact the skills, attitudes, and abilities needed for success in today's workplace.

Marketing must be viewed as a multi-faced, critical business function that is under girded by such social sciences as economics, psychology, and sociology. Its successful performance depends on the appreciation of mathematics and English principles, the use of scientific problem solving, and the application of technology to marketing situations and problems. In this century, economic survival in business will depend on the ability to understand and execute marketing skills. Effective Marketing Education provides these skills.

Nationally, Marketing Education is offered in more than 7000 high schools and community/technical colleges. More than a million students with diverse ability levels and marketing interests obtain education in marketing subjects annually. The curricula range from studying marketing for personal use and career exploration to developing advanced management and entrepreneurial skills.

Students enrolled in Marketing Education participate in a co-curricular student organization that provides opportunities for students to demonstrate their mastery of marketing curriculum in competitive events, develop leadership skills, and exhibit awareness of civic responsibilities. At the high school level students join DECA.

Marketing Education Resource Center, Columbus OH - Mark-ED.

MARKETING EDUCATION PROGRAM
Course & Program Goals

The Marketing Education Curriculum should:

- Encourage students to think critically
- Stress the integration of and articulation with academics
- Be sequenced so that broad-based understanding and skills provide a foundation to support advanced study of marketing
- Enable students to acquire broad understandings of and skills in marketing so they can transfer their knowledge between and among industries
- Enable students to understand and use technology to perform marketing activities
- Stress the importance of interpersonal skills in diverse societies
- Foster a realistic understanding of work
- Foster an understanding and appreciation of business ethics
- Utilize a variety of types of interactions with the business community

Marketing Education Resource Center, Columbus OH - Mark-ED.

INTRODUCTION TO MARKETING 1, 2

Course Scope and Sequence

Prerequisites: None

1. Economics: Basic Concepts

- Distinguish between the concept of economic goods and services
- Explain the concept of economic resources
- Describe the nature of economics and economic activities
- Explain the principles of supply and demand
- Explain the concept of price

2. Economics: Economic Systems

- Explain the types of economic systems
- Determine the relationship between government and business
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition

3. Economics: Cost-Profit Relationships

- Explain the concept of productivity

4. Fundamentals of Communication

- Explain the nature of effective communications
- Apply effective listening skills
- Use proper grammar and vocabulary
- Reinforce service orientation through communication
- Explain the nature of effective verbal communications
- Address people properly
- Handle telephone calls in businesslike manner
- Persuade others
- Make oral presentations
- Explain the nature of written communications
- Write business letters
- Write informational messages
- Write inquiries
- Write persuasive messages
- Prepare simple written reports
- Prepare complex written reports

5. Group Working Relationships

- Treat others fairly at work
- Develop cultural sensitivity
- Foster positive working relationships
- Participate as a team member

6. Dealing with Conflict

- Handle difficult customers
- Interpret business policies to customers/clients
- Handle customer/client complaints
- Handle situations when the customer is at fault

7. Professional Development: Self Development

- Identify desirable personality traits important to business
- Maintain appropriate personal appearance
- Maintain positive attitude
- Demonstrate interest and enthusiasm
- Demonstrate responsible behavior
- Demonstrate honesty and integrity
- Recognize personal biases and stereotypes
- Demonstrate ethical work habits
- Demonstrate orderly and systematic behavior
- Demonstrate initiative
- Demonstrate self-control
- Demonstrate appropriate creativity
- Describe techniques for obtaining work experience (volunteer/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 (trade journals/periodicals, professional/trade associations, classes, seminars, trade shows and mentors)

8. Business, Management, and Entrepreneurship: Business Fundamentals

- Explain the role of business in society
- Describe types of business activities
- Explain marketing and its importance in global economy
- Describe marketing functions and related activities
- Explain the nature and scope of purchasing
- Explain the concept of production
- Explain the concept of accounting
- Calculate net sales
- Describe the nature of profit and loss statements
- Explain the concept of management
- Explain type of business ownership
- Identify ways that technology impacts business
- Demonstrate basic word processing skills
- Demonstrate basic presentation software skills
- Demonstrate basic search skills on the web

9. Business, Management, and Entrepreneurship: Business Risks

- Explain types of business risk
- Describe the concept of insurance
- Explain routine security precautions
- Follow safety precautions
- Explain procedures for handling accidents

- Explain the nature of risk management
10. Business, Management, and Entrepreneurship: Leading
 - Orient new employees
 11. Distribution: Planning
 - Explain the nature and scope of distribution
 - Explain the nature of channels of distribution
 - Describe the use of technology in the distribution function
 12. Marketing Information Management-Marketing: Planning
 - Explain the concept of marketing strategies
 - Explain the concept of market and market identification
 13. Promotion: Nature and Scope
 - Explain the communication process used in promotion
 - Explain the role of promotion as a marketing function
 - Explain the types of promotion
 - Identify the elements of the promotion mix
 14. Selling: Nature and Scope
 - Explain the nature and scope of the selling function
 - Explain the role of customer service as a component of selling relationships
 15. Selling: Product Knowledge
 - Acquire product information for use in selling
 - Analyze product information to identify product features and benefits
 16. Selling: Process and Techniques
 - Explain the selling process
 - Prepare for the sales presentation
 - Establish relationship with client/customer
 - Address needs of individual personalities
 - Determine customer/client needs
 - Identify customer's buying motives for use in selling
 - Assess customer/client needs
 - Recommend specific product
 - Demonstrate product
 - Prescribe solution to customer needs
 - Convert customer/client objections into selling points
 - Close the sale
 - Demonstrate suggestions selling
 - Sell good/service/idea to individuals
 - Plan follow-up strategies for use in selling
 17. Selling: Support Activities
 - Calculate miscellaneous charges

INTRODUCTION TO MARKETING 1, 2
Washington State Essential Academic Learning Requirements

INTRODUCTION TO MARKETING 1, 2								
This Career & Life Skills class supports the Washington State Essential Academic Learning Requirements.	ART	COMMUNICATIONS	ECONOMICS	MATHEMATICS	SCIENCE	SOCIAL STUDIES	WRITING	READING
COURSE OBJECTIVES:								
1. Economics: Basic Concepts		X		X		X		X
2. Economics: Economic System		X	X				X	X
3. Economics: Cost-Profit Relationships		X	X				X	X
4. Fundamentals of Communication		X					X	X
5. Group Working Relationships		X						X
6. Dealing with Conflict		X						X
7. Professional Development: Self-Development		X						X
8. Business, Management, and Entrepreneurship: Business Fundamentals		X						X
9. Business, Management, and Entrepreneurship: Business Risks		X						X
10. Business, Management, and Entrepreneurship: Leading		X						X
11. Distribution: Planning		X						X
12. Marketing Information Management-Marketing: Planning		X						X
13. Promotion: Nature and Scope								X
14. Selling: Nature and Scope		X						X
15. Selling: Product Knowledge		X						X
16. Selling: Process and Techniques		X						X
17. Selling: Support Activities		X						X

INTRODUCTION TO MARKETING 1, 2

Evaluation and Assessment

The students will demonstrate proficiency through the following methods:

- Journals
- Role plays
- Written documents
- Project presentations
- Vocabulary and concept assessments
- Self and peer evaluations
- Unit and project reports
- Classroom participation
- Standardized tests

INTRODUCTION TO MARKETING 1, 2 *Instructional Materials*

Suggested Text and Instructional Materials:

- MarkEd Resource Materials
- *Marketing Essentials*, Glencoe Publishing
- Supplemental Industry Documents
- *Marketing Practices and Principles*, Glencoe

Recommended Software Applications:

- Word Processing, Spreadsheet, presentation and Database Software
- Web browser

Recommended Equipment:

- Video Camera
- Color printer
- Laser printer
- Computers to support technology needs
- High Speed Internet Access
- Student Store Operations as a lab

The following instructional materials are rescinded:

- *Retail Marketing: for Employees, Managers, and Entrepreneurs*; Glencoe Publishing

ADVANCED MARKETING 1, 2

Course Scope & Sequence

Prerequisites: Introduction to Marketing 1, 2

Concurrent w/enrollment: Workbased Learning experience required

1. Staff Communications
 - Use communication technologies/systems
 - Follow directions
 - Explain the nature of staff communications
 - Explain the use of inter-departmental/company communications
 - Give directions for completing job tasks
 - Conduct staff meetings

2. Customer Relationships
 - Explain the nature of positive customer/client relations
 - Demonstrate a customer service mindset
 - Handle customer inquiries
 - Explain management's role in customer relations

3. Professional Development: Continuing Development
 - Use networking techniques for professional growth

4. Business, Management, and Entrepreneurship Business: Fundamentals
 - Explain company buying/purchasing policies
 - Explain the nature of the buying process
 - Explain the nature of buyer reputation/vendor relationships
 - Conduct vendor search

5. Business, Management, and Entrepreneurship: Technological Tools
 - Describe the nature of cash flow statements
 - Prepare cash flow statements
 - Explain the nature of balance sheets
 - Prepare balance sheets and profit and loss statements
 - Describe the nature of business records
 - Describe the nature of budgets
 - Describe crucial elements of a quality culture
 - Describe the role of management in the achievement of quality
 - Explain the nature of managerial ethics
 - Describe current business trends

6. Business, Management, and Entrepreneurship
 - Demonstrate basic database skills
 - Demonstrate basic spreadsheet skills

7. Business, Management, and Entrepreneurship: Business Risks
 - Identify speculative business risks
 - Explain procedures for dealing with workplace threats

8. Business, Management, and Entrepreneurship: Business Regulation

- Describe legal issues affecting business
 - Explain the nature of personnel regulations
 - Explain the nature of workplace regulations
 - Explain the nature of tax regulations on business
9. Business, Management, and Entrepreneurship: Organizing
- Develop project plan
 - Plan and organize the work efforts of others
 - Schedule employees
 - Delegate responsibility for job tasks
 - Establish standards for job performance
10. Business, Management, and Entrepreneurship: Controlling
- Explain the nature of overhead/operating costs
 - Explain employee's role on expense control
 - Interpret financial statements
11. Business, Management, and Entrepreneurship: Planning
- Explain the nature of business plans
 - Develop business plan
12. Distribution: Order Fulfillment
- Explain the relationship between customer service and distribution
 - Prepare invoices
 - Use an information system for order fulfillment
13. Distribution: Warehousing/Stock Handling
- Explain the receiving process
 - Explain shipping processes
 - Explain storing considerations
 - Explain the nature of warehousing
14. Distribution
- Coordinate distribution with other marketing activities
15. Financing: Nature and Scope
- Explain the nature and scope of financing
 - Describe the use of technology in the financing function
 - Analyze critical banking relationships
16. Financing: Extending Credit
- Explain the purpose and importance of credit
17. Financing: Obtaining Business Credit
- Explain the purpose and importance of obtaining credit
18. Marketing-Information Management: Nature and Scope
- Describe the need for marketing information

19. Marketing-Information Management: Information Gathering
 - Describe sources of secondary data
20. Marketing-Information Management: Marketing Planning
 - Select target market
21. Product/Service Management: Quality Assurances
 - Explain warranties and guarantees
22. Promotion: Nature and Scope
 - Describe the use of technology in the promotion function
23. Promotion: Advertising
 - Explain the types of advertising media
 - Explain components of advertisements
 - Write promotional messages that appeal to targeted markets
 - Explain the nature of direct advertising strategies
 - Calculate media costs
 - Select advertising media
24. Promotion
 - Publicity/Public Relations
 - Write a news release
 - Obtain publicity
25. Promotion: Management of Promotion
 - Explain the nature of a promotion plan
 - Coordinate activities in the promotional mix
 - Develop an advertising campaign
26. Selling: Nature and Scope
 - 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
27. Selling: Process and Techniques
 - Sell good/service/idea to groups
28. Selling: Support and Activities
 - Create a presentation software package to support sales presentation
29. Leadership Development
 - All local marketing members are area 4, state and national DECA members and participate in local, area, state and national activities.

ADVANCED MARKETING 1, 2
Washington State Essential Academic Learning Requirements

ADVANCED MARKETING 1, 2								
This Career and Life Skills class supports the Washington State Essential Academic Learning Requirements.								
COURSE OBJECTIVES:	ART	COMMUNICATIONS	ECONOMICS	MATHEMATICS	SCIENCE	SOCIAL STUDIES	WRITING	READING
1. Staff Communications		X						
2. Customer Relationships		X						
3. Professional Development: Continuing Development		X						
4. Business, Management, & Entrepreneurship Business: Fundamentals		X				X		
5. Business, Management, & Entrepreneurship: Technological Tools				X				
6. Business, Management, & Entrepreneurship: Business				X				
7. Business, Management, & Entrepreneurship: Business Risks		X						
8. Business, Management, & Entrepreneurship: Business Regulation		X						
9. Business, Management, & Entrepreneurship: Organizing							X	
10. Business, Management, & Entrepreneurship: Controlling		X						
11. Business, Management, & Entrepreneurship: Planning		X						
12. Distribution: Order Fulfillment		X					X	
13. Distribution: Warehousing/Stock Handling		X						
14. Distribution		X	X					
15. Financing: Nature & Scope		X	X					
16. Financing: Extending Credit		X				X		
17. Financing: Obtaining Business Credit		X				X		
18. Marketing-Information Management: Nature & Scope		X						X
19. Marketing-Information Management: Information Gathering		X						X
20. Marketing-Information Management: Marketing Planning		X						X
21. Product/Service Management: Quality Assurances		X						X
22. Promotion: Nature & Scope				X	X			
23. Promotion: Advertising		X				X		
24. Promotion: Publicity/Public Relations							X	
25. Promotion: Management of Promotion		X						
26. Selling: Nature & Scope						X		
27. Selling: Process & Techniques		X						
28. Selling: Support & Activities		X						
29. Leadership Development								

ADVANCED MARKETING 1, 2
Evaluation and Assessment

The students will demonstrate proficiency through the following methods:

- Journals
- Role plays
- Written documents
- Project presentations
- Vocabulary and concept assessments
- Self and peer evaluations
- Unit and project reports
- Classroom participation
- Standardized tests

ADVANCED MARKETING 1, 2

Instructional Materials

Suggested Text and Instructional Materials:

- MarkEd Resource Materials
- *Marketing Essentials*, Glencoe Publishing
- Supplemental Industry Documents
- *Marketing Practices and Principles*, Glencoe

Recommended Software Applications:

- Word Processing, spreadsheet, presentation and database software
- Web browser

Recommended Equipment:

- Video Camera
- Color printer
- Laser printer
- Computers to support technology needs
- High Speed Internet Access
- Student store operations as a lab

The following instructional materials are rescinded:

- *Retail Marketing: for Employees, Managers, and Entrepreneurs*; Glencoe Publishing

MARKETING EDUCATION SEMINAR 1, 2
Business, Management & Entrepreneurship (3rd year)
Course Scope and Sequence

*Prerequisite: Introduction to Marketing 1, 2
Advanced Marketing 1, 2 or
Permission of the Instructor*

Concurrent w/enrollment: Workbased Learning experience required

1. Business, Management, and Entrepreneurship: Business Fundamentals

- Choose vendors
- Negotiate contracts with vendors
- Review performance of vendors
- Describe the nature of cash flow statements
- Prepare balance sheets
- Describe crucial elements of a quality culture

2. Business, Management, and Entrepreneurship: Business Risks

- Identify speculative business risks
- Obtain insurance coverage
- Settle insurance losses
- Develop strategies to protect digital data
- Establish policies/procedures for preventing internal theft
- Develop policies and procedures for preventing vendor theft
- Develop procedures for preventing burglary
- Correct hazardous conditions
- Establish fire prevention program
- Establish safety policies and procedures

3. Business, Management, and Entrepreneurship: Business Regulation

- Describe the nature of legally binding contracts
- Explain the nature of trade regulations
- Explain the nature of environmental regulations
- Explain the nature of tax regulations on business
- Explain the nature of businesses' reporting requirements

4. Business, Management, and Entrepreneurship: Organizing

- Describe ethics in personnel issues
- Develop a personnel organizational plan
- Develop job descriptions
- Establish personnel policies
- Explain the nature of wage and benefit programs
- Develop compensation plan

5. Business, Management, and Entrepreneurship: Staffing

- Determine hiring needs
- Recruit new employees
- Conduct exit interviews

- Dismiss/fire employees

- Maintain personnel records
6. Business, Management, and Entrepreneurship: Leading
- Orient new employees (management's role)
 - Explain the role of training and human resource development
 - Explain the nature of management/supervisory training
 - Conduct training class/program
 - Explain the nature of leadership in organizations
 - Explain ways to build employee morale
 - Explain the concept of staff motivation
 - Explain relationship between communication/employee motivation
 - Explain the concept of employee participation in decision-making
 - Provide feedback about work efforts
 - Encourage team building
 - Handle employee complaints and grievances
 - Ensure equitable opportunities for employees
 - Assess employee morale
 - Assess employee performance
 - Explain the nature of remedial action
7. Business, Management, and Entrepreneurship: Controlling
- Control use of supplies
 - Describe the nature of managerial control (process, types, what)
 - Identify routine activities for maintaining business facilities and equipment
 - Plan maintenance program
 - Negotiate service and maintenance contracts
 - Negotiate lease or purchase of facility
 - Explain the nature of operating budgets
 - Develop company's budget
 - Use budgets to control operations
 - Develop expense-control operations
 - Analyze cash-flow patterns
 - Calculate financial ratios
 - Interpret financial statements
 - Analyze operating results in relation to budget/industry
 - Prepare financial statements for audit
8. Business, Management, and Entrepreneurship: Planning
- Determine technical assistance needed by business owners
 - Develop company objectives (for a strategic business unit)
 - Develop strategies to achieve company goals/objectives
 - Explain external planning considerations
 - Identify assumptions for creating projected cash flow statements
 - Identify assumptions for creating projected profit and loss statements
9. Distribution: Planning
- Explain legal considerations in distribution

- Describe ethical considerations in distribution
10. Distribution: Management of Distribution
 - Explain the nature of channel-member relationships
 - Explain the nature of channel strategies
 - Select channels of distribution
 - Evaluate channel members
 11. Financing
 - Make critical decision regarding acceptance of bank cards
 12. Financing: Obtaining Business Credit
 - Identify risks associated with obtaining business credit
 - Describe sources of financing for businesses
 - Explain loan evaluation criteria used by lending institutions
 - Determine financing needed for business operations
 - Determine financing needed to start a business
 - Complete loan application package
 13. Marketing-Information Management: Nature and Scope
 - Assess marketing information needs
 - Explain the nature and scope of the marketing-information management function
 - Develop marketing-information management system
 - Explain the role of ethics in marketing-information management
 - Describe the use of technology in the marketing-information management function
 14. Marketing-Information Management: Information Gathering
 - Identify information monitored for marketing decision-making
 - Search the Internet for marketing information
 - Monitor Internet records for marketing information
 - Collect marketing information from others (customers/staff/vendors)
 - Conduct an environmental scan to obtain marketing information
 - Explain the nature of marketing research in a marketing-information management system
 15. Marketing-Information Management: Information Processing
 - Describe techniques for processing marketing information
 - Explain the use of databases in organizing marketing data
 - Design a database for retrieval of information
 - Use database for information analysis
 - Interpret descriptive statistics for marketing decision-making
 16. Marketing-Information Management: Information Reporting
 - Write marketing reports
 - Present report findings and recommendations
 17. Marketing-Information Management: Marketing Planning

- Identify considerations implementing international marketing strategies
- Explain the nature of marketing plans
- Explain the role of situational analysis in the marketing-planning process
- Conduct SWOT analysis for use in marketing planning process
- Explain the nature of sales forecast
- Forecast sales
- Develop marketing plan
- Describe measures used to control marketing planning
- Evaluate performance of marketing plan
- Conduct marketing audits

18. Pricing: Nature and Scope

- 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

19. Pricing: Determining Prices

- Explain factors affecting pricing decisions
- Select approach for setting a base price (cost, demand, competition)
- Determine cost of product (breakeven, ROI, markup)
- Calculate break-even point
- Identify strategies for pricing new products (for new products/for innovative new products)
- Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle)
- Determine discounts and allowances that can be used to adjust base prices
- Use psychological pricing to adjust base prices
- Select promotional pricing strategies used to adjust base prices
- Determine geographic pricing strategies to adjust base prices
- Identify segmented pricing strategies that can be used to adjust base prices
- Set prices
- Adjust prices to maximize profitability

20. Product/Service Management: Nature and Scope

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

21. Product/Service Management: Quality Assurances

- Describe the uses of grades and standards in marketing
- Identify consumer protection provisions of appropriate agencies

22. Product/Service Management: Product Mix

- Explain the concept of product mix
- Describe the nature of product bundling
- Plan product mix
- Determine services to provide customers

23. Product/Service Management: Positioning
 - Describe factors used by marketers to position products/businesses
 - Explain the nature of branding
 - Explain the role of customer service in positioning/image
 - Develop strategies to position product/business
24. Promotion: Nature and Scope
 - Describe the use of business ethics in promotion
 - Describe the regulation of promotion
25. Promotion: Advertising
 - Describe considerations in using databases in advertising
 - Create web site
 - Develop web site design/components
 - Buy advertisements
 - Evaluate effectiveness of advertising
26. Promotion: Publicity/Public Relations
 - Analyze costs/benefits of company participation in community activities
 - Develop a public relations plan
27. Promotion: Sales Promotion
 - Design frequency-marketing program
 - Analyze use of specialty promotions
28. Promotion: Management of Promotion
 - Use past advertisements to aid in promotional planning
 - Prepare promotional budget
 - Manage promotional allowances
 - Explain the use of advertising agencies
 - Develop promotional plan for a business
29. Selling: Nature and Scope
 - Describe the use of technology in the selling function
 - Describe the nature of selling regulations
30. Selling: Process and Techniques
 - Facilitate customer-buying decisions
 - Differentiate between consumer and organizational buying behavior
31. Selling: Support Activities
 - Process sales documentation
 - Prospect for customers
 - Write sales letters
32. Selling: Management of Selling Activities
 - Plan strategies for meeting sales quotas

- Analyze sales reports
- Explain the nature of sales management
- Explain the nature of sales training
- Analyze technology for use in the sales function

MARKETING EDUCATION SEMINAR 1, 2
Washington State Essential Academic Learning Requirements

MARKETING EDUCATION SEMINAR 1, 2							
This Career & Life Skills class supports the Washington State Essential Academic Learning Requirements.	ART	COMMUNICATIONS	ECONOMICS	MATHEMATICS	SCIENCE	WRITING	READING
COURSE OBJECTIVES:							
1. Business, Management, & Entrepreneurship: Business Fundamentals		X	X				
2. Business, Management, & Entrepreneurship: Business Risks		X	X			X	
3. Business, Management, & entrepreneurship: Business Regulation		X	X				
4. Business, Management, & Entrepreneurship: Organizing			X			X	X
5. Business, Management, & Entrepreneurship: Staffing		X	X			X	
6. Business, Management, & Entrepreneurship: Leading		X	X			X	X
7. Business, Management, & Entrepreneurship: Controlling		X	X	X		X	
8. Business, Management, & Entrepreneurship: Planning		X	X			X	X
9. Distribution: Planning			X			X	X
10. Distribution: Management of Distribution		X	X				
11. Financing		X	X	X			
12. Financing: Obtaining Business Credit			X	X		X	
13. Marketing-Information Management:: Nature & Scope		X	X			X	X
14. Marketing-Information Management:: Information Gathering			X			X	X
15. Marketing-Information Management:: Information Processing			X			X	X
16. Marketing-Information Management:: Information Reporting		X				X	
17. Marketing-Information Management: Marketing Planning		X	X			X	X
18. Pricing: Nature & Scope		X	X				
19. Pricing: Determining Prices			X	X			
20. Produce/Service Management: Nature & Scope		X	X				
21. Product/Service Management: Quality Assurances		X	X				
22. Product/Service Management: Product Mix		X	X			X	X
23. Product/Service Management: Positioning		X	X				X
24. Promotion: Nature & Scope		X	X				
25. Promotion: Advertising		X	X			X	X
26. Promotion: Publicity/Public Relations		X	X			X	X
27. Promotion: Sales Promotion		X	X				X
28. Promotion: Management of Promotion		X	X			X	X
29. Selling: Nature & Scope			X				X
30. Selling: Process & Techniques		X	X				
31. Selling: Support Activities		X	X				
32. Selling: Management of Selling Activities			X			X	X

MARKETING EDUCATION SEMINAR 1, 2
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MARKETING SEMINAR 1, 2

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