

# **Career & Technical Education (CTE) Standards Revision Project**

## **Cluster: Marketing**

**Pathways: Marketing Communications, Marketing Management, Marketing Research, Merchandising, Professional Sales/Sales Management**

### **Marketing Cluster Overview**

The Marketing Cluster prepares learners for careers in planning, management and performing marketing activities to reach organizational objectives.

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**Participation in this review and update included secondary business and marketing teachers and secondary language arts and math teachers.**

Updated June 2010

## Standards: Marketing Communications

<b>Career Cluster/Cluster Grouping:</b>	<b>Marketing</b>
<b>Pathway(s):</b>	<b>Marketing Communications</b>
<b>Prepared Completer Competencies:</b> <ul style="list-style-type: none"> <li>• <b>MKCO.01 Business Law: Understands business’s responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions.</b></li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>• MKCO.01.01 – Acquire information about business laws and regulations to show command of their nature and scope.</li> </ul>	
<b>Evidence Outcomes Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain the nature of contract exclusivity (SP) PWR1.1.e, SST03.06.b</li> <li>b. Describe methods used to protect intellectual property (SP) PWR1.1.b, PWR1.1.e, RWC04.06.d</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information  SST03.06.b-Social Studies, Economics, Analyze the components of personal credit to manage credit and debt(PFL) - Investigate legal and personal responsibilities affecting lenders and borrowers
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.1.b-Postsecondary & Workforce Readiness, Content Knowledge , Literacy - Write clearly and coherently for a variety of purposes and audiences  PWR1.1.e-Postsecondary & Workforce Readiness, Content Knowledge , Literacy - Employ standard English language properly and fluently in reading, writing, listening, and speaking

<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>• <b>MKCO.02 Communication Skills: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.</b></li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKCO.02.01 – Apply verbal skills to obtain and convey information.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
a. Make client presentations (includes strategies and research findings) (SP) PWR1.1.b, PWR1.1.e , RWC01.3.b	<p><b>Academic Content Knowledge Alignment:</b> RWC01.03.b - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Deliver formal oral presentations for intended purpose and audience, using effective verbal and nonverbal communication</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.1.b-Postsecondary &amp; Workforce Readiness, Content Knowledge , Literacy - Write clearly and coherently for a variety of purposes and audiences</p> <p>PWR1.1.e-Postsecondary &amp; Workforce Readiness, Content Knowledge , Literacy - Employ standard English language properly and fluently in reading, writing, listening, and speaking</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKCO.02.02 – Write effectively to convey information.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	

<ul style="list-style-type: none"> <li>a. Prepare contact reports (SP) PWR1.1.b, RWC03.01.e</li> <li>b. Write white papers (SP) PWR1.1.b, RWC03.01.e</li> <li>c. Write pitch/sales letters (SP) PWR1.1.b, RWC03.01.e</li> <li>d. Write new-business pitches (SP) PWR1.1.b, RWC03.01.e</li> <li>e. Write content for use on the web (SP) PWR1.1.b, RWC03.01.e</li> <li>f. Write management reports (MN) PWR1.1.b, RWC03.01.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC03.01.e - Writing and Composition - Style, detail, expressive language, and genre create a well-crafted statement directed at an intended audience and purpose - Critique own writing and the writing of others from the perspective of the intended audience to guide revisions, improve voice and style (word choice, sentence variety, figurative language) and achieve intended purpose and effect</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.1.b-Postsecondary &amp; Workforce Readiness, Content Knowledge , Literacy  - Write clearly and coherently for a variety of purposes and audiences</p>
<h2>High School Expectations</h2>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.02.03 – Communicate with staff to clarify workplace objectives.</li> </ul>	
<p><b>Evidence Outcomes</b>  <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Participate in problem-solving groups. (SP) PWR2.1.a, RWC01.02.c</li> <li>b. Conduct creative briefing. (MN) PWR2.1.e, RWC01.01.c</li> <li>c. Conduct planning meetings. (MN) PWR2.6.a, PWR2.9.c, RWC01.02.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.01.c - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Use examples, illustrations, graphics, quotations, analogies, facts, and statistics to focus and support the content of a presentation</p> <p>RWC01.02.c - Oral Expression and Listening - Effective collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</p> <p>RWC01.02.d - Oral Expression and Listening - Effective collaborative groups accomplish goals - Participate in the preparations of the group activity or product, defining and assuming individual roles and responsibilities</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p> <p>PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p> <p>PWR2.6.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize</p> <p>PWR2.9.c-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.03 Emotional Intelligence: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.03.01 – Use communications skills to foster ethical interactions.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Apply ethics to online communications (CS) PWR2.7.c</li> <li>b. Gain commitment from client (SP) RWC01.03.d</li> <li>c. Obtain buy-in to strategic thinking (MN) RWC01.07.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.03.d - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Analyze audience responses to evaluate how effectively the talk or presentation met the purpose</p> <p>RWC01.07.d - Oral Expression and Listening - Oral presentations require effective preparation strategies - Develop a well-organized presentation to defend a position</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.7.c-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Behave honestly and ethically</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>MKCO.03.02 – Manage stressful situations to minimize negative workplace situations.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Maintain composure when receiving/delivering bad news (SP) PWR2.6.f</li> <li>b. Resolve problems with workflow (SU) PWR2.6.e, RWC04.10.c</li> <li>c. Manage crisis in client relationships (MN)</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.6.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Work Ethic - Take responsibility for completion of work</p> <p>PWR2.6.f-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Work Ethic - Act with maturity, civility, and politeness</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>MKCO.03.03 – Manage internal and external business relationships to foster positive interactions.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	

<ul style="list-style-type: none"> <li>a. Determine and respond appropriately to personality types (SP)</li> <li>b. Foster client-agency relationship (SP) PWR2.9.a, RWC01.07.b</li> <li>c. Build rapport with suppliers (SP) PWR2.9.a</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.9.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• MKCO.04 Financial Analysis: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.04.01 – Implement accounting procedures to track money flow and to determine financial status.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Verify accuracy of bills (CS). MAT01.02.a, PWR1.2.a, SST03.04.a, SST03.04.b</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>SST03.04.a-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Develop a financial plan including a budget based on short- and long-term goals</p> <p>SST03.04.b-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Analyze financial information for accuracy, relevance, and steps for</p>

	<p>identity protection</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Mathematical Sciences - Think critically, analyze evidence, read graphs,  understand logical arguments, detect logical fallacies, test conjectures, evaluate  risks, and appreciate the role mathematics plays in the modern world, i.e., be  quantitatively literate</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.04.02 – Manage financial resources to ensure solvency.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Estimate project costs (MN). MAT01.02.a, PWR1.2.a</li> <li>b. Set/monitor promotional budget (MN). PWR1.2.a</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate,  represent, and use algorithms with real numbers flexibly, accurately, and  efficiently. - Use appropriate computation methods that encompass estimation  and calculation</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Mathematical Sciences - Think critically, analyze evidence, read graphs,  understand logical arguments, detect logical fallacies, test conjectures, evaluate  risks, and appreciate the role mathematics plays in the modern world, i.e., be  quantitatively literate</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• MKCO.05 Human Resources Management: Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.05.01 – Implement organizational skills to facilitate work efforts.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Act as a liaison (e.g., between agency and others, between creative department/agency) (SP). PWR2.9.c	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...)</b> PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.05.02 – Lead staff growth and development to increase productivity and employee satisfaction.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Motivate members of an agency team (SU). PWR2.8.b b. Promote innovation (SU). PWR2.9.a	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Construct clear, coherent, and persuasive arguments PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills,

	Collaboration - Work effectively with others
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.06 Information Management: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.06.01 – Utilize information-technology tools to manage and perform marketing-communications responsibilities.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Explain ways that technology impacts marketing communications (SP). PWR2.8.a, RWC04.06.d</li> <li>b. Compare the capabilities of SMS and MMS (SP).</li> <li>c. Discuss uses of RSS for promotional activities (SP).</li> <li>d. Explain the capabilities of tools used in web-site creation (SP). PWR2.8.a</li> <li>e. Discuss considerations in using mobile technology for promotional activities (SP).</li> <li>f. Demonstrate effective use of audiovisual aids (SP). RWC01.01.c</li> <li>g. Describe considerations in using databases in marketing communications (SP).</li> <li>h. Maintain databases of information for marketing communications (SP).</li> <li>i. Mine databases for information useful in marketing communications (SP).</li> <li>j. Demonstrate basic desktop publishing functions to prepare promotional materials (SP).</li> <li>k. Integrate software applications to prepare promotional materials (SP).</li> <li>l. Explain how to effectively incorporate video into multimedia (SP). RWC01.01.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.01.c - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Use examples, illustrations, graphics, quotations, analogies, facts, and statistics to focus and support the content of a presentation</p> <p>RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>

<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.07 Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.07.01 – Understand the relationship between marketing and marketing communications to show command of their nature and scope.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Differentiate between service marketing and product marketing. (CS) b. Discuss the relationship between promotion and marketing. (CS) PWR2.8.a</p>	<p><b>Academic Content Knowledge Alignment:</b></p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.08 Operations: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.08.01 – Understand security issues with technology to protect customer information and corporate image.</li> </ul>	

<b>Evidence Outcomes Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain security considerations in marketing communications. (CS) PWR2.8.a, RWC01.03.a</li> <li>b. Maintain data security. (CS) SST03.04.b</li> <li>c. Identify strategies for protecting business's web site. (MN)</li> <li>d. Identify strategies to protect online customer transactions. (MN) SST03.04.b</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p> <p>SST03.04.b-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Analyze financial information for accuracy, relevance, and steps for identity protection</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKCO.08.02 – Implement organizational skills in marketing communications to improve efficiency and workflow.</li> </ul>	
<b>Evidence Outcomes Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Develop schedule for marketing communications assignment. (SP) PWR2.8.a, RWC01.06.d</li> <li>b. Develop action plan to carry out marketing communications assignment. (MN) PWR2.8.a, RWC01.02.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.02.d - Oral Expression and Listening - Effective collaborative groups accomplish goals - Participate in the preparations of the group activity or product, defining and assuming individual roles and responsibilities</p> <p>RWC01.06.d - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Facilitate (or lead) a group by developing an agenda designed to accomplish a specified goal</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.08.03 – Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Evaluate vendor's services. (SP) PWR2.1.e, RWC04.03.a, RWC04.03.c, RWC04.03.d</p> <p>b. Negotiate terms with vendors. (SP)</p>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>RWC04.03.a - Research and Reasoning - Self-designed research provides insightful information, conclusions, and possible solutions - Define and narrow a topic for research (thesis statement, hypothesis, research question) to address a specific purpose and audience</p> <p>RWC04.03.c - Research and Reasoning - Self-designed research provides insightful information, conclusions, and possible solutions - Evaluate quality, accuracy, and completeness of information and the bias, credibility and reliability of the sources</p> <p>RWC04.03.d - Research and Reasoning - Self-designed research provides insightful information, conclusions, and possible solutions - Use a variety of strategies (e.g. technical reading, direct observation, survey development) to collect relevant information to support the thesis/research question and explain why specific strategies were used instead of others</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.08.04 – Apply techniques to monitor production of marketing communications materials.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Monitor production of marketing communications materials. (MN) PWR2.1.e	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.08.05 – Implement expense-control strategies to manage a client’s budget.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Explain the need to manage a client’s budget. PWR2.8.a, RWC01.07.c SST03.04	<b>Academic Content Knowledge Alignment:</b>
b. Manage client’s budget. (MN) MAT01.02.a SST03.04	MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation
	RWC01.07.c - Oral Expression and Listening - Oral presentations require effective preparation strategies - Define a position and select evidence to support that position
	SST03.04.a-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Develop a financial plan including a budget based on short- and long- term goals

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.09 Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.09.01 Acquire information about the marketing communications industry to aid in making career choices.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Describe traits important to the success of employees in marketing communications. (CS) RWC04.06.d</li> <li>b. Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in). (SP) PWR2.8.a, RWC04.06.d</li> <li>c. Explain factors affecting the growth and development of the marketing communications industry. (SP) PWR2.8.a</li> <li>d. Discuss the economic and social effects of marketing communications. (SP) PWR2.8.a</li> <li>e. Analyze marketing communications careers to determine careers of interest. (SP) RWC04.06.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p><b>High School Expectations</b></p>	

<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.09.02 – Utilize career-advancement activities to enhance professional development in marketing communications.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Conduct self-assessment of marketing-communications skill set. (SP) RWC04.06.d</li> <li>b. Identify requirements for professional certifications in marketing communications. (SP) RWC04.06.d</li> <li>c. Assess the services of professional organizations in marketing communications. (SP) RWC04.06.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li><b>MKC.10 Marketing-Information Management: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.10.01 Plan marketing-research activities to ensure appropriateness and adequacy of data-collection efforts.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Analyze media research tools. (MN) PWR2.1.e, RWC04.06.d</li> <li>b. Select appropriate research techniques. (MN) PWR2.1.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and</p>

	significant information
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>MKCO.10.02 – Design qualitative marketing-research study to ensure appropriateness of data-collection efforts.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Design qualitative research study. (MN) PWR2.1.e b. Develop discussion guide for a qualitative marketing-research study. (MN) c. Develop screener for a qualitative marketing-research study. (MN) d. Determine sample for a qualitative marketing-research study. PWR2.1.e	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>MKC).10.03 – Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
a. Gather brand information. (SP) RWC04.10.c b. Conduct pre-campaign testing. (SP) c. Track performance of promotional activities. (SP) RWC04.10.c	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated

<p>d. Track trends (e.g., social, buying, advertising agency, etc.). (SP) RWC04.10.c</p> <p>e. Analyze consumer behavior (e.g., media-consumption, buying, etc.). (SP) PWR2.1.e, RWC04.10.c</p> <p>f. Conduct idea-generation session. (MN)</p> <p>g. Moderate research groups. (MN) PWR2.1.e</p>	<p>process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.10.04 – Process marketing information to test hypotheses and/or to resolve issues.</li> </ul>	
<p><b>Evidence Outcomes</b></p> <p><b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Interpret qualitative research findings. (SP) PWR2.1.e, MAT03.01.c, MAT03.03.c</p>	<p><b>Academic Content Knowledge Alignment:</b>  MAT03.01.c - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Explain how data might be analyzed to provide answers to a research question</p> <p>MAT03.03.c - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Describe the relationship between two categorical variables using percents</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• MKCO.11 Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.11.01 Employ marketing information to plan marketing activities.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Identify ways to segment markets for marketing communications. (SP)</li> <li>b. Describe the nature of target marketing in marketing communications. (SP) PWR2.8.a</li> <li>c. Describe current issues/trends in marketing communications. (SP) PWR2.8.a, RWC04.06.d</li> <li>d. Develop customer/client profile. (MN)</li> <li>e. Control marketing budget. (MN) MAT01.02.a</li> <li>f. Evaluate market opportunities. (MN) PWR2.1.e, RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p> <p>PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p> <p>PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>MKCO.12 Pricing: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.12.01 Employ pricing strategies to set prices for marketing communications services.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain pricing practices used in marketing communications. (MN) PWR2.8.a, RWC01.03.a</li> <li>b. Discuss the nature of pricing models. (MN) PWR2.8.a, RWC01.03.a</li> <li>c. Explain considerations in website pricing (MN)</li> <li>d. Set price objectives for marketing communications services. (MN)</li> <li>e. Calculate break-even point. (MN) MAT02.05.c</li> <li>f. Select pricing strategies. (MN)</li> <li>g. Negotiate charges with vendors. (MN) RWC01.07.e</li> <li>h. Set price of marketing communications services. (MN)</li> <li>i. Adjust prices to maximize profitability. (MN) PWR2.1.e, MAT01.02.a</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT02.05.c - Patterns, Functions, and Algebraic Structures - Solutions to equations, inequalities and systems of equations are found using a variety of tools - Solve, using all tools including graphing technology, systems of linear equations and inequalities with two variables</p> <p>RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p> <p>RWC01.07.e - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use effective audience and oral delivery skills to persuade an audience</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p> <p>PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p> <p>PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>

<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.13 Product/Service Management: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.13.01 Understand product/service management activities to demonstrate in-depth understanding of their nature and scope.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Explain the concept of “product” in marketing communications. (SP) PWR2.8.a, RWC01.03.a</p> <p>b. Describe services offered by the marketing-communications industry. (SP) PWR2.8.a, RWC01.03.a</p>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.13.02 Generate marketing-communications ideas to contribute to ongoing marketing communications success.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Generate marketing communications ideas. (SP) RWC01.06.e</p> <p>b. Screen marketing communications ideas. (MN)</p> <p>c. Develop a creative concept. (MN) PWR2.3.c, RWC01.03.b</p>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.03.b - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Deliver formal oral presentations for intended purpose and audience, using effective verbal and nonverbal communication</p>

	<p>RWC01.06.e - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Support others in discussions, activities, and presentations through active listening</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.3.c-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>MKCO.13.03 Employ product-mix strategies to meet customer expectations.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain the nature of product extension in services marketing. (SP) PWR2.8.a</li> <li>b. Identify product extensions that can be used in marketing communications. (MN)</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>MKCO.13.04 Position products/services to acquire desired business image.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>

<ul style="list-style-type: none"> <li>a. Explain equity positioning. (MN)</li> <li>b. Evaluate effectiveness of marketing-communications services. (MN) PWR2.1.e, RWC04.10.c</li> <li>c. Determine strategies for balancing standardization and personalization of services. (MN) PWR2.1.e, RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.13.05 Evaluate the effectiveness of the marketing-communications mix to make product-mix decisions.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Identify techniques that can be used to evaluate product-mix effectiveness. (MN) PWR2.1.e, RWC04.10.c</li> <li>b. Modify product mix. (MN) RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKCO.14 Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</b></li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.01 Understand promotion activities to show an in-depth understanding of their nature and scope.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain considerations affecting global promotion. (SP) PWR2.8.a</li> <li>b. Explain the marketing-communications development process. PWR2.8.a (SP)</li> </ul>	<b>Academic Content Knowledge Alignment:</b>  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.02 Utilize word-of-mouth strategies to build brand and to promote products.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain the nature of word-of-mouth. PWR2.8.a, RWC01.03.a</li> <li>b. Select word-of-mouth strategies appropriate for promotional objectives. (MN)</li> <li>c. Explain the nature of buzz-marketing. (SP) PWR2.8.a, RWC01.03.a</li> <li>d. Explain considerations in developing viral marketing campaigns. (SP) PWR2.8.a, RWC01.03.a</li> <li>e. Develop viral marketing strategies. (MN)</li> <li>f. Describe considerations in developing customer evangelists. (SP)</li> <li>g. Create customer evangelist strategy. (MN)</li> <li>h. Explain the use of celebrities/influencers as a WOM strategy. (SP) PWR2.8.a, RWC01.03.a</li> <li>i. Select celebrity/influencer to deliver promotional message. ((MN)</li> <li>j. Describe referral programs that can be used to build brand/promote products. (SP) RWC01.03.a</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively

<ul style="list-style-type: none"> <li>k. Develop referral program to build brand/promote products. (MN)</li> <li>l. Explain the use of product placement. (SP) PWR2.8.a, RWC01.03.a</li> <li>m. Identify opportunities for product placement. (MN)</li> </ul>	
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.03 Understand the use of direct marketing to attract attention and to build brand.

<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	

<ul style="list-style-type: none"> <li>a. Discuss types of direct marketing strategies. (SP) RWC01.03.a</li> <li>b. Explain the role of media in delivering direct marketing messages. (SP) PWR2.8.a, RWC3.03.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p> <p>RWC3.03.d-Reading, Writing and Communicating, Writing and Composition, Manipulate the elements and structures of informational text to create persuasive, academic, and technical writing. - Select language appropriate to context (e.g., technical, formal)</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.04 Understand the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Describe the use of corporate blogging. (SP) RWC01.07.b</li> <li>b. Explain the use of RSS feeds. (SP) PWR2.8.a, RWC01.07.b</li> <li>c. Discuss the use of podcasts. (SP) RWC01.07.b</li> <li>d. Describe the use of advergaming. (SP) RWC01.07.b</li> <li>e. Discuss the use of tagging. (SP) PWR2.8.a, RWC01.07.b</li> <li>f. Explain the use of social bookmarking. (SP) PWR2.8.a</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>



## **High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.05 Understand types of digital advertising strategies that can be used to achieve promotional goals.

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain the nature of online advertisements. (SP) PWR2.8.a, RWC01.07.d</li> <li>b. Explain the nature of e-mail marketing strategies. (SP) PWR2.8.a, RWC01.07.d</li> <li>c. Describe mobile advertising strategies. (SP) RWC01.07.d</li> <li>d. Discuss the use of search-engine optimization strategies. (SP) RWC01.07.d</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.d - Oral Expression and Listening - Oral presentations require effective preparation strategies - Develop a well-organized presentation to defend a position</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>



## **High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.06 Evaluate advertising copy strategies that can be use to create interest in advertising messages.

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Identify effective advertising headlines. (SP)</li> <li>b. Describe copy strategies. (SP) RWC01.07.b</li> <li>c. Discuss the nature of effective direct-marketing copy. (SP)</li> <li>d. Explain the nature of effective mobile ad copy. (SP) PWR2.8.a</li> <li>e. Identify promotional messages that appeal to targeted markets. (SP)</li> <li>f. Evaluate direct-marketing copy. (MN) RWC04.10.c</li> <li>g. Assess content in digital media. (MN) RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKCO.14.07 Understand design principles to be able to communicate needs to designers.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Describe the use of color in advertisements. (SP) RWC01.07.b</li> <li>b. Describe the elements of design. (SP) RWC01.07.b</li> <li>c. Explain the use of illustrations in advertisements. (SP) PWR2.8.a, RWC01.07.b</li> <li>d. Discuss the nature of typography. (SP) RWC01.07.b</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p>

<ul style="list-style-type: none"> <li>e. Explain type styles used in advertisements. (SP) PWR2.8.a, RWC1.7.b</li> <li>f. Describe effective advertising layouts. (SP) RWC01.07.b</li> <li>g. Identify types of drawing media. (SP) RWC01.07.b</li> <li>h. Explain the impact of color harmonies on composition. (SP) PWR2.8.a, RWC01.07.b</li> <li>i. Describe digital color concepts. (SP) RWC01.07.b</li> </ul>	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.08 Assess advertisements to ensure achievement of marketing communications goals/objectives.

<p><b>Evidence Outcomes</b>  <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Check advertising proofs (SP)</li> <li>b. Evaluate storyboards for broadcast advertisement (MN) PWR2.1.d, PWR2.1.e</li> <li>c. Assess collateral pieces for direct marketing (MN) PWR2.1.e</li> <li>d. Critique advertisements (MN) PWR2.1.d,</li> <li>e. Evaluate targeted e-mails (MN) PWR2.1.d PWR2.1.e</li> <li>f. Assess e-newsletter (MN) PWR2.1.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.d-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p> <p>PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>



**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.09 Understand how a website presence can be used to promote business/product.

<p><b>Evidence Outcomes</b>  <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
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<ul style="list-style-type: none"> <li>a. Explain website-development process. (SP) PWR2.8.a, RWC01.03.a</li> <li>b. Identify strategies for attracting targeted audience to website. (SP) PWR2.1.e, RWC04.10.c</li> <li>c. Describe technologies to improve website ranking/positioning on search engines/directories. (MN) RWC01.01.e</li> <li>d. Explain website linking strategies. (MN) RWC01.03.a</li> <li>e. Identify website design components. (MN) PWR2.1.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.01.e - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Choose specific words and word order for intended effect and meaning</p> <p>RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p> <p>PWR2.8.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.10 Manage media planning and placement to enhance return on marketing investment.

<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
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<p><b>Students can:</b></p> <ul style="list-style-type: none"> <li>a. Determine advertising reach of media. (SP)</li> <li>b. Read media schedule. (SP)</li> <li>c. Calculate media cost. (SP) MAT01.02.a</li> <li>d. Select advertising media. (MN) PWR2.1.e, RWC04.10.c</li> <li>e. Choose appropriate media outlets. (SP) PWR2.1.e, RWC04.10.c</li> <li>f. Negotiate terms with media owner. (SP)</li> <li>g. Schedule ads and commercials. (SP)</li> <li>h. Select placement of advertisements. (SP) PWR2.1.e, RWC04.10.c</li> <li>i. Buy ad space/time. (SP)</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
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<p>j. Identify techniques to increase ad response time. (SP)</p>	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.11 Develop and execute an advertising campaign to achieve marketing-communications objectives.

<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
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<p>a. Determine advertising campaign objectives. (MN) RWC04.10.c  b. Select advertising strategies for campaign. (MN) RWC04.10.c  c. Coordinate advertising research. (MN) PWR2.1.e, RWC04.10.c  d. Set media buying objectives. (MN) PWR2.1.e  e. Plan strategy to guide media-buying process .(MN) PWR2.1.e  f. Prepare advertising budget. (MN) MAT01.02.a  g. Develop a media plan (includes budget, media allocation, and timing of ads). (MN) MAT01.02.a, PWR2.1.e  h. Implement advertising strategies for campaign. (MN) PWR2.1.e  i. Follow up with media on “make-good advertisements”. (MN)</p>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation   RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.1.e-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
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**High School Expectations**

**Concepts and skills students know include:**

- MKCO.14.12 Leverage media buys to maximize marketing investment.

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Select strategies to leverage media buys. (MN) PWR2.1.e RWC04.10.c</li> <li>b. Implement strategies to leverage media buys. (MN) PWR2.1.e</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>• MKCO.14.13 Evaluate effectiveness of advertising strategies to determine return on marketing investment.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Evaluate effectiveness of advertising. (MN) PWR2.1.e, RWC04.10.c</li> <li>b. Evaluate media's contribution to campaign's effectiveness. (MN) PWR2.1.e, RWC04.10.c</li> <li>c. Evaluate digital marketing efforts. (MN) PWR2.1.e, RWC04.10.c</li> <li>d. Analyze costs/benefits of direct marketing. (MN) PWR2.1.e, RWC04.10.c</li> <li>e. Assess direct-marketing strategy. (MN) PWR2.1.e</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments
<b>High School Expectations</b>	

<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.14 Utilize publicity to inform stakeholders of business activities.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Write a press release. (SP) PWR2.8.a</li> <li>b. Create a public-service announcement. (SP)</li> <li>c. Create a press kit. (SP)</li> <li>d. Coordinate press releases. (MN)</li> <li>e. Cultivate media relationships. (SP)</li> <li>f. Obtain publicity. (MN)</li> </ul>	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.15 Utilize publicity/public-relations activities to create goodwill with stakeholders.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Analyze costs/benefits of company participation in community activities. (MN) RWC04.10.c</li> <li>b. Explain current issues/trends in public relations. PWR2.8.a</li> <li>c. Describe the use of crisis management in public relations. (MN) PWR2.8.a, RWC01.03.a</li> <li>d. Create and develop a public-relations plan. (MN)</li> </ul>	<b>Academic Content Knowledge Alignment:</b>
	RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience  RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.16 Employ sales-promotion activities to inform or remind customers of business/product.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Create promotional signage. (SP)</li> <li>b. Collaborate in the design of slogans/taglines. (SP)</li> <li>c. Set and develop strategy for brand identifiers (e.g., marks, characters, etc.). (MN)</li> <li>d. Collaborate in the design of collateral materials to promote frequency/loyalty marketing program.</li> <li>e. Explain considerations in designing a frequency/loyalty marketing program. (MN) RWC01.07.b</li> <li>f. Develop frequency/loyalty marketing strategy. (MN)</li> <li>g. Analyze use of specialty promotions. (MN) RWC04.10.c</li> <li>h. Participate in the design of collateral materials to promote special event. (SP)</li> <li>i. Develop strategy for creating a special event. (MN)</li> <li>j. Set up cross-promotions. (SP)</li> <li>k. Develop a sales-promotion plan. (MN)</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.17 Develop marketing/creative briefs to apprise staff and client of promotional strategy.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Discuss the use of marketing/creative briefs. (SP) RWC01.03.a</li> <li>b. Prepare marketing/creative briefs. (MN)</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKCO.14.18 Manage promotional activities to maximize return on promotional investments.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Establish promotional mix. (MN)</li> <li>b. Use past advertisements to aid in promotional planning. (MN)</li> <li>c. Evaluate creative work. (MN)</li> <li>d. Measure results of promotional mix .(MN)</li> <li>e. Determine appropriateness of promotional strategy across product lines. (MN)</li> <li>f. Develop frequency/loyalty marketing strategy. (MN)</li> <li>g. Prepare promotional budget. (MN) MAT01.02.a</li> <li>h. Manage promotional allowances. (MN) MAT03.03.c</li> <li>i. Develop promotional plan for a business. (MN) RWC03.01.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT03.03.c - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Describe the relationship between two categorical variables using percents</p> <p>RWC03.01.e - Writing and Composition - Style, detail, expressive language, and genre create a well-crafted statement directed at an intended audience and purpose - Critique own writing and the writing of others from the perspective of the intended audience to guide revisions, improve voice and style (word choice, sentence variety, figurative language) and achieve intended purpose and effect</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	

<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.14.19 Work with advertising agency to create marketing communications.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain the use of advertising agencies. (MN) RWC01.03.a</li> <li>b. Select advertising agency. (MN)</li> <li>c. Evaluate Advertising agency work. (MN)</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li><b>MKC.15 Selling:</b> Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.</li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.15.01 Acquire product knowledge to be equipped to solve customer/client's problems.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Acquire knowledge of client's products/brands. (CS) RWC04.06.d</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.06.d - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Use a variety of strategies (such as search engines, online databases, interview) to collect and organize relevant and significant information

	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.15.02 Utilize sales processes and techniques to determine and satisfy customer needs.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Pitch marketing communications idea to client. (SP) RWC01.07.b</li> <li>b. Present an advertising campaign to clients. (SP)</li> <li>c. Explain the nature of buzz-marketing. (SP) PWR2.8.a</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKCO.15.03 Utilize sales-support activities to increase customer satisfaction.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Provide service after the sale.(SP)</li> </ul>	<b>Academic Content Knowledge Alignment:</b>

	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>