

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 (Foundation) Knowledge and Skills	
Career Cluster/Cluster Grouping:	Marketing
Pathway(s):	<ul style="list-style-type: none"> • Marketing Communications • Marketing Management • Marketing Research • Merchandising • Professional Sales/Sales Management
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC01.01 Academic Foundations: Solve mathematical problems to obtain information for marketing decision-making. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC01.01.01 Employ numbers and operations in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Recognize relationships among numbers. MAT01.02.a b. Employ mathematical operations. MAT01.02.a. c. Perform computations successfully. MAT01.02.a d. Predict reasonable estimations. MAT01.02.a, PWR1.2.c 	Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.c-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Use concepts and techniques of probability and statistics

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC01.01.02 Apply algebraic skills in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Recognize patterns and mathematical relations. MAT02.06.a b. Use algebraic symbols to represent, solve, and analyze mathematical problems. MAT02.06.a, PWR1.2.d c. Create mathematical models from real-life situations. MAT02.06.a d. Represent changes in quantities mathematically. MAT02.02.d, MAT02.06.a e. Determine rate of change mathematically. MAT02.02.d, MAT02.06.a f. Interpret graphical and numerical data. MAT02.06.a, PWR1.2.d 	<p>Academic Content Knowledge Alignment: MAT02.02.d-Mathematics, Patterns, Functions, and Algebraic Structures, Graphs and tables are used to describe the qualitative behavior of common types of functions - Make qualitative statements about the rate of change of a function</p> <p>MAT02.06.a-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Represent, solve, using all tools including graphing technology, and interpret problems in various contexts using linear, quadratic, and exponential functions</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC01.01.03 Employ measurement skills in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Recognize measurable attributes of objects. MAT04.01.a b. Take measurements correctly. MAT04.01.a 	<p>Academic Content Knowledge Alignment: MAT04.01.a-Mathematics, Shape, Dimension, and Geometric Relationships, Attributes of two- and three-dimensional objects are measurable and can be quantified - Calculate (or estimate when appropriate) the perimeter and area of a two-dimensional irregular shape</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC01.01.04 Perform data analysis of marketing problems. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Formulate questions effectively. MAT03.01.a, MAT03.02.a, PWR2.1.f, RWC04.01.d, RWC04.06.b b. Collect relevant data. MAT03.01.b, MAT03.02.a, RWC04.01.d, RWC04.03.d, RWC04.03.e c. Organize useful data. MAT03.01.c, MAT03.03.a, RWC04.01.d, RWC04.03.e d. Answer questions appropriately. MAT03.01.c, RWC04.03.d e. Employ appropriate statistical methods in data analysis. MAT03.03.a f. Develop and evaluate inferences and predictions. MAT03.03.a, RWC04.09.a g. Apply basic concepts of probability. MAT03.05.b 	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.01.a-Mathematics, Data Analysis, Statistics, and Probability, Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Formulate appropriate research questions that can be answered with statistical analysis</p> <p>MAT03.01.b-Mathematics, Data Analysis, Statistics, and Probability, Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a research question</p> <p>MAT03.01.c-Mathematics, 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>MAT03.02.a-Mathematics, Data Analysis, Statistics, and Probability, The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Identify the characteristics of a well-designed and well-conducted survey</p> <p>MAT03.03.a-Mathematics, Data Analysis, Statistics, and Probability, Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for</p>

	<p>outliers when appropriate</p> <p>MAT03.05.b-Mathematics, Data Analysis, Statistics, and Probability, Probability models outcomes for situations in which there is inherent randomness, quantifying the degree of certainty in terms of relative frequency of occurrence - Apply and solve problems using the concepts of independence and conditional probability</p> <p>RWC04.01.d-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Design and defend a set of diverse research strategies (e.g. cross referencing bibliographies, creating annotated bibliographies, researching source credentials) to identify information appropriate to the needs of a research question</p> <p>RWC04.03.d-Reading, Writing, and Communicating, 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>RWC04.03.e-Reading, Writing, and Communicating, Research and Reasoning, Self-designed research provides insightful information, conclusions, and possible solutions - Evaluate and select appropriate types of evidence to support a particular research purpose</p> <p>RWC04.06.b-Reading, Writing, and Communicating, Research and Reasoning, Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Formulate research questions that are clear and precise</p> <p>RWC04.09.a-Reading, Writing, and Communicating, Research and Reasoning, Effective problem-solving strategies require high-quality reasoning - Analyze the purpose, question at issue, information, points of view, implications and consequences, inferences, assumptions and concepts inherent in thinking</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
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High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC01.01.05 Implement mathematical problem-solving techniques in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify problem-solving techniques. RWC04.09.c, PWR2.1.a b. Apply a variety of problem-solving strategies. MAT01.02.a, RWC04.09.c c. Adjust problem-solving strategies, when needed. MAT01.02.a, RWC04.09.d 	<p>Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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>RWC04.09.c-Reading, Writing, and Communicating, Research and Reasoning, Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p>RWC04.09.d-Reading, Writing, and Communicating, Research and Reasoning, Effective problem-solving strategies require high-quality reasoning - Monitor and reflect on the rationale for, and effectiveness of, choices made throughout the problem-solving process</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC01.02 Academic Foundations: Understand the economic principles and concepts fundamental to business operations. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC01.02.01 Describe fundamental economic concepts used in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Distinguish between economic goods and services. b. Explain the concept of economic resources. c. Describe the concepts of economics and economic activities. d. Determine economic utilities created by business activities. e. Explain the principles of supply and demand. MAT02.06.a f. Describe the functions of prices in markets. 	<p>Academic Content Knowledge Alignment: MAT02.06.a-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Represent, solve, using all tools including graphing technology, and interpret problems in various contexts using linear, quadratic, and exponential functions</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
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High School Expectations

Concepts and skills students know include:

- MKC01.02.02 Describe the nature of business to show its contributions to society.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Explain the role of business in society. b. Describe types of business activities. c. Explain the organizational design of businesses. d. Discuss the global environment in which businesses operate. PWR2.4.c e. Describe factors that affect the business environment. f. Explain how organizations adapt to today's markets. 	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.4.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Recognize the interdependent nature of our world</p>
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High School Expectations

Concepts and skills students know include:

- MKC01.02.03 Explain economic systems in which marketing activities are performed.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the types of economic systems. b. Explain the concept of private enterprise. c. Identify factors affecting a business's profit. MAT02.04.c d. Determine factors affecting business risk. e. Explain the concept of competition. f. Describe market structures. 	<p>Academic Content Knowledge Alignment: MAT02.04.c-Mathematics, Patterns, Functions, and Algebraic Structures, Expressions , equations, and inequalities can be expressed in multiple, equivalent forms - Solve equations for one variable in terms of the others</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC01.02.04 Acquire knowledge of the impact of government on business activities to make informed economic decisions. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Determine the relationship between government and business. b. Describe the nature of taxes. MAT01.02.a c. Discuss the nature of monetary policy. d. Discuss the supply and demand for money. e. Explain the role of the Federal Reserve System. f. Explain the concept of fiscal policies. g. Describe the effects of fiscal and monetary policies. 	<p>Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
High School Expectations	
<p>Concepts and skills students know include:</p>	

- MKC01.02.05 Analyze cost/profit relationships to guide business decision-making.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the concept of productivity. b. Analyze impact of specialization/division of labor on productivity.PWR2.1.a c. Explain the concept of organized labor and business. d. Explain the impact of the law of diminishing returns. e. Describe the concept of economies of scale. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills

High School Expectations

Concepts and skills students know include:

- MKC01.02.06 Describe economic indicators that can impact marketing activities.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the concept of price stability as an economic measure. b. Discuss the measure of consumer spending as an economic indicator. c. Discuss the impact of a nation's unemployment rates. d. Explain the concept of Gross Domestic Product. e. Describe the economic impact of inflation on business. f. Explain unemployment and inflation tradeoffs. g. Explain the economic impact of interest-rate fluctuations. h. Determine the impact of business cycles on business activities. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

High School Expectations

Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC01.02.07 Determine global trade's impact on business decision-making. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of global trade. b. Describe the determinants of exchange rates and their effects on the domestic economy. c. Discuss the impact of cultural and social environments on global trade. d. Explain labor issues associated with global trade. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC01.03 Academic Foundations: Integrate sociological knowledge of group behavior to understand customer decision-making. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC01.03.01 Employ sociological knowledge to facilitate marketing activities. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Analyze and interpret complex societal issues, events, and problems. PWR2.1.a, RWC04.04.a b. Analyze researched information and statistics. PWR2.1.a, RWC02.08.b, RWC04.08.a c. Reach reasoned conclusions. RWC04.02.a d. Examine social beliefs, influences, and behavior. RWC04.04.c e. Analyze group dynamics. RWC01.02.c f. Assess human behavior. RWC04.04.e 	Academic Content Knowledge Alignment:
	RWC01.02.c-Reading, Writing, and Communicating, 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
	RWC02.08.b-Reading, Writing, and Communicating, Reading for All Purposes, Increasingly complex informational texts require mature interpretation and study - Evaluate clarity and accuracy of information through close text study and investigation via other sources
	RWC04.02.a-Reading, Writing, and Communicating, Research and Reasoning, Logical arguments distinguish facts from opinions, and evidence defines reasoned judgment - Synthesize information to support a

	<p>logical argument</p> <p>RWC04.04.a-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Analyze the logic of complex situations by questioning the purpose, question at issue, information, points of view, implications and consequences inferences, assumptions and concepts</p> <p>RWC04.04.c-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Determine the extent to which they entered empathetically into competing points of view, exercised confidence in reason, recognized the limits of their knowledge on the topic (intellectual humility), explored alternative approaches to solving or addressing complex problems (intellectual flexibility), and were open to constructive critique (intellectual open-mindedness)</p> <p>RWC04.04.e-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Monitor and assess the extent to which their own beliefs and biases influenced their reactions to the viewpoints and logic of others</p> <p>RWC04.08.a-Reading, Writing, and Communicating, Research and Reasoning, Informational materials, including electronic sources, need to be collected, evaluated, and analyzed for accuracy, relevance, and effectiveness for answering research questions - Integrate information from different sources to research and complete a project</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC01.04 Academic Foundations: Integrate psychological knowledge to understand customer motivation. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC01.04.01 Apply psychological knowledge to facilitate marketing activities. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>

<ul style="list-style-type: none"> a. Recognize factors influencing perception. RWC04.04.e b. Identify sources of attitude formation. RWC04.04.e c. Assess methods used to evaluate attitudes. d. Identify basic social and cultural strata. e. Determine behavioral effects of social and cultural strata. f. Analyze effects of others on individual behavior. RWC04.04.a, RWC04.04.c g. Predict likelihood of conformity and obedience. h. Determine significance of aggression. i. Recognize factors affecting personality. RWC04.04.c j. Evaluate the nature of change over a lifetime. k. Identify sources of stress. l. Detail reactions to stress. m. Employ strategies for dealing with stress. n. Investigate factors affecting motivation. o. Analyze cues to basic drives/motives. p. Analyze the development of motives. 	<p>Academic Content Knowledge Alignment: RWC04.04.a-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Analyze the logic of complex situations by questioning the purpose, question at issue, information, points of view, implications and consequences inferences, assumptions and concepts</p> <p>RWC04.04.c-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Determine the extent to which they entered empathetically into competing points of view, exercised confidence in reason, recognized the limits of their knowledge on the topic (intellectual humility), explored alternative approaches to solving or addressing complex problems (intellectual flexibility), and were open to constructive critique (intellectual open-mindedness)</p> <p>RWC04.04.e-Reading, Writing, and Communicating, Research and Reasoning, Complex situations require critical thinking across multiple disciplines - Monitor and assess the extent to which their own beliefs and biases influenced their reactions to the viewpoints and logic of others</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC02.01 Communications: Obtain and convey ideas and information in marketing to facilitate business operations. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.01 Read to acquire meaning from written material and to apply the information to marketing tasks. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Identify sources that provide relevant, valid written material. RWC04.01.c, RWC04.01.d, RWC04.03.c b. Extract relevant information from written materials. RWC04.03.e c. Apply written directions to achieve tasks. d. Analyze company resources to ascertain policies and 	<p>Academic Content Knowledge Alignment: RWC04.01.c-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Critique and defend sources and information based on credibility, relevance</p>

<p>procedures.PWR2.1.a</p>	<p>and appropriateness relative to context and purpose</p> <p>RWC04.01.d-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Design and defend a set of diverse research strategies (e.g. cross-referencing bibliographies, creating annotated bibliographies, researching source credentials) to identify information appropriate to the needs of a research question</p> <p>RWC04.03.c-Reading, Writing, and Communicating, 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.e-Reading, Writing, and Communicating, Research and Reasoning, Self-designed research provides insightful information, conclusions, and possible solutions - Evaluate and select appropriate types of evidence to support a particular research purpose</p>
<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.02 Apply active listening skills in marketing. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain communication techniques that support and encourage speakers. RWC01.08.e b. Follow oral directions. PWR2.9.b c. Demonstrate active listening skills. RWC01.04.d, RWC01.06.a 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.04.d-Reading, Writing, and Communicating, Oral Expression and Listening, Validity of a message is determined by its accuracy and relevance - Listen critically to evaluate the overall effectiveness of the presentation</p> <p>RWC01.06.a-Reading, Writing, and Communicating, Oral Expression and Listening, Effectively operating in small and large groups to accomplish a goal</p>

	<p>requires active listening - Listen actively in groups to accomplish a goal</p> <p>RWC01.08.e-Reading, Writing, and Communicating, Oral Expression and Listening, Listening critically to comprehend a speaker's message requires mental and physical strategies to direct and maintain attention -Explain how variables such as background knowledge, experiences, values, and beliefs can affect communication</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.9.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Acknowledge authority and take direction</p>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKC02.01.03 Apply verbal skills in performing marketing activities. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of effective verbal communications. RWC01.08.e b. Ask relevant questions. RWC01.08.c c. Interpret others' nonverbal cues. RWC01.03.a d. Provide legitimate responses to inquiries.PWR2.7.c e. Give verbal directions. RWC01.07.b f. Employ communication styles appropriate to target audience. RWC01.01.d, RWC01.01.e g. Defend ideas objectively. h. Handle telephone calls in a businesslike manner. i. Participate in group discussions. RWC01.02.d j. Make oral presentations. RWC01.01.a 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.01.a-Reading, Writing, and Communicating, Oral Expression and Listening, Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Prepare and deliver a formal presentation for different purposes and audiences (such as expository, persuasive, entertaining, inspirational, or recognition)</p> <p>RWC01.01.d-Reading, Writing, and Communicating, Oral Expression and Listening, Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Use grammar and vocabulary appropriate for the situation, audience, topic, and purpose</p> <p>RWC01.01.e-Reading, Writing, and Communicating, 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>RWC01.02.d-Reading, Writing, and Communicating, Oral Expression and Listening, Effective collaborative groups accomplish goals - Participate in the preparations of the group activity or product, defining and assuming</p>

	<p>individual roles and responsibilities</p> <p>RWC01.03.a-Reading, Writing, and Communicating, 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.b-Reading, Writing, and Communicating, Oral Expression and Listening, Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC01.08.c-Reading, Writing, and Communicating, Oral Expression and Listening, Listening critically to comprehend a speaker's message requires mental and physical strategies to direct and maintain attention -Ask clarifying questions</p> <p>RWC01.08.e-Reading, Writing, and Communicating, Oral Expression and Listening, Listening critically to comprehend a speaker's message requires mental and physical strategies to direct and maintain attention -Explain how variables such as background knowledge, experiences, values, and beliefs can affect communication</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.7.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Behave honestly and ethically</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.04 Record information when performing marketing activities. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Utilize note-taking strategies. PWR1.1.b, RWC02.02.a</p> <p>b. Organize information graphically. MAT03.03.a, RWC02.08.d</p> <p>c. Select and use appropriate graphic aids. RWC02.08.d</p>	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.03.a-Mathematics, Data Analysis, Statistics, and Probability, Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for outliers when appropriate</p>

	<p>RWC02.02.a-Reading, Writing, and Communicating, Reading for All Purposes, Interpreting and evaluating complex informational texts require the understanding of rhetoric, critical reading, and analysis skills - Use reading and note-taking strategies (outlining, mapping systems, skimming, scanning, key word search) to organize information and make connections within and across informational texts</p> <p>RWC02.08.d-Reading, Writing, and Communicating, Reading for All Purposes, Increasingly complex informational texts require mature interpretation and study - Use flexible reading and note-taking strategies (outlining, mapping systems, skimming, scanning, key word search) to organize information and make connections within and across informational texts</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.1.b-Postsecondary & Workforce Readiness, Content Knowledge , Literacy - Write clearly and coherently for a variety of purposes and audiences</p>
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.05 Write internal and external business correspondence in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of effective written communications RWC03.01.e b. Select and utilize appropriate formats for professional writing RWC03.08.b c. Edit and revise written work consistent with professional standards. RWC03.02.h d. Write professional e-mails. PWR1.1.b, RWC03.08.b e. Write and send business messages electronically. PWR1.1.b, RWC03.08.b f. Write business letters. PWR1.1.b, RWC03.08.b g. Write informational messages. PWR1.1.b, RWC03.08.b h. Write inquiries. PWR1.1.b, RWC03.08.b i. Write persuasive messages. PWR1.1.b , RWC03.08.b j. Write executive summaries. PWR1.1.b , RWC03.08.b k. Prepare simple written reports. RWC03.08.b 	<p>Academic Content Knowledge Alignment: RWC03.01.e-Reading, Writing, and Communicating, 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>RWC03.02.h-Reading, Writing, and Communicating, Writing and Composition, Ideas, evidence, structure, and style create persuasive, academic, and technical texts for particular audiences and specific purposes - Revise writing using feedback to maximize effect on audience and to calibrate purpose</p> <p>RWC03.08.b-Reading, Writing, and Communicating, Writing and</p>

<p>l. Prepare complex written reports. RWC03.08.b m. Write proposals. RWC03.08.b</p>	<p>Composition, Organizational writing patterns inform or persuade an audience - Select and apply the organizational pattern best suited to purpose and audience</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.1.b-Postsecondary & Workforce Readiness, Content Knowledge , Literacy - Write clearly and coherently for a variety of purposes and audiences</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.06 Communicate with staff to clarify workplace objectives. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Explain the nature of staff communication. RWC01.02.c b. Choose appropriate channel for workplace communication. c. Participate in a staff meeting. RWC01.06.b, RWC01.06.f d. Provide directions for completing job tasks. RWC01.07.b e. Update employees on business and economic trends. RWC01.07.a f. Conduct a staff meeting. RWC01.06.d</p>	<p>Academic Content Knowledge Alignment: RWC01.02.c-Reading, Writing, and Communicating, Oral Expression and Listening, Effectively collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</p> <p>RWC01.06.b-Reading, Writing, and Communicating, Oral Expression and Listening, Effectively operating in small and large groups to accomplish a goal requires active listening - Contribute effectively in both small and large groups to collaboratively accomplish a goal</p> <p>RWC01.06.d-Reading, Writing, and Communicating, 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>RWC01.06.f-Reading, Writing, and Communicating, Oral Expression and Listening, Effectively operating in small and large groups to accomplish a goal requires active listening - Participate in group activities through full engagement in individual roles and responsibilities that support the specified goal of the group</p> <p>RWC01.07.a-Reading, Writing, and Communicating, Oral Expression and Listening, Oral presentations require effective preparation strategies - Give</p>

	<p>formal and informal talks to various audiences for various purposes using appropriate level of formality and rhetorical devices</p> <p>RWC01.07.b-Reading, Writing, and Communicating, Oral Expression and Listening, Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC02.01.07 Communicate effectively with customers to foster positive relationships that enhance company image. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain the nature of effective communication. RWC01.02.c b. Reinforce service orientation through communication. RWC01.07.b c. Respond to customer inquiries. RWC01.05.b d. Adapt communication to the cultural and social differences among clients. PWR2.4.b, RWC01.05.b, RWC01.05.d e. Interpret business policies to customers/clients. RWC01.06.d 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.02.c-Reading, Writing, and Communicating, 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>RWC01.05.b-Reading, Writing, and Communicating, Oral Expression and Listening, Content that is gathered carefully and organized well successfully influences an audience - Reflect on the content and approach to a presentation</p> <p>RWC01.05.d-Reading, Writing, and Communicating, Oral Expression and Listening, Content that is gathered carefully and organized well successfully influences an audience - Make decisions about how to establish credibility and enhance appeal to the audience</p> <p>RWC01.06.d-Reading, Writing, and Communicating, 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>RWC01.07.b-Reading, Writing, and Communicating, Oral Expression and Listening, Oral presentations require effective preparation strategies - Use</p>

	verbal and nonverbal techniques to communicate information
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.4.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Interact effectively with and respect the diversity of different individuals, groups, and cultures</p>
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> MKC02.01.08 Use communication skills to influence others. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Persuade others. PWR2.8.b, RWC01.05.a b. Demonstrate negotiation skills. RWC01.05.a 	<p>Academic Content Knowledge Alignment: RWC01.05.a-Reading, Writing, and Communicating, Oral Expression and Listening, Content that is gathered carefully and organized well successfully influences an audience - Organize and deliver a presentation that influences a specific audience</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.8.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Construct clear, coherent, and persuasive arguments</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> MKC03 Problem-Solving and Critical Thinking: No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart. 	
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> 	

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
(no outcomes listed)	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC04.01 Information Technology Applications: Apply technological tools in marketing to expedite workflow. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC04.01.01 Utilize information-technology tools in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify ways that technology impacts business. b. Explain the role of information systems. c. Discuss principles of computer systems. d. Use basic operating systems. PWR2.2.a e. Describe the scope of the Internet. f. Demonstrate basic e-mail functions. PWR2.2.a g. Demonstrate personal information management/ productivity applications. PWR2.2.a h. Demonstrate basic web-search skills. PWR2.2.c i. Demonstrate basic word processing skills. PWR2.2.a j. Demonstrate basic presentation applications. PWR2.2.a k. Demonstrate basic database applications. PWR2.2.a l. Demonstrate basic spreadsheet applications. PWR2.2.a m. Use an integrated business software application package. PWR2.2.a n. Demonstrate collaborative/groupware applications. PWR2.2.a o. Create and post basic web page. PWR2.2.a 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information PWR2.2.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology -Provide citations for resources

Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC05.01 Systems: Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC05.01.01 Employ entrepreneurial discovery strategies in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the need for entrepreneurial discovery. b. Discuss entrepreneurial discovery processes. c. Assess global trends and opportunities. PWR2.1.a d. Determine opportunities for venture creation. PWR2.3.a, PWR2.3.b, PWR2.3.c e. Assess opportunities for venture creation. PWR2.3.a, PWR2.3.b, PWR2.3.c f. Describe idea-generation methods. PWR2.3.b g. Generate venture ideas. PWR2.3.b, PWR2.3.c h. Determine feasibility of venture ideas. PWR2.1.a 	Academic Content Knowledge Alignment:
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p> <p>PWR2.3.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Demonstrate intellectual curiosity</p> <p>PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches</p> <p>PWR2.3.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC05.01.02 Develop concept for new marketing project or business venture. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Describe entrepreneurial planning considerations. PWR2.6.a b. Explain tools used by entrepreneurs for venture planning. PWR2.6.a c. Assess start-up requirements. PWR2.1.a d. Assess risks associated with venture. PWR2.1.a e. Describe external resources useful to entrepreneurs during concept development. f. Assess the need to use external resources for concept development. PWR2.1.a g. Describe strategies to protect intellectual property. PWR2.2.b h. Use components of business plan to define venture idea. 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p> <p>PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p> <p>PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC05.01.03 Determine needed resources for a new marketing project or business venture. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe processes used to acquire adequate financial resources for venture creation/start-up. MAT02.06.e b. Select sources to finance venture creation/start-up. c. Explain factors to consider in determining a venture's human-resource needs. d. Explain considerations in making the decision to hire staff. e. Describe considerations in selecting capital resources. MAT02.06.e f. Identify capital resources needed for the venture. g. Assess the costs/benefits associated with resources. MAT02.06.e, PWR1.2.d 	<p>Academic Content Knowledge Alignment: MAT02.06.e-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Analyze various lending sources, services, and financial institutions (PFL)</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.01.04 Actualize new marketing project or business venture. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Use external resources to supplement entrepreneur's expertise. b. Explain the complexity of business operations. c. Evaluate risk-taking opportunities. SST03.07.c, PWR1.2.d d. Explain the need for business systems and procedures. e. Describe the use of operating procedures. f. Explain methods/processes for organizing workflow. g. Develop and/or provide product/service. PWR2.3.b h. Use creative problem-solving in business activities/decisions. PWR2.3.b i. Explain the impact of resource productivity on venture success. j. Create processes for ongoing opportunity recognition. PWR2.3.b k. Develop plan to invest resources into improving current products or creating new ones. PWR1.2.d l. Adapt to changes in business environment. 	Academic Content Knowledge Alignment: SST03.07.c-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Select and evaluate strategies to mitigate risk
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.01.05 Select harvesting strategies for marketing project or business venture. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the need for continuation planning. b. Describe methods of venture harvesting. c. Evaluate options for continued venture involvement. PWR2.1.a d. Develop exit strategies. PWR2.1.a 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills
Prepared Completer Competencies:	

- **MKC05.02 Systems: Analyze accounting systems to examine their contribution to the fiscal stability of businesses.**

High School Expectations

Concepts and skills students know include:

- MKC05.02.01 Acquire a foundational knowledge of accounting to understand its nature and scope.

Evidence Outcomes - Students can:

- Explain the concept of accounting. MAT01.02.a, PWR1.2.a
- Explain the need for accounting standards (GAAP).
- Discuss the role of ethics in accounting.
- Explain the use of technology in accounting.
- Explain legal considerations for accounting.

21st Century Skills and Readiness Competencies

Academic Content Knowledge Alignment:

MAT01.02.a-Mathematics, 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

Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

PWR1.2.a-Postsecondary & 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

High School Expectations

Concepts and skills students know include:

- MKC05.02.02 Implement accounting procedures to track money flow and to determine financial status.

Evidence Outcomes - Students can:

- Describe the nature of cash flow statements. MAT01.02.a
- Prepare cash flow statements. MAT01.02.a
- Explain the nature of balance sheets. MAT01.02.a
- Describe the nature of income statements. MAT01.02.a

21st Century Skills and Readiness Competencies

Academic Content Knowledge Alignment:

MAT01.02.a-Mathematics, 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

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
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Prepared Completer Competencies:

- MKC05.03 Systems: Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.



High School Expectations

Concepts and skills students know include:

- MKC05.03.01 Acquire a foundational knowledge of finance to understand its nature and scope.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Explain the role of finance in business. b. Discuss the role of ethics in finance. c. Explain legal considerations for finance. 	Academic Content Knowledge Alignment:
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	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
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Prepared Completer Competencies:

- MKC05.04 Systems: Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources.



High School Expectations

Concepts and skills students know include:

- MKC05.04.01 Understand the role and function of human resources management in marketing.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Discuss the nature of human resources management. b. Explain the role of ethics in human resources management. PWR2.2.b c. Describe the use of technology in human resources management. PWR2.2.b 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information
Prepared Completer Competencies: <ul style="list-style-type: none"> • MKC05.05 Systems: Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders. 	
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKC05.05.01 Describe marketing's role and function in business. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain marketing and its importance in a global economy. b. Describe marketing functions and related activities. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.05.02 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain customer/client/business buying behavior. Discuss actions employees can take to achieve the company's desired results. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.). PWR2.9.d 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.05.03 Determine a company's unique selling proposition to recognize what sets the company apart from its competitors. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Identify company's unique selling proposition. PWR2.1.a Identify internal and external service standards. PWR2.1.a 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC05.06 Systems: Understand the techniques and strategies used to foster positive, ongoing relationships with customers. 	

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.06.01 Foster positive relationships with customers to enhance company image. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of positive customer relations. b. Demonstrate a customer-service mindset. PWR2.9.a, PWR2.9.c c. Explain management's role in customer relations. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.06.02 Reinforce company's image to exhibit the company's brand promise. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify company's brand promise. b. Determine ways of reinforcing the company's image through employee performance. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.06.03 Describe the nature of customer relationship management to show its contributions to a company. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Discuss the nature of customer relationship management. PWR2.9.a b. Explain the role of ethics in customer relationship management. PWR2.2.b c. Describe the use of technology in customer relationship management. PWR2.2.a 	Academic Content Knowledge Alignment:
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC05.07 Systems: Monitor, plan, and control the day-to-day activities required for continued business operations. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.07.01 Describe operation's role and function in business. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of operations. PWR2.9.a b. Discuss the role of ethics in operations. PWR2.2.b c. Describe the use of technology in operations. PWR2.2.a 	Academic Content Knowledge Alignment:

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC05.07.02 Implement purchasing activities to obtain business supplies and equipment. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain the nature and scope of purchasing. b. Place orders/reorders. MAT01.02.a, PWR1.2.d c. Maintain inventory of supplies. MAT01.02.a, PWR1.2.d d. Manage the bid process in purchasing. MAT01.02.a, PWR1.2.d e. Select vendors. f. Evaluate vendor's performance. PWR2.1.a 	<p>Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p> <p>PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
<p>High School Expectations</p>	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.07.03 Explain production's role and function in business. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain the concept of production. Describe production activities. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC05.07.04 Implement quality-control processes to minimize errors and to expedite workflow. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Identify quality-control measures. Utilize quality control methods at work. Describe crucial elements of a quality culture. Describe the role of management in the achievement of quality. Establish efficient operating systems. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC06.01 Safety, Health and Environment: Implement safety, health, and environmental controls to enhance productivity in marketing. 	

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC06.01.01 Adhere to health and safety regulations to support a safe work environment. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe health and safety regulations in business b. Report noncompliance with business health and safety regulations. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC06.01.02 Implement safety procedures to minimize loss. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Follow instructions for use of equipment, tools, and machinery. b. Follow safety precautions. c. Maintain a safe work environment. d. Explain procedures for handling accidents. e. Handle and report emergency situations. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC06.01.03 Determine needed safety policies/procedures to protect employees. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Identify potential safety issues. Establish safety policies and procedures. SST03.07.c 	Academic Content Knowledge Alignment: SST03.07.c-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Select and evaluate strategies to mitigate risk
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC06.01.04 Implement security policies/procedures to minimize chance for loss. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain routine security precautions. Follow established security procedures/policies. SST03.07.c Protect company information and intangibles. SST03.07.c 	Academic Content Knowledge Alignment: SST03.07.c-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Select and evaluate strategies to mitigate risk
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC06.01.05 Develop policies/procedures to protect workplace security. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify potential security issues. b. Establish policies to protect company information and intangibles. c. Establish policies to maintain a non-hostile work environment. d. Establish policies and procedures to maintain physical security of the work environment. SST03.07.c 	Academic Content Knowledge Alignment: SST03.07.c-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Select and evaluate strategies to mitigate risk
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC07 Leadership And Teamwork: No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
(no outcomes)	Academic Content Knowledge Alignment:

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC08.01 Ethics and Legal Responsibilities: Understand business’s responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC08.01.01 Employ ethical actions in obtaining and providing information to acquire others’ confidence. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Respect the privacy of others. PWR2.2.b b. Explain ethical considerations in providing information. PWR2.2.b c. Protect confidential information. PWR2.2.b d. Determine information appropriate to obtain from a client or another employee. PWR2.2.b 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC08.01.02 Apply ethics to demonstrate trustworthiness. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Explain the nature of business ethics. b. Demonstrate responsible behavior. PWR2.7.d c. Demonstrate honesty and integrity. PWR2.7.c d. Demonstrate ethical work habits. PWR2.6.e, PWR2.6.f 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Take responsibility for completion of work</p> <p>PWR2.6.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Act with maturity, civility, and politeness</p> <p>PWR2.7.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Behave honestly and ethically</p> <p>PWR2.7.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Take responsibility for actions</p>
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC08.01.03 Manage internal and external business relationships to foster positive interactions. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Treat others fairly at work. PWR2.7.c b. Describe ethics in human resources issues. 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.7.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Behave honestly and ethically</p>
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC08.01.04 Acquire foundational knowledge of business laws and regulations to understand their nature and scope. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Discuss the nature of law and sources of law in the United States. b. Describe the United States' judicial system. c. Describe legal issues affecting businesses. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC08.01.05 Explain the civil foundations of the legal environment of business to demonstrate knowledge of contracts. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify the basic torts relating to business enterprises b. Describe the nature of legally binding contracts 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC08.01.06 Explore the regulatory environment of United States' businesses to understand the diversity of regulations. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the nature of legal procedure. b. Discuss the nature of debtor-creditor relationships. SST03.06.b c. Explain the nature of agency relationships. d. Discuss the nature of environmental law. e. Discuss the role of administrative law. 	Academic Content Knowledge Alignment: 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
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC08.01.07 Explain human resources laws and regulations to facilitate business operations. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of human resources regulations. b. Explain the nature of workplace regulations (including OSHA, ADA). c. Discuss employment relationships. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC08.01.08 Apply knowledge of business ownership to establish and continue business operations. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain types of business ownership. Select form of business ownership. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC08.01.09 Acquire knowledge of commerce laws and regulations to continue business operations. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain the nature of trade regulations. Describe the impact of anti-trust legislation. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC08.01.10 Explain tax laws and regulations to adhere to government requirements. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of tax regulations on business. b. Explain the nature of businesses' reporting requirements. c. Develop strategies for legal/government compliance. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC09.01 Employability and Career Development: Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC09.01.01 Foster self-understanding to recognize the impact of personal feelings on others. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the nature of emotional intelligence. b. Explain the concept of self-esteem. c. Recognize personal biases and stereotypes. PWR2.4.b d. Assess personal strengths and weaknesses. PWR2.6.d 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.4.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Interact effectively with and respect the diversity of different individuals, groups, and cultures PWR2.6.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Learn from instruction and criticism

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC09.01.02 Acquire self-development skills for success in marketing careers. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Maintain appropriate personal appearance. Demonstrate systematic behavior. Set personal goals. PWR2.6.a Use feedback for personal growth. PWR2.6.d 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals PWR2.6.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Learn from instruction and criticism
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC09.01.03 Develop personal traits to foster career advancement in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Identify desirable personality traits important to business. PWR2.6.b, PWR2.9.c Exhibit a positive attitude. Exhibit self-confidence. Demonstrate interest and enthusiasm. Demonstrate initiative. PWR2.6.c, PWR2.9.d Foster positive working relationships. PWR2.9.a, PWR2.9.b 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Manage time effectively PWR2.6.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Take initiative, and follow through PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior

	<p>Skills, Collaboration - Work effectively with others</p> <p>PWR2.9.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Acknowledge authority and take direction</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p> <p>PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
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High School Expectations

Concepts and skills students know include:

- MKC09.01.04 Participate in career-planning in marketing.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Assess personal interests and skills needed for success in business. PWR2.7.e b. Analyze employer expectations in the business environment. c. Explain the rights of workers. d. Identify sources of career information. RWC04.06.d e. Identify tentative occupational interest. RWC04.06.d f. Explain employment opportunities in business. PWR2.7.f 	<p>Academic Content Knowledge Alignment:</p> <p>RWC04.06.d-Reading, Writing, and Communicating, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.7.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Understand the relevance of learning to postsecondary and workforce readiness</p> <p>PWR2.7.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Demonstrate awareness of and evaluate career options</p>



High School Expectations

Concepts and skills students know include:

- MKC09.01.05 Implement job-seeking skills to obtain employment in marketing.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Utilize job-search strategies. RWC04.06.d b. Complete a job application. c. Interview for a job. RWC01.03.a d. Write a follow-up letter after job interviews. e. Write a letter of application. RWC03.05.f, RWC03.06.f f. Prepare a résumé. RWC03.05.f, RWC03.06.f g. Use networking techniques to identify employment opportunities. 	<p>Academic Content Knowledge Alignment: RWC01.03.a-Reading, Writing, and Communicating, 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>RWC03.05.f-Reading, Writing, and Communicating, Writing and Composition, Elements of informational and persuasive texts can be refined to inform or influence an audience - Clarify and order ideas for best possible effect</p> <p>RWC03.06.f-Reading, Writing, and Communicating, Writing and Composition, Writing demands ongoing revisions and refinements for grammar, usage, mechanics, and clarity - Use resources (print and electronic) and feedback to edit and enhance writing for purpose and audience</p> <p>RWC04.06.d-Reading, Writing, and Communicating, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC09.01.06 Utilize career-advancement activities to enhance professional development in marketing careers. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Describe techniques for obtaining work experience (e.g., volunteer activities, internships). b. Explain the need for ongoing education as a worker. PWR2.7.e c. Explain possible advancement patterns for jobs. d. Identify skills needed to enhance career progression. PWR2.7.f e. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors). PWR2.2.a 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.7.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Understand the relevance of learning to postsecondary and workforce readiness</p> <p>PWR2.7.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Demonstrate awareness of and evaluate career options</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC10.01 Technical Skills: Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.01.01 Use information literacy skills in marketing. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Assess information needs. b. Obtain needed information efficiently. RWC04.06.d, PWR2.2.a c. Evaluate quality and source of information. RWC04.03.e d. Apply information to accomplish a task. RWC04.08.a, PWR2.2.a e. Store information for future use. 	<p>Academic Content Knowledge Alignment: RWC04.03.e-Reading, Writing, and Communicating, Research and Reasoning, Self-designed research provides insightful information, conclusions, and possible solutions - Evaluate and select appropriate types of evidence to support a particular research purpose</p> <p>RWC04.06.d-Reading, Writing, and Communicating, 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>RWC04.08.a-Reading, Writing, and Communicating, Research and Reasoning, Informational materials, including electronic sources, need to be collected, evaluated, and analyzed for accuracy, relevance, and effectiveness for answering research questions - Integrate information from different sources to research and complete a project</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> MKC10.01.02 Acquire a foundational knowledge of information management. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Discuss the nature of information management. PWR2.2.a b. Explain the role of ethics in information management. PWR2.2.b c. Explain legal issues associated with information management. PWR2.2.b</p>	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> MKC10.01.03 Maintain business records to facilitate marketing operations. 	

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the nature of business records. b. Maintain customer records. 	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC10.01.04 Acquire information that can be used to guide business decision-making. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe current business trends. b. Monitor internal records for business information. c. Conduct an environmental scan to obtain business information. d. Interpret statistical findings. MAT03.01.c, PWR1.2.c 	<p>Academic Content Knowledge Alignment: MAT03.01.c-Mathematics, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.c-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Use concepts and techniques of probability and statistics</p>
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.01.05 Utilize project-management skills in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain the nature of project management. Identify resources needed for project. RWC03.02.b Develop project plan. RWC04.08.a, PWR2.6.a Apply project-management tools to monitor project progress. Evaluate project results. 	<p>Academic Content Knowledge Alignment: RWC03.02.b-Reading, Writing, and Communicating, Writing and Composition, Ideas, evidence, structure, and style create persuasive, academic, and technical texts for particular audiences and specific purposes - Select appropriate and relevant information (excluding extraneous details) to set context</p> <p>RWC04.08.a-Reading, Writing, and Communicating, Research and Reasoning, Informational materials, including electronic sources, need to be collected, evaluated, and analyzed for accuracy, relevance, and effectiveness for answering research questions - Integrate information from different sources to research and complete a project</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC10.02 Technical Skills: Maintain, control, and plan the use of financial resources to protect solvency. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.02.01 Explain the fundamental principles of money needed to make financial exchanges. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.). Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.). 	<p>Academic Content Knowledge Alignment:</p>

<ul style="list-style-type: none"> c. Describe functions of money (medium of exchange, unit of measure, store of value). PWR1.2.d d. Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.). PWR1.2.d e. Explain the time value of money. PWR1.2.d f. Explain the purposes and importance of credit. g. Explain legal responsibilities associated with financial exchanges. 	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>
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High School Expectations

Concepts and skills students know include:

- MKC10.02.02 Analyze financial needs and goals.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.). b. Set financial goals. PWR1.2.d, PWR2.6.a, SST03.04.a c. Develop personal budget. MAT01.02.d, PWR1.2.d, SST03.04.a 	<p>Academic Content Knowledge Alignment: MAT01.02.d-Mathematics, Number Sense, Properties, and Operations, Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Design and use a budget, including income (net take-home pay) and expenses (mortgage, car loans, and living expenses) to demonstrate how living within your means is essential for a secure financial future (PFL)</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>
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	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p> <p>PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
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High School Expectations

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.02.03 Manage personal finances to achieve financial goals. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of tax liabilities. MAT01.02.c SST03.04.c SST03.04.e b. Interpret a pay stub. MAT01.02.c, PWR1.2.d, SST03.04.c c. Read and reconcile bank statements. MAT01.02.a, PWR1.2.d d. Maintain financial records. MAT01.02.a, PWR1.2.d e. Demonstrate the wise use of credit. MAT02.06.d, PWR1.2.d f. Validate credit history. SST03.06.c, PWR1.2.d g. Protect against identity theft. SST03.04.b h. Prepare personal income tax forms (i.e., 1040 EZ). MAT01.02.a, PWR1.2.d 	<p>Academic Content Knowledge Alignment:</p> <p>MAT01.02.a-Mathematics, 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>MAT01.02.c-Mathematics, Number Sense, Properties, and Operations, Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Describe factors affecting take-home pay and calculate the impact (PFL)</p> <p>MAT02.06.d-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Evaluate, using all tools including graphing technology, the costs and benefits of credit (PFL)</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>SST03.04.c-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Describe factors affecting take-home pay</p> <p>SST03.04.e-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Describe legal and ethical responsibilities regarding tax liabilities</p> <p>SST03.06.c-Social Studies, Economics, Analyze the components of personal credit to manage credit and debt(PFL) - Make connections between building and maintaining a credit history and its impact on lifestyle</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.02.04 Explain how the use of financial-services providers can aid in financial-goal achievement. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe types of financial-services providers. SST03.06.a b. Discuss considerations in selecting a financial-services provider. PWR2.1.f, SST03.06.a 	<p>Academic Content Knowledge Alignment: SST03.06.a-Social Studies, Economics, Analyze the components of personal credit to manage credit and debt(PFL) - Analyze various lending sources, services, and financial institutions</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.02.05 Use investment strategies to ensure financial well-being. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain types of investments. SST03.05.a, SST03.05.d b. Explain the nature of capital investment. c. Establish investment goals and objectives. PWR2.6.a, SST03.04.a 	<p>Academic Content Knowledge Alignment: SST03.05.a-Social Studies, Economics, Analyze strategic spending, saving, and investment options to achieve the objectives of diversification, liquidity, income, and growth (PFL) - Compare and contrast the variety of investments available for a diversified portfolio</p> <p>SST03.05.d-Social Studies, Economics, Analyze strategic spending, saving, and investment options to achieve the objectives of diversification, liquidity, income, and growth (PFL) - Describe the appropriate types of investments to achieve the objectives of liquidity, income and growth</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-</p>

	<p>term goals</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.02.06 Identify potential business threats and opportunities to protect a business’s financial well-being. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Describe the concept of insurance. SST03.07.a, SST03.07.b b. Obtain insurance coverage. SST03.07.a, SST03.07.b c. Settle insurance losses. MAT03.05.f d. Identify speculative business risks. PWR1.2.a e. Explain the nature of risk management. PWR1.2.a, SST03.07.c 	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.05.f-Mathematics, Data Analysis, Statistics, and Probability, Probability models outcomes for situations in which there is inherent randomness, quantifying the degree of certainty in terms of relative frequency of occurrence - Analyze, using all tools including graphing technology, the cost of insurance as a method to offset the risk of a situation (PFL)</p> <p>SST03.07.a-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Differentiate between types of insurance</p> <p>SST03.07.b-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Explain the function and purpose of insurance</p> <p>SST03.07.c-Social Studies, Economics, Identify, develop, and evaluate risk-management strategies (PFL) - Select and evaluate strategies to mitigate risk</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.a-Postsecondary & 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>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.02.07 Implement financial skills to obtain business credit and to control its use. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain the purposes and importance of obtaining business credit. MAT02.06.d b. Analyze critical banking relationships. PWR1.2.a c. Make critical decisions regarding acceptance of bank cards. PWR1.2.d d. Determine financing needed for business operations. MAT02.06.e, PWR1.2.d, SST03.06.a e. Identify risks associated with obtaining business credit. PWR1.2.a f. Explain sources of financial assistance. MAT02.06.e, SST03.06.a g. Explain loan evaluation criteria used by lending institutions. h. Complete loan application package. 	<p>Academic Content Knowledge Alignment: MAT02.06.d-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Evaluate, using all tools including graphing technology, the costs and benefits of credit (PFL)</p> <p>MAT02.06.e-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Analyze various lending sources, services, and financial institutions (PFL)</p> <p>SST03.06.a-Social Studies, Economics, Analyze the components of personal credit to manage credit and debt(PFL) - Analyze various lending sources, services, and financial institutions</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.a-Postsecondary & 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>PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.02.08 Manage financial resources to ensure solvency. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the nature of budgets. MAT01.02.a b. Explain the nature of operating budgets. MAT01.02.a c. Describe the nature of cost/benefit analysis. MAT01.02.a d. Determine relationships among total revenue, marginal revenue, output, and profit. MAT01.02.a, PWR1.2.d e. Develop company's/department's budget. MAT01.02.a, PWR1.2.d, SST03.04.a f. Forecast sales. MAT01.02.a g. Calculate financial ratios. MAT01.02.a, PWR1.2.d h. Interpret financial statements. PWR1.2.d, RWC02.02.c 	<p>Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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>RWC02.02.c-Reading, Writing, and Communicating, Reading for All Purposes, Interpreting and evaluating complex informational texts require the understanding of rhetoric, critical reading, and analysis skills - Obtain and use information from text and text features (index, bold or italicized text, subheadings, graphics) to answer questions, perform specific tasks, or identify and solve problems</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC10.03 Technical Skills: Describe and apply management tools, techniques, and strategies used in planning, controlling and organizing a marketing organization/ department to maintain the business or department's growth and development. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.03.01 Recognize management's role to understand its contribution to business success. 	

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the concept of management. b. Explain the nature of managerial ethics. PWR2.7.c 	Academic Content Knowledge Alignment: Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.7.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Behave honestly and ethically

High School Expectations

Concepts and skills students know include:

- MKC10.03.02 Utilize planning tools to guide organization's/ department's activities.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of business plans. b. Develop company goals/objectives. PWR2.6.a c. Define business mission. d. Conduct an organizational SWOT. e. Explain external planning considerations. f. Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.). PWR2.6.b g. Develop action plans. PWR2.6.a, RWC03.05.e, RWC03.05.f, RWC03.08.b, RWC03.08.c, RWC03.08.d h. Develop business plan. PWR2.6.a, RWC03.05.e, RWC03.05.f, RWC03.08.b, RWC03.08.c, RWC03.08.d 	Academic Content Knowledge Alignment: RWC03.05.e-Reading, Writing, and Communicating, Writing and Composition, Elements of informational and persuasive texts can be refined to inform or influence an audience - Use vocabulary for intentional development of voice and tone for a specific audience, purpose, or situation RWC03.05.f-Reading, Writing, and Communicating, Writing and Composition, Elements of informational and persuasive texts can be refined to inform or influence an audience - Clarify and order ideas for best possible effect RWC03.08.b-Reading, Writing, and Communicating, Writing and Composition, Organizational writing patterns inform or persuade an audience - Select and apply the organizational pattern best suited to purpose and audience RWC03.08.c-Reading, Writing, and Communicating, Writing and Composition, Organizational writing patterns inform or persuade an audience - Choose and develop an effective appeal RWC03.08.d-Reading, Writing, and Communicating, Writing and

	Composition, Organizational writing patterns inform or persuade an audience - Collect, organize, and evaluate materials to support ideas
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p> <p>PWR2.6.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Manage time effectively</p>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> MKC10.03.03 Control an organization's/department's activities to encourage growth and development. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the nature of managerial control (control process, types of control, what is controlled). b. Analyze operating results in relation to budget/industry. PWR2.1.a c. Track performance of business plan. PWR2.1.a 	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
Prepared Completer Competencies: <ul style="list-style-type: none"> MKC10.04 Technical Skills: Understand the processes used to monitor, plan, and control the day-to-day activities required for continued business operations. 	
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> MKC10.04.01 Implement expense-control strategies to enhance a business's financial well-being. 	

Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of overhead/operating costs. b. Explain employee's role in expense control. c. Control use of supplies. PWR1.2.a d. Conduct breakeven analysis. MAT01.02.a, MAT02.06.a, PWR1.2.a e. Negotiate service and maintenance contracts. RWC01.01.e f. Negotiate lease or purchase of facility. RWC01.01.e g. Develop expense control plans. MAT01.02.a, PWR1.2.a, PWR2.6.a h. Use budgets to control operations. MAT01.02.a, PWR1.2.a 	<p>Academic Content Knowledge Alignment: MAT01.02.a-Mathematics, 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>MAT02.06.a-Mathematics, Patterns, Functions, and Algebraic Structures, Quantitative relationships in the real world can be modeled and solved using functions - Represent, solve, using all tools including graphing technology, and interpret problems in various contexts using linear, quadratic, and exponential functions</p> <p>RWC01.01.e-Reading, Writing, and Communicating, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.a-Postsecondary & 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>PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKC10.04.02 Maintain property and equipment to facilitate ongoing business activities. 	
Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify routine activities for maintaining business facilities and equipment. b. Plan maintenance program. PWR2.6.a 	Academic Content Knowledge Alignment:

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC10.05 Technical Skills: Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.05.01 Acquire foundational knowledge of channel management to understand its role in marketing. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Explain the nature and scope of distribution. b. Explain the relationship between customer service and channel management. c. Explain the nature of channels of distribution. d. Describe the use of technology in the channel management function. e. Explain legal considerations in channel management. f. Describe ethical considerations in channel management.</p>	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.05.02 Manage channel activities to minimize costs and to determine distribution strategies. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>

<ul style="list-style-type: none"> a. Coordinate channel management with other marketing activities. b. Explain the nature of channel-member relationships. c. Explain the nature of channel strategies. d. Select channels of distribution. PWR2.1.a e. Evaluate channel members. 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC10.06 Technical Skills: Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.06.01 Acquire foundational knowledge of marketing information management to understand its nature and scope. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Describe the need for marketing information. b. Explain the nature and scope of the marketing information management function. c. Explain the role of ethics in marketing information management. d. Describe the use of technology in the marketing information management function. 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.06.02 Explain marketing research activities to show command of their nature and scope. 	

Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of marketing research. b. Explain types of primary marketing research. PWR2.1.c, RWC04.08.d c. Identify sources of primary and secondary data. PWR2.1.b, RWC04.08.d d. Explain research techniques. PWR2.1.b , PWR2.1.c, RWC04.03.d e. Determine the marketing research problem/issue. PWR2.1.b, RWC04.05.a f. Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem/issue. PWR2.1.b, PWR2.1.c, RWC04.01.d g. Identify the relationship between the research purpose and the marketing research objectives. PWR2.1.b h. Discuss the nature of sampling plans (i.e., who, how many, how chosen). PWR2.1.c, RWC04.01.c i. Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). PWR2.1.c j. Explain the use of diaries (e.g., product, media-use, contact). PWR2.1.c, RWC04.01.c RWC04.05.a k. Explain the nature of qualitative research. PWR2.1.c, PWR2.1.d, RWC04.01.c 	<p>Academic Content Knowledge Alignment:</p> <p>RWC04.01.c-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Critique and defend sources and information based on credibility, relevance and appropriateness relative to context and purpose</p> <p>RWC04.01.d-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Design and defend a set of diverse research strategies (e.g. cross-referencing bibliographies, creating annotated bibliographies, researching source credentials) to identify information appropriate to the needs of a research question</p> <p>RWC04.03.d-Reading, Writing, and Communicating, 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>RWC04.05.a-Reading, Writing, and Communicating, Research and Reasoning, Evaluating quality reasoning includes the value of intellectual character such as humility, empathy, and confidence - Analyze the purpose, question at issue, information, points of view, implications and consequences, inferences, assumptions, and concepts inherent in thinking</p> <p>RWC04.08.d-Reading, Writing, and Communicating, Research and Reasoning, Informational materials, including electronic sources, need to be collected, evaluated, and analyzed for accuracy, relevance, and effectiveness for answering research questions - Examine materials to determine appropriate primary and secondary sources to use for investigating a question, topic, or issue (e.g., library databases, print and electronic encyclopedia and other reference materials, pamphlets, book excerpts, online and print newspaper and magazine articles, letters to an editor, digital forums, oral records, research summaries, scientific and trade journals)</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Conduct research using acceptable research methods</p> <p>PWR2.1.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Understand different research approaches</p> <p>PWR2.1.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.06.03 Explain data-collection methods to evaluate their appropriateness for the research problem/issue. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Identify information monitored for marketing decision-making. b. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners, etc.). MAT03.01.b, MAT03.02.a, PWR2.1.c, PWR2.1.d</p>	<p>Academic Content Knowledge Alignment: MAT03.01.b-Mathematics, Data Analysis, Statistics, and Probability, Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a research question</p> <p>MAT03.02.a-Mathematics, Data Analysis, Statistics, and Probability, The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Identify the characteristics of a well-designed and well-conducted survey</p>
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Understand different research approaches</p> <p>PWR2.1.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.06.04 Interpret marketing information to test hypotheses and/or to resolve issues. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe techniques for processing marketing information. MAT03.01.c b. Interpret descriptive statistics in marketing decision-making. MAT03.01.c, PWR2.1.e, PWR2.1.f 	<p>Academic Content Knowledge Alignment: MAT03.01.c-Mathematics, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p> <p>PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.06.05 Assess marketing research briefs to determine comprehensiveness and clarity. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of marketing research briefs. b. Determine usefulness of marketing research briefs. RWC03.01.e 	<p>Academic Content Knowledge Alignment: RWC03.01.e-Reading, Writing, and Communicating, 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> MKC10.06.06 Evaluate marketing research procedures and findings to assess their credibility. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design). MAT03.02.a, PWR2.1.e, PWR2.1.f, RWC03.11.d b. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length layout). MAT03.02.a, RWC04.01.b, RWC04.01.d c. Assess information sources on basis of strengths and weaknesses. PWR2.1.e, PWR2.1.f, RWC04.06.c d. Assess timeliness of research information. RWC04.06.c e. Assess appropriateness of research methods for problem/issue. PWR2.1.b, RWC04.09.d 	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.02.a-Mathematics, Data Analysis, Statistics, and Probability, The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Identify the characteristics of a well-designed and well-conducted survey</p> <p>RWC03.11.d-Reading, Writing, and Communicating, Writing and Composition, Informational and persuasive texts develop a topic and establish a controlling idea or thesis with relevant support - Anticipate and address readers' biases and expectations</p> <p>RWC04.01.b-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Critique research questions of self and others for bias and underlying assumptions</p> <p>RWC04.01.d-Reading, Writing, and Communicating, Research and Reasoning, Independent research designs articulate and defend information, conclusions and solutions that address specific contexts and purposes - Design and defend a set of diverse research strategies (e.g. cross-referencing bibliographies, creating annotated bibliographies, researching source credentials) to identify information appropriate to the needs of a research question</p> <p>RWC04.06.c-Reading, Writing, and Communicating, Research and Reasoning, Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Identify and evaluate potential sources of information for</p>

	<p>accuracy, reliability, validity, and timeliness</p> <p>RWC04.09.d-Reading, Writing, and Communicating, Research and Reasoning, Effective problem-solving strategies require high-quality reasoning - Monitor and reflect on the rationale for, and effectiveness of, choices made throughout the problem-solving process</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.1.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Conduct research using acceptable research methods</p> <p>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</p> <p>PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKC10.07 Technical Skills: Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.07.01 Employ marketing information to develop a marketing plan. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain the concept of marketing strategies. b. Identify considerations in implementing global marketing strategies. PWR2.4.c, PWR2.4.d c. Explain the concept of market and market identification. d. Identify market segments. e. Select target market. f. Explain the nature of marketing planning. PWR2.6.a g. Explain the nature of marketing plans. PWR2.6.a h. Explain the role of situational analysis in the marketing planning process. PWR2.6.a i. Conduct market analysis. 	<p>Academic Content Knowledge Alignment:</p> <p>MAT01.02.a-Mathematics, 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>RWC03.02.b-Reading, Writing, and Communicating, Writing and Composition, Ideas, evidence, structure, and style create persuasive, academic, and technical texts for particular audiences and specific purposes - Select appropriate and relevant information (excluding extraneous details) to set context</p>

<ul style="list-style-type: none"> j. Conduct SWOT analysis for use in the marketing planning process. k. Assess global trends and opportunities. PWR2.4.c, PWR2.4.d l. Conduct competitive analysis. m. Explain the nature of sales forecasts. PWR1.2.d n. Forecast sales for marketing plan. o. Set marketing goals and objectives. PWR2.6.a p. Select marketing metrics. PWR1.2.d q. Set a marketing budget. MATO1.02.a, PWR1.2.d, PWR2.6.a r. Develop marketing plan. PWR2.6.a, RWC03.02.b, RWC03.02.d 	<p>RWC03.02.d-Reading, Writing, and Communicating, Writing and Composition, Ideas, evidence, structure, and style create persuasive, academic, and technical texts for particular audiences and specific purposes - Select and build context for language appropriate to content (technical, formal)</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p> <p>PWR2.4.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Recognize the interdependent nature of our world</p> <p>PWR2.4.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Understand how communicating in another language can improve learning in other disciplines and expand professional, personal, and social opportunities</p> <p>PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKC10.07.02 Assess marketing strategies to improve return on marketing investment (ROMI). 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe measures used to control marketing planning. b. Explain strategies for linking performance measures to financial outcomes. PWR1.2.d c. Translate performance measures into financial outcomes. PWR1.2.d d. Monitor and evaluate performance of marketing plan. PWR1.2.d e. Assess cost-effectiveness of measurement tools. PWR1.2.d f. Conduct marketing audits. 	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>

Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC10.08 Technical Skills: Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC10.08.01 Develop a foundational knowledge of pricing to understand its role in marketing. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature and scope of the pricing function. b. Describe the role of business ethics in pricing. PWR1.2.a, PWR2.2.b c. Explain the use of technology in the pricing function. d. Explain legal considerations for pricing. PWR2.2.b e. Explain factors affecting pricing decisions. PWR1.2.a 	Academic Content Knowledge Alignment:
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.a-Postsecondary & 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>PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKC10.09 Technical Skills: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC10.09.01 Acquire a foundational knowledge of product/service management to understand its nature and scope. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Explain the nature and scope of the product/service management function. b. Identify the impact of product life cycles on marketing decisions. c. Describe the use of technology in the product/service management function. PWR2.2.a d. Explain business ethics in product/service management. PWR2.2.b 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.09.02 Generate product ideas to contribute to ongoing business success. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Identify product opportunities. b. Identify methods/techniques to generate a product idea. PWR2.1.f , PWR2.3.b c. Generate product ideas. PWR2.3.b d. Determine initial feasibility of product idea. e. Adjust idea to create functional product. PWR2.3.c f. Identify champion to push ideas through to fruition. PWR2.3.c g. Create processes for ongoing opportunity recognition. PWR2.3.b 	<p>Academic Content Knowledge Alignment:</p> <hr/> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches PWR2.3.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.09.03 Apply quality assurances to enhance product/service offerings. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe the uses of grades and standards in marketing. b. Explain warranties and guarantees. c. Identify consumer protection provisions of appropriate agencies. d. Evaluate customer experience. PWR2.3.b 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.09.04 Employ product-mix strategies to meet customer expectations. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the concept of product mix. b. Describe the nature of product bundling. c. Identify product to fill customer need. PWR2.3.c d. Plan product mix. e. Determine services to provide customers. PWR2.3.c 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.09.05 Position products/services to acquire desired business image. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Describe factors used by marketers to position products/services. b. Explain the nature of product/service branding. c. Explain the role of customer service in positioning/ image. d. Develop strategies to position products/services. PWR2.3.c e. Build product/service brand. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.09.06 Position company to acquire desired business image. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of corporate branding. b. Describe factor used by businesses to position corporate brands. c. Develop strategies to position corporate brands. PWR2.3.c d. Build corporate brands. 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Develop new connections where none previously existed
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKC10.10 Technical Skills: Understand the concepts and strategies needed to communicate information about products, 	

services, images, and/or ideas to achieve a desired outcome.

High School Expectations

Concepts and skills students know include:

- MKC10.10.01 Acquire a foundational knowledge of promotion to understand its nature and scope.

Evidence Outcomes - Students can:

- Explain the role of promotion as a marketing function.
- Explain the types of promotion.
- Identify the elements of the promotional mix.
- Describe the use of business ethics in promotion. PWR2.2.b
- Describe the use of technology in the promotion function. PWR2.2.a
- Describe the regulation of promotion.

21st Century Skills and Readiness Competencies

Academic Content Knowledge Alignment:

Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information

PWR2.2.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Understand the ethical uses of information

High School Expectations

Concepts and skills students know include:

- MKC10.10.02 Describe promotional channels used to communicate with targeted audiences.

Evidence Outcomes - Students can:

- Explain types of advertising media.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Explain the nature of direct marketing channels.

21st Century Skills and Readiness Competencies

Academic Content Knowledge Alignment:

<ul style="list-style-type: none"> d. Identify communications channels used in sales promotion. e. Explain communications channels used in public-relations activities. 	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
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High School Expectations

Concepts and skills students know include:

- MKC10.10.03 Explain the use of an advertisement’s components to communicate with targeted audiences.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Explain components of advertisements. b. Explain the importance of coordinating elements in advertisements. 	Academic Content Knowledge Alignment:
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	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
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High School Expectations

Concepts and skills students know include:

- MKC10.10.04 Discuss the use of public-relations activities to communicate with targeted audiences.

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
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<ul style="list-style-type: none"> a. Identify types of public-relations activities. b. Discuss internal and external audiences for public-relations activities. 	Academic Content Knowledge Alignment:
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	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.10.05 Explain the use of trade shows/expositions to communicate with targeted audiences. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences. b. Explain considerations used to evaluate whether to participate in trade shows/expositions. PWR2.1.a 	Academic Content Knowledge Alignment:
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKC10.10.06 Manage promotional activities to maximize return on promotional efforts. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of a promotional plan. b. Coordinate activities in the promotional mix. PWR2.6.c 	Academic Content Knowledge Alignment:

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.6.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Take initiative, and follow through</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> MKC10.10.07 Evaluate long-term and short-term results of promotional efforts. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Identify metrics to assess results of promotional efforts. PWR1.2.c, PWR1.2.d b. Implement metrics to assess results of promotional efforts. PWR1.2.a, PWR1.2.d</p>	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.2.a-Postsecondary & 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>PWR1.2.c-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Use concepts and techniques of probability and statistics</p> <p>PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> MKC10.11 Technical Skills: Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities. 	
<p>High School Expectations</p>	

Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC10.11.01 Acquire a foundational knowledge of selling to understand its nature and scope. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature and scope of the selling function. b. Explain the role of customer service as a component of selling relationships. PWR2.9.a, PWR2.9.c c. Explain key factors in building a clientele. PWR2.9.a, PWR2.9.c d. Explain company selling policies. e. Explain business ethics in selling. f. Describe the use of technology in the selling function. PWR2.2.a g. Describe the nature of selling regulations. 	Academic Content Knowledge Alignment:
	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKC10.11.02 Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Acquire product information for use in selling. PWR2.1.d, RWC02.02.c b. Analyze product information to identify product features and benefits. PWR2.1.d, RWC02.02.c 	Academic Content Knowledge Alignment:
	<p>RWC02.02.c-Reading, Writing, and Communicating, Reading for All Purposes, Interpreting and evaluating complex informational texts require the understanding of rhetoric, critical reading, and analysis skills - Obtain and use information from text and text features (index, bold or italicized text, subheadings, graphics) to answer questions, perform specific tasks, or identify and solve problems</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKC10.11.03 Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Explain the selling process. PWR2.1.a, PWR2.7.b b. Discuss motivational theories that impact buying behavior. PWR2.7.b, PWR2.8.b</p>	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p> <p>PWR2.7.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Possess financial literacy and awareness of consumer economics</p> <p>PWR2.8.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Construct clear, coherent, and persuasive arguments</p>