

COURSE MAP

Department:	Business & Technology	Course:	Marketing Education
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For English Language Learners refer to the World-Class Instructional Design and Assessment (WIDA) Consortium's CAN DO Descriptors provided by the director. More information can be found at www.wida.us.

June 24-26, 2015

Standards Addressed: 2014	Big Ideas / Enduring Understandings	Essential Questions
<p>9.2 Career Awareness, Exploration, and Preparation 9.3 Career and Technical Education (CTE) CRP2. Apply appropriate academic and technical skills. CRP4. Communicate clearly and effectively and with reason. CRP6. Demonstrate creativity and innovation. CRP8. Utilize critical thinking to make sense of problems and persevere in solving them. CRP11. Use technology to enhance productivity. 9.2.12.C.1, 9.2.12.C.7 9.3.MK.1, 9.3.MK.2, 9.3.MK.4, 9.3.MK.5, 9.3.MK.6, 9.3.MK.7, 9.3.MK.8, 9.3.MK.9, 9.3.MK.10 9.3.MK-COM.1 9.3.MK-RES.2, 9.3.MK-RES.3, 9.3.MK-MER.4, 9.3.MK-MER.5, 9.3.MK-MER.6, 9.3.MK-MER.7, 9.3.MK-MER.8 9.3.MK-SAL.1, 9.3.MK-SAL.2, 9.3.MK-SAL.3 9.3.12.BM.1, 9.3.12.BM.2, 9.3.12.BM.3, 9.3.12.BM.4, 9.3.12.BM.5, 9.3.12.BM.6</p>	<p>DECA enhances the co-curricular education of students with interests in marketing careers.</p> <p>DECA helps students develop skills and competencies for marketing careers, build self-esteem, experience leadership and practice community service.</p> <p>DECA is a student-centered educational/professional organization designed specifically for students enrolled in marketing education.</p> <p>Marketing is an art and a science that influences one's life in myriad ways.</p> <p>Marketing is influenced by fundamental economic laws and principles.</p> <p>The 4 P's of marketing are a fundamental underpinning of all marketing processes.</p> <p>Each marketing career area has specific skill, education, and personal characteristic requirements.</p> <p>Marketing influences client behavior through effective and targeted communications and promotions.</p> <p>Promotional strategy is a very effective medium for changing the behavior of individuals and of societies.</p> <p>Effective selling strategies respond to client needs and wants through planned, personalized communication that influences purchase decisions and ensures satisfaction.</p> <p>Professional selling is a systematic, scientific process that requires a commitment to a consultative attitude.</p>	<ul style="list-style-type: none"> ➤ What is DECA (Distributive Education Clubs of America)? ➤ How does membership in DECA help me to be a productive citizen, employee, and consumer? ➤ How can comprehension and implementation of marketing concepts provide success in the business world? ➤ What influence does marketing have on consumers, workers, and citizens? ➤ What specific skills/education do I need to work in my chosen marketing career area? ➤ What product knowledge is needed in my chosen area? ➤ What working conditions can I expect? ➤ What salary can I expect? ➤ What advancement opportunities exist? ➤ What is the industry overview like? ➤ In what ways do communications and promotions achieve marketing goals? ➤ What are some examples of marketing communications and promotions? ➤ How can promotion shape the success of a business? ➤ What are effective sales strategies? ➤ How can you communicate a product's benefits to a customer? ➤ How can one tailor sales strategies for various target audiences? ➤ What does effective customer service look like?

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Unit Titles - # Days	
Introduction to DECA – 15 days The World of Marketing, Economics, and Society – 40 days Independent Marketing Specialization Study – 25 days Promotion – 85 days Selling – 15 days	

Assessments	Other Information / Resources	Interdisciplinary Connectedness
DECA Information Test Projects: DECA activities, competitions, fundraisers Marketing Essentials Tests Project: Proposal for New Business DECA's Career Cluster Competition Tests, 2011, 2010, 2009, 2008 Marketing Career Area Project Project: visual Merchandising Project: Print Advertisements Project: Product Promotion Project: Broadcast Advertisement Project: Sales Presentation		English—Communication skills to communicate effectively (written, oral, listening, etc.) Math—Calculations as required for projects. Social Studies—History of DECA, Economics

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		Technology Integration Students will utilize applications as well as the Internet throughout all units and where applicable.
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