



# Spokane Public Schools Marketing Management

<b>Course: Marketing Management</b>		<b>Total Framework Hours up to: 180</b>
<b>CIP Code: 521401</b>	<input checked="" type="checkbox"/> <b>Exploratory</b> <input type="checkbox"/> <b>Preparatory</b>	<b>Date Last Modified:</b>
<b>Career Cluster: Marketing</b>		<b>Cluster Pathway: Management &amp; Entrepreneurship</b>

## COMPONENTS AND ASSESSMENTS

**Performance Assessments:**

- Acquire foundational knowledge of channel management to understand its role in marketing.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

### *Standards and Competencies*

**Standard/Unit: Channel Management**

**Competencies**

**Total Learning Hours for Unit: 10**

- Explain the nature and scope of channel management
- Distribution
  - Explain the relationship between customer service and channel management
  - Explain the nature of channels of distribution
- Channels of Distribution
  - Describe the use of technology in the channel management function
  - Explain legal considerations in channel management
  - Describe ethical considerations in channel management

### *Aligned Washington State Standards*

<b>Art</b>	
<b>Communications</b>	
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Read to acquire meaning from written material and to apply the information to a task.
- Apply active listening skills to obtain and convey information.
- Apply verbal skills to obtain and convey information.
- Write internal and external business correspondence to convey and obtain information effectively.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Communications/DECA Prep**

**Competencies**

**Total Learning Hours for Unit: 20**

- Identify sources that provide relevant, valid written material
- Extract relevant information from written materials
- Apply written directions to achieve tasks
- Analyze company resources to ascertain policies and procedures
- Follow oral directions
- Demonstrate active listening skills
- Explain the nature of effective verbal communications
- Ask relevant questions
- Interpret others' nonverbal cues
- Provide legitimate responses to inquiries
- Give verbal directions
- Employ communication styles appropriate to target audience
- Defend ideas objectively
- Handle telephone calls in a businesslike manner
- Participate in group discussions
- Make oral presentations
- Explain the nature of effective written communications
- Select and utilize appropriate formats for professional writing
- Edit and revise written work consistent with professional standards
- Write professional e-mails
- Write business letters
- Write informational messages
- Write inquiries

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	2.2.2 Applies skills and strategies to contribute responsibly in a group setting. 3.1.1 Applies skills to plan and organize effective oral communication and presentation 3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations. 1.1.1 Applies a variety of listening strategies to accommodate the listening situation.
<b>Educational Technology</b>	
<b>Health and Fitness</b>	

<b>Math</b>	
<b>Reading</b>	1.3.2 Understand and apply content/academic vocabulary critical to the meaning 2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text. 2.3.4 Synthesize information from a variety of sources
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	2.2.1 Demonstrates understanding of different purposes for writing. 2.3.1 Uses a variety of forms/genres. 1.1.1 Analyzes and selects effective strategies for generating ideas and planning writing. 1.2.1 Analyzes task and composes multiple drafts when appropriate. 1.3.1 Revises text, including changing words, sentences, paragraphs, and ideas. 1.4.1 Edits for conventions (see 3.3). 1.5.1 Publishes in formats that are appropriate for specific audiences and purposes. 2.4.1 Produces documents used in a career setting.

### **COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Reinforce company's image to exhibit the company's brand promise.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

### ***Standards and Competencies***

**Standard/Unit: Customer Relations**

**Competencies**

**Total Learning Hours for Unit: 10**

- Explain the nature of positive customer relations
- Demonstrate a customer-service mindset
- Customer Service Mindset
- Reinforce service orientation through communication
- Determine ways of reinforcing the company's image through employee performance
- Identify company's brand promise
- Determine ways of reinforcing the company's image through employee performance
- Building Your Business's Brand
- It's A Brand, Brand World

### ***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies. 2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication. 1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 2.2.2 Applies skills and strategies to contribute responsibly in a group setting. 2.2.1 Uses communication skills that demonstrate respect.

<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	1.2.2 Apply strategies to comprehend words and ideas. 2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text.
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

### **COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Understands economic concepts fundamental to business operations.
- Understand the nature of business to show its contributions to society.
- Understand economic systems to be able to recognize the environments in which a business's function.
- Analyze cost/profit relationships to guide business decision-making.
- Acquire knowledge to the impact of government on business activities to make informed economic decisions.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

#### ***Standards and Competencies***

**Standard/Unit: Economics**

**Competencies**

**Total Learning Hours for Unit: 10**

- Distinguish between economic goods and services
- Explain the concept of economic resources
- Describe the concepts of economic scarcity and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Describe the functions of prices in markets
- Explain the role of business in society
- Describe types of business activities
- Explain the types of economic systems
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Acquire knowledge to the impact of government on business activities to make informed economic decisions.
- Determine factors affecting business risk
- Explain the concept of competition
- Explain the concept of productivity
- Determine the relationship between government and business
- Explain the nature of International trade

<b>Art</b>	
<b>Communications</b>	
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Foster self-understanding to recognize the impact of personal feelings on others.
- Develop personal traits to foster career advancement.
- Apply ethics to demonstrate trustworthiness.
- Exhibit techniques to manage emotional reactions to people and situations.
- Use communication skills to foster open, honest communications.
- Identify with others' feelings, needs, and concerns to enhance interpersonal relations.
- Manage stressful situations to minimize negative workplace interactions.
- Implement teamwork techniques to accomplish goals.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Emotional Intelligence**

**Competencies**

**Total Learning Hours for Unit: 10**

- Explain the concept of self-esteem
- Identify desirable personality traits important to business
- Exhibit self-confidence
- Demonstrate interest and enthusiasm
- Demonstrate initiative
- Demonstrate responsible behavior
- Demonstrate honesty and integrity
- Demonstrate ethical work habits
- Maintain positive attitude
- Demonstrate self-control
- Explain the use of feedback for personal growth
- Adjust to change
- Explain the nature of effective communications
- Respect the privacy of others

- Show empathy for others
- Exhibit cultural sensitivity
- Use appropriate assertiveness
- Use conflict resolution skills
- Participate as a team member
- Explain the concept of leadership
- Demonstrate adaptability
- Develop an achievement orientation
- Lead change
- Enlist others in working toward a shared vision

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	2.2.1 Uses communication skills that demonstrate respect. 1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 2.2.2 Applies skills and strategies to contribute responsibly in a group setting. 2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies. 2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication.
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Analysis financial needs and goals to determine financial requirements.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Financial Analysis**

**Competencies**

**Total Learning Hours for Unit: 10**

- Interpret Profit and Loss Statements

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	

<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Lead staff growth and development to increase productivity and employee satisfaction.

**Leadership Alignment:**  
 Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Human Resource Management**

<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>
<ul style="list-style-type: none"> <li>• Orient new employees</li> </ul>	

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 2.2.2 Applies skills and strategies to contribute responsibly in a group setting. 3.1.1 Applies skills to plan and organize effective oral communication and presentation
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Utilize information-technology tools to manage and perform work responsibilities.

<b>Leadership Alignment:</b> Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan	
<b><i>Standards and Competencies</i></b>	
<b>Standard/Unit: Information Management</b>	
<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>
<ul style="list-style-type: none"> <li>• Demonstrate basic web-search skills</li> <li>• Demonstrate basic presentation applications</li> <li>• Demonstrate basic database applications</li> <li>• Demonstrate basic spreadsheet applications</li> </ul>	
<b><i>Aligned Washington State Standards</i></b>	
<b>Art</b>	
<b>Communications</b>	3.1.1 Applies skills to plan and organize effective oral communication and presentation 2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	5.3.2 Understand that mathematics is used in many occupations or careers. 3.1.1 Analyze, compare, and integrate mathematical information from multiple sources.
<b>Reading</b>	3.2.2 Apply understanding of complex information, including functional documents, to perform a task. 1.2.2 Apply strategies to comprehend words and ideas. 2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text.
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	2.3.1 Uses a variety of forms/genres. 2.4.1 Analyze informational/expository text and literary/narrative text to draw conclusions and develop insights

<b>COMPONENTS AND ASSESSMENTS</b>	
<b>Performance Assessments:</b>	
<ul style="list-style-type: none"> <li>• Acquire an understanding of marketing’s role and function in business to facilitate economic exchanges with customers.</li> </ul>	
<b>Leadership Alignment:</b> Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan	
<b><i>Standards and Competencies</i></b>	
<b>Standard/Unit: Marketing</b>	
<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>



Describe marketing functions and related activities Explain marketing and its importance in a global economy Explain the concept of marketing strategies Explain the concept of market identification Nature of channels of distribution	
<b><i>Aligned Washington State Standards</i></b>	
<b>Art</b>	
<b>Communications</b>	1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 2.2.2 Applies skills and strategies to contribute responsibly in a group setting. 3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations.
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	1.3.2 Understand and apply content/academic vocabulary 3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings. 3.2.2 Apply understanding of a variety of functional documents
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

<b>COMPONENTS AND ASSESSMENTS</b>	
<b>Performance Assessments:</b> <ul style="list-style-type: none"> <li>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</li> </ul>	
<b>Leadership Alignment:</b> Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan	
<b><i>Standards and Competencies</i></b>	
<b>Standard/Unit: Marketing Information Management</b>	
<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>
<ul style="list-style-type: none"> <li>Describe the need for marketing information</li> <li>Marketing Information Management</li> <li>Explain the nature and scope of the marketing-information management function</li> <li>Explain the role of ethics in marketing-information management</li> <li>Describe the use of technology in the marketing-information management function</li> </ul>	
<b><i>Aligned Washington State Standards</i></b>	
<b>Art</b>	
<b>Communications</b>	3.1.1 Applies skills to plan and organize effective oral communication and presentation 3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations.

<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	1.3.2 Understand and apply content/academic vocabulary critical to the meaning 2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text.
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

### **COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Employ marketing information to plan marketing activities

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

#### ***Standards and Competencies***

**Standard/Unit: Market Planning**

**Competencies**

**Total Learning Hours for Unit: 10**

- Explain the concept of marketing strategies
- Explain the concept of market and market identification

#### ***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	3.1.1 Applies skills to plan and organize effective oral communication and presentation 3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations.
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	1.3.2 Understand and apply content/academic vocabulary critical to the meaning 2.1.7 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: determine importance and summarize the text.
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Adhere to health and safety regulations needed to support a safe work environment.
- Evaluate safety issues needed to protect employees.
- Analyze security issues to protect employees and to minimize loss
- Analyze purchasing activities implemented to obtain business supplies and equipment.
- Acquire an understanding of production’s role and function in business to recognize its need in an organization.
- Perform activities to facilitate ongoing business operations.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Operations**

**Competencies**

**Total Learning Hours for Unit: 10**

- Describe health and safety regulations in business
- Report noncompliance with business health and safety regulations
- Follow instructions for use of equipment, tools, and machinery
- Follow safety precautions
- Safety Precautions
- Maintain a safe work environment
- Explain procedures for handling accidents
- Handling Accidents
- Handle and report emergency situations
- Explain routine security precautions
- Explain the nature and scope of purchasing
- Purchasing
- Place orders/reorders
- Explain the concept of production
- Describe production activities
- Maintain inventory of supplies
- Inventory Control Systems
- Place orders/reorders

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 1.1.2 1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	4.1.1. Develop, select, and/or apply an efficient system for collecting mathematical information. 5.3.2 Understand that mathematics is used in many occupations or careers.
<b>Reading</b>	3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings. 3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering

	research questions
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	2.4.1 Produces documents used in a career setting. 2.2.1 Demonstrates understanding of different purposes for writing. 2.3.1 Uses a variety of forms/genres..

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Develop a foundational knowledge of pricing to understand its role in marketing

**Leadership Alignment:**  
Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Pricing**

<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>
<ul style="list-style-type: none"> <li>• Explain the nature and scope of the pricing function</li> <li>• Describe the role of business ethics in pricing</li> <li>• Explain the use of technology in the pricing function</li> <li>• Explain factors affecting pricing decisions</li> </ul>	

***Aligned Washington State Standards***

<b>Art</b>	
<b>Communications</b>	
<b>Educational Technology</b>	
<b>Health and Fitness</b>	
<b>Math</b>	
<b>Reading</b>	<ul style="list-style-type: none"> <li>• Understand and apply content/academic vocabulary critical to the meaning of the text, including vocabularies relevant to different contexts, cultures, and communities</li> <li>• Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions</li> <li>• Apply understanding of complex information, including functional documents, to perform a task</li> <li>• Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings</li> </ul>
<b>Science</b>	
<b>Social Studies</b>	
<b>Writing</b>	

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Acquire self-development skills to enhance relationships and improve efficiency in the work environment.
- Utilize critical-thinking skills to determine best options/outcomes.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

***Standards and Competencies***

**Standard/Unit: Professional Development**

**Competencies**

**Total Learning Hours for Unit: 10**

- Maintain appropriate personal appearance
- Set personal goals
- Make decisions
- Explain the need for innovation skills
- Make decisions
- Demonstrate problem solving skills
- Analyze employer expectations in the business environment
- Demonstrate Creativity

***Aligned Washington State Standards***

**Art**

**Communications**

Communication 1.1 Uses listening and observation skills and strategies to focus attention and interpret information.  
 1.1.1 Applies a variety of listening strategies to accommodate the listening situation.  
Communication 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.  
 1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.  
Communication 2.1 Uses language to interact effectively and responsibly in a multicultural context.  
 2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.  
Communication 2.2 Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.  
 2.2.1 Uses communication skills that demonstrate respect.  
 2.2.2 Applies skills and strategies to contribute responsibly in a group setting.  
Communication 2.3 Uses skills and strategies to communicate interculturally.  
 2.3.1 Analyzes the influence of cultural principles, beliefs, and world views on intercultural communication.  
 2.3.2 Creates personal intercultural communication norms to guide one's self in a diverse social system.  
Communication 3.1 Uses knowledge of topic/theme, audience, and purpose to plan presentations.  
 3.1.1 Applies skills to plan and organize effective oral communication and presentation.  
Communication 3.3 Uses effective delivery.  
 3.3.1 Applies skills and strategies for the delivery of effective oral communication and presentations.  
Communication 4.1 Assesses effectiveness of one's own and others' communication.  
 4.1.1 Analyzes and evaluates strengths and weaknesses of one's own communication using own or established criteria.

**Educational Technology**

**Health and Fitness**

**Math**

<p><b>Reading</b></p>	<p><u>Reading 1.3 Build vocabulary through wide reading.</u>  1.3.2 Understand and apply content/academic vocabulary critical to the meaning of the text, including vocabularies relevant to different contexts, cultures, and communities.  <u>Reading 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.</u>  2.3.2 Evaluate informational materials, including electronic sources, for effectiveness.  2.3.4 Synthesize information from a variety of sources.  <u>Reading 2.4 Think critically and analyze author’s use of language, style, purpose, and perspective in literary and informational text.</u>  2.4.3 Analyze and evaluate text for validity and accuracy.  2.4.5 Analyze text to generalize, express insight, or respond by connecting to other texts or situations.  <u>Reading 3.1 Read to learn new information.</u>  3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.  <u>Reading 3.3 Read for career applications.</u>  3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings.</p>
<p><b>Science</b></p>	
<p><b>Social Studies</b></p>	
<p><b>Writing</b></p>	<p><u>Writing 1.1 Pre-writes to generate ideas and plan writing.</u>  1.1.1 Analyzes and selects effective strategies for generating ideas and planning writing.  <u>Writing 1.2 Produces draft(s).</u>  1.2.1 Analyzes task and composes multiple drafts when appropriate.  <u>Writing 1.3 Revises to improve text.</u>  1.3.1 Revises text, including changing words, sentences, paragraphs, and ideas.  <u>Writing 1.4 Edits text.</u>  1.4.1 Edits for conventions (see 3.3).  <u>Writing 2.1 Adapts writing for a variety of audiences.</u>  2.1.1 Applies understanding of multiple and varied audiences to write effectively.  <u>Writing 2.2 Writes for different purposes.</u>  2.2.1 Demonstrates understanding of different purposes for writing.  <u>Writing 2.4 Writes for career applications.</u>  2.4.1 Produces documents used in a career setting.  <u>Writing 3.1 Develops ideas and organizes writing.</u>  3.1.2 Analyzes and selects effective organizational structure.  <u>Writing 3.2 Uses appropriate style.</u>  3.2.1 Writing Analyzes audience and purposes and uses appropriate voice.  3.2.2 Analyzes and selects language appropriate for specific audiences and purposes.  3.2.3 Uses a variety of sentences consistent with audience, purpose, and form.</p>

**COMPONENTS AND ASSESSMENTS**

**Performance Assessments:**

- Acquire a foundational knowledge of promotion to understand its nature and scope.
- Understand the use of an advertisement’s components to communicate with targeted audiences.

**Leadership Alignment:**

Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

**Standards and Competencies**

**Standard/Unit: Promotion**

**Competencies**

**Total Learning Hours for Unit: 20**

- Explain the types of promotion
- Identify the elements of the promotional mix
- Explain the components of advertisements
- Explain the importance of coordinating elements in advertisements
- Calculating media costs

**Aligned Washington State Standards**

**Art**

**Communications**

Communication 1.2: Understands, analyzes, synthesizes, or evaluates information from a variety of sources.  
1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.  
Communication 2.1: Uses language to interact effectively and responsibly in a multicultural context.  
2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.

**Educational Technology**

**Health and Fitness**

**Math**

Algebra 1.6 Core Content: Data and Distributions  
1.6.B Make valid inferences and draw conclusions based on data.  
Algebra 1.8 Core Processes: Reasoning, problem solving, and communication  
1.8.A Analyze a problem situation and represent it mathematically.

**Reading**

Reading 1.2 Use vocabulary (word meaning) strategies to comprehend text.  
1.2.2 Apply strategies to comprehend words and ideas.  
Reading 1.3 Build vocabulary through wide reading.  
1.3.2 Understand and apply content/academic vocabulary critical to the meaning of the text, including vocabularies relevant to different contexts, cultures, and communities.  
Reading 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.  
2.3.4 Synthesize information from a variety of sources.  
Reading 2.4 Think critically and analyze author's use of language, style, purpose, and perspective in literary and informational text.  
2.4.2 Analyze author's purpose and evaluate an author's style of writing to influence different audiences.  
2.4.3 Analyze and evaluate text for validity and accuracy.  
2.4.4 Analyze and evaluate the effectiveness of the author's use of persuasive devices to influence an audience.  
2.4.5 Analyze text to generalize, express insight, or respond by connecting to other texts or situations.  
2.4.6 Analyze and evaluate the presentation and development of ideas and concepts within, among, and beyond multiple texts.  
Reading 3.1 Read to learn new information.  
3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.  
Reading 3.2 Read to perform a task.  
3.2.2 Apply understanding of complex information, including functional documents, to perform a task.  
Reading 3.3 Read for career applications.  
3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings.

**Science**

<b>Social Studies</b>	
<b>Writing</b>	

<b>COMPONENTS AND ASSESSMENTS</b>
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**Performance Assessments:**

- Acquire a foundational knowledge of selling to understand its nature and scope.
- Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
- Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making a sale.

**Leadership Alignment:**  
 Gather, interpret and organize information in to a competitive manual and business interview for DECA Competition: Entrepreneurship Innovation Plan, Entrepreneurship Participating (Independent and Franchising), Entrepreneurship Written, Entrepreneurship –Growing Your Business, International Business Plan

<b>Standards and Competencies</b>
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**Standard/Unit: Selling**

<b>Competencies</b>	<b>Total Learning Hours for Unit: 10</b>
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- Explain the nature and scope of the selling function
- Explain the role of customer service as a component selling relationships
- Explain key factors in building a clientele
- Explain company selling policies
- Explain business ethics in selling
- Describe the use technology in selling function
- Acquire product information for use in selling
- Analyze product information to identify product features and benefits
- Explain the selling process
- Discuss motivational theories that impact buying behavior
- What's The Motive
- Demonstrate a customer service mindset
- Determine ways of reinforcing the company's image through employee performance

<b>Aligned Washington State Standards</b>
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<b>Art</b>	
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<b>Communications</b>	<p><u>Communication 1.1 Uses listening and observation skills and strategies to focus attention and interpret information.</u>          1.1.1 Applies a variety of listening strategies to accommodate the listening situation.</p> <p><u>Communication 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.</u>          1.2.1 Evaluates effectiveness of and creates a personal response to visual and auditory information.          1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.</p> <p><u>Communication 2.1 Uses language to interact effectively and responsibly in a multicultural context.</u>          2.1.1 Analyzes the needs of the audience, situation, and setting to adjust language and other communication strategies.</p> <p><u>Communication 2.2 Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks.</u>          2.2.1 Uses communication skills that demonstrate respect.</p>
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<b>Educational Technology</b>	
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<b>Health and Fitness</b>	
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<b>Math</b>	<u>Algebra 1.6 Core Content: Data and Distributions</u> 1.6.B Make valid inferences and draw conclusions based on data. <u>Algebra 1.8 Core Processes: Reasoning, problem solving, and communication</u> 1.8.G Synthesize information to draw conclusions, and evaluate the arguments and conclusions of others.
<b>Reading</b>	<u>Reading 1.2 Use vocabulary (word meaning) strategies to comprehend text.</u> 1.2.2 Apply strategies to comprehend words and ideas. <u>Reading 1.3 Build vocabulary through wide reading.</u> 1.3.2 Understand and apply content/academic vocabulary critical to the meaning of the text, including vocabularies relevant to different contexts, cultures, and communities. <u>Reading 2.3 Expand comprehension by analyzing, interpreting and synthesizing information, and ideas in literary and information text.</u> <u>Reading 2.4 Think critically and analyze author's use of language, style, purpose, and perspective in literary and information text.</u> 2.4.3 Analyze and evaluate text for validity and accuracy. 2.4.4 Analyze and evaluate the effectiveness of the author's use of persuasive devices to influence an audience. <u>Reading 3.1 Read to learn new information.</u> 3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions. <u>Reading 3.2 Read to perform a task.</u> 3.2.2 Apply understanding of complex information, including functional documents, to perform a task. <u>Reading 3.3 Read for career applications.</u> 3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings.
<b>Science</b>	Systems (Predictability and Feedback) 9-12 SYSD: Systems can be changing or in equilibrium. Inquiry (Conducting Analysis and Thinking Logically) 9-12 INQA: Scientists generate and evaluate questions to investigate the natural world.
<b>Social Studies</b>	
<b>Writing</b>	

**21<sup>st</sup> Century Skills**

Check those that students will demonstrate in this course:

**LEARNING & INNOVATION**

**Creativity and Innovation**

- Think Creatively
- Work Creatively with Others
- Implement Innovations

**Critical Thinking and Problem Solving**

- Reason Effectively
- Use Systems Thinking
- Make Judgments and Decisions
- Solve Problems

**Communication and Collaboration**

- Communicate Clearly
- Collaborate with Others

**INFORMATION, MEDIA & TECHNOLOGY SKILLS**

**Information Literacy**

- Access and /evaluate Information
- Use and Manage Information

**Media Literacy**

- Analyze Media
- Create Media Products

**Information, Communications and Technology (ICT Literacy)**

- Apply Technology Effectively

**LIFE & CAREER SKILLS**

**Flexibility and Adaptability**

- Adapt to Change
- Be Flexible

**Initiative and Self-Direction**

- Manage Goals and Time
- Work Independently
- Be Self-Directed Learners

**Social and Cross-Cultural**

- Interact Effectively with Others
- Work Effectively in Diverse Teams

**Productivity and Accountability**

- Manage Projects
- Produce Results

**Leadership and Responsibility**

- Guide and Lead Others
- Be Responsible to Others