



Spokane Public Schools Marketing & Economics 2 & 3

Course: Marketing & Economics 2 & 3		Total Framework Hours up to: 180
CIP Code: 521801	<input type="checkbox"/> Exploratory <input checked="" type="checkbox"/> Preparatory	Date Last Modified:
Career Cluster: Marketing		Cluster Pathway: Marketing

COMPONENTS AND ASSESSMENTS

Performance Assessments: Understands human resources laws and regulations to facilitate business operations BUSINESS LAW

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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: BUSINESS LAW

Competencies

Total Learning Hours for Unit: 5

- Explain the nature of workplace regulations (including OSHA ADA) (BL:008) (SU)
- Discuss employment relationships (BL:075) (SU)

Aligned Washington State Standards

Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	
Reading	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.
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS

Performance Assessments: Record information to maintain and present a report of business activity.

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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: Communication Skills

Competencies

Total Learning Hours for Unit: 15

- Utilize note-taking strategies (CO:085) (CS)
- Organize information (CO:086) (CS)
- Select and use appropriate graphic aides (CO:087) (CS)
- Write internal and external business correspondence to convey and obtain information effectively
- Write persuasive messages (CO:031) (SP)
- Write executive summaries (CO:091) (SP)
- Prepare simple written reports (CO:094) (SP)
- Write proposals (CO:062) (MN)

Aligned Washington State Standards

Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	
Reading	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
Science	
Social Studies	
Writing	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:

Foster positive relationship with customers to enhance company image.
 Resolve conflicts with/for customers to encourage repeat business.
 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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: Customer Relations

Competencies

Total Learning Hours for Unit: 20

- Explain the nature of positive customer relations (EI:031) (CS)
- Demonstrate a customer-service mindset (EI:032, HR LAP 32) (CS)
- Reinforce service orientation through communication (EI:039) (CS)
- Respond to customer inquiries (EI:040) (CS)
- Interpret business policies to customers/clients (EI:042, HR LAP 36) (CS)
- Explain management's role in customer relations (EI:035) (CS)
- Handle difficult customers (EI:013, EI LAP 1) (CS)
- Handle customer/client complaints (EI:043, HR LAP 23) (CS)
- Identify company's brand promise (CR:001) (CS)
- Determine ways of reinforcing the company's image through performance (CR:002) (CS)

Aligned Washington State Standards

Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	
Reading	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.
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS	
Performance Assessments: 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, Professional Selling, Learn and Earn, Buying and Merchandising	
<i>Standards and Competencies</i>	
Standard/Unit: Emotional Intelligence	
Competencies	Total Learning Hours for Unit: 10
<ul style="list-style-type: none"> • Participate as a team member (CS) • Foster positive working relationships (CS) • Maintain collaborative partnerships with colleagues (SP) • Explain the impact of political relationship within an organization (SP) 	
<i>Aligned Washington State Standards</i>	
Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	
Reading	
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS	
Performance Assessments: Implement organizational skills to facilitate others' work efforts. Manage 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, Professional Selling, Learn and Earn, Buying and Merchandising	
<i>Standards and Competencies</i>	
Standard/Unit: Human Resources Management	

Competencies		Total Learning Hours for Unit: 10
<ul style="list-style-type: none"> • Assist employees with prioritizing work responsibilities (SU) • Delegate to others (SU) • Manage collaborative (SU) • Orient new employees (management role) (SU) • Coach employees (SU) • Train staff (SU) 		
<i>Aligned Washington State Standards</i>		
Art		
Communications	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	
Educational Technology		
Health and Fitness		
Math		
Reading		
Science		
Social Studies		
Writing		

COMPONENTS AND ASSESSMENTS		
Performance Assessments: Maintain business records to facilitate business operations Acquire information to guide business decision-making.		
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, Professional Selling, Learn and Earn, Buying and Merchandising		
<i>Standards and Competencies</i>		
Standard/Unit: Information Management		
Competencies		Total Learning Hours for Unit: 25
<ul style="list-style-type: none"> • Describe the nature of business records (SP) • Maintain customer records. • Describe current business trends (SP) • Monitor internal records for business information (SP) • Conduct an environmental scan to obtain business information (SP) • Interpret statistical findings (SP) 		
<i>Aligned Washington State Standards</i>		

Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	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.
Reading	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.
Science	
Social Studies	
Writing	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

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.
Understand company's unique selling proposition to recognize what sets the company apart from its competitors.

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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: Marketing

Competencies

Total Learning Hours for Unit: 10

- Explain customer/client business buying behavior (CS)
- Discuss levers employees can use to motivate decision making (CS)
- Identify company's unique selling proposition (SP)
- Identify internal and external service standards (SP)

Aligned Washington State Standards

Art	
Communications	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.
Educational Technology	
Health and Fitness	
Math	

Reading	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
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Adhere to health and safety regulations to support a safe work environment.
 Implement safety procedures to minimize loss.
 Implement purchasing activities to obtain business supplies, equipment, and services.
 Implement expense-control strategies to enhance a business's financial well-being.
 Maintain property and equipment to facilitate ongoing business 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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: Operations

Competencies

Total Learning Hours for Unit: 35

- Describe health and safety regulations in business (PQ)
- Report noncompliance with business health and safety regulations (PQ)
- Follow instructions for use of equipment, tools and machinery (PQ)
- Follow safety precautions (PQ)
- Maintain a safe work environment (CS)
- Explain procedures for handling accidents (CS)
- Handle and report emergency situations (CS)
- Identify potential safety issues (MN)
- Explain routine precautions (CS)
- Follow established security procedures/policies (CS)
- Protect company information and intangibles (CS)
- Explain the nature and scope of purchasing (CS)
- Place orders/reorders (CS)
- Maintain inventory of supplies (CS)
- Manages the bid process in purchasing (SP)
- Select vendors (SP)
- Evaluate vendor performance (SP)
- Explain the nature of overhead/operating costs (SP)
- Explain employee's role in expense control (SP)
- Control use of supplies (SU)
- Identify routine activities for maintaining business facilities and equipment (SP)

Aligned Washington State Standards	
Art	
Communications	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
Educational Technology	
Health and Fitness	
Math	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.
Reading	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
Science	
Social Studies	
Writing	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: Employ product-mix strategies to meet customer expectations. Position products/services to acquire desired business image	
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, Professional Selling, Learn and Earn, Buying and Merchandising	
Standards and Competencies	
Standard/Unit: Product/Service Management	
Competencies	Total Learning Hours for Unit: 25
<ul style="list-style-type: none"> Identify product to fill customer need (MN) Plan product mix (MN) Build product/service brand (MN) Explain the role of customer service in position/image (MN) Develop strategies to position products/services (MN) Build product/service Brand (MN) 	
Aligned Washington State Standards	
Art	
Communications	1.1.1 Applies a variety of listening strategies to accommodate the listening situation. 3.1.1 Applies skills to plan and organize effective oral communication and presentation
Educational Technology	
Health and Fitness	

Math	
Reading	3.2.2 Apply understanding of complex information, including functional documents, to perform a task.
Science	
Social Studies	
Writing	

COMPONENTS AND ASSESSMENTS

Performance Assessments:

Manage promotional activities to maximize return on promotional efforts.
Evaluate long-term and short-term results of promotional efforts.

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, Professional Selling, Learn and Earn, Buying and Merchandising

Standards and Competencies

Standard/Unit: Promotion

Competencies

Total Learning Hours for Unit: 20

- Explain the nature of a promotional plan (PR:073) (SP)
- Coordinate activities in the promotional mix (PR:076) (SP)
- Identify metrics to assess results of promotional efforts (MN)
- Implement metrics to assess results of promotional efforts (MN)

Aligned Washington State Standards

Art	
Communications	3.1.1 Applies skills to plan and organize effective oral communication and presentation 2.2.2 Applies skills and strategies to contribute responsibly in a group setting.
Educational Technology	
Health and Fitness	
Math	5.3.2 Understand that mathematics is used in many occupations or careers. 5.3.1 Understand that mathematics is used extensively in daily life outside the classroom.
Reading	1.3.2 Understand and apply content/academic vocabulary critical to the meaning 3.2.2 Apply understanding of complex information, including functional documents, to perform a task. 3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings.
Science	
Social Studies	
Writing	

21st 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