

Burlington County Institute of Technology

Medford Campus

Westampton Campus

CAREER MAJOR PROGRAMS

Course Title: Marketing

Curriculum Area: CTE

Credits: 5

Board Approved: June 22, 2017

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Marketing Curriculum - COURSE FRAMEWORK

I. Course of Study:

Grade 9

Introduction to Marketing I (Fall)

Business of Sports Marketing (Spring)

Grade 10 and Grade 11

Hospitality and Tourism (Block 1, Spring, Year 2)

Retailing & Etailing Merchandising (Block 1, Fall, Year 2) CAP

Entrepreneurship (Block 1, Fall, Year 1)

Entrepreneurship (Block 1, Spring, Year 1) CAP

Grade 10

Business of Event and Entertainment Marketing (Block 2, Fall, Year 1)

Grade 11

Accounting (Spring, Block 2)

Grade 12

Advanced Branding and Enterprise I (Fall, Block 3)

Advanced Branding and Enterprise II (Spring, Block 3)

Social Media & Internet Marketing I (Fall, Block 4)

Social Media & Internet Marketing II (Spring, Block 4)

II. Program Descriptor:

Marketing introduces students to the exploration of creative, competitive, and dynamic activities that impact the lives of millions every day. Students will acquire competencies in the foundations of marketing (economics, business, and entrepreneurship) and its functions--selling, promotion, pricing, purchasing, marketing information management, product/service planning, distribution, financing, and risk management. Students will become proficient in marketing products and services through a virtual business simulation in retailing, sports merchandising, hospitality & tourism, accounting and they will set up their business online through the internet. Students are greatly involved in the operation of the BCIT School Store where they have opportunities to interact with customers and create visual displays both in house and online. They will participate in DECA, a marketing and leadership service organization, and are strongly encouraged to accept positions in the private sector once basic competencies are mastered.

Program Outcomes:

This deep set of proficiencies in multiple areas will increase your marketability in a changeable industry. From accounting to public speaking to graphic design techniques, you'll graduate with a distinct set of state-of-the-art skills that an education in an traditional high school business program doesn't provide. Graduates of the Marketing program will possess the skills and competencies required for entry level employment, as well as, a foundation for pursuing post-secondary education. Upon satisfactory completion of the course and obtaining certification in Retail Management and Microsoft Office.

Upon completion of the Marketing program, a graduate will be able to:

- Identify core concepts of marketing and the role of marketing in business and society.
- Knowledge of social, legal, ethical and technological forces on marketing decision-making.
- Appreciation for the global nature of marketing and appropriate measures to operate effectively in international settings.
- Ability to develop marketing strategies based on product, price, place and promotion objectives.
- Ability to create an integrated marketing communications plan which includes promotional strategies and measures of effectiveness.
- Ability to communicate the unique marketing mixes and selling propositions for specific product offerings.
- Ability to construct written sales plans and a professional interactive oral sales presentation.
- Ability to formulate marketing strategies that incorporate psychological and sociological factors which influence consumers.
- Ability to collect, process, and analyze consumer data to make informed marketing decisions
- Ability to analyze marketing problems and provide solutions based on a critical examination of marketing information.

Course Descriptions:

A. Introduction to Marketing I (9th) - one semester

Marketing is the process of developing, promoting and distributing products to satisfy customers' wants and needs. It also deals with financing, management, pricing and selling, among other things. Marketing helps connect businesses to their customers. This course is designed to provide students with an understanding of the principles of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organizational functioning, including the management of exchange processes between business units and consumers and between firms.

Students learn general marketing concepts and various functional specialties in fields such as digital marketing and research, brand strategy, and creative strategy.

As part of the program, students are offered the opportunity to develop expertise in consumer behavior, marketing analysis, strategic marketing, marketing communications, brand marketing and design, professional selling, international marketing, and marketing technologies such as data-driven marketing, digital media planning and search engine marketing.

B. Business of Sports Marketing (9th) - one semester

This course will provide students with a thorough understanding of the marketing concepts and theories that apply to sports and sporting events. The areas this course will cover include basic marketing, target marketing and segmentation, sponsorship, event marketing, promotions, sponsorship proposals, and implementation of sports and entertainment marketing plans. This course will also provide students an opportunity to develop promotional plans, sponsorship proposals, endorsement contracts, sports and entertainment marketing plans, and evaluation and management techniques, acquiring knowledge pertaining to sports events, legal and ethical aspects of sport, sport venues, and sport economics. Course content focuses on the comprehensive nature of professional and amateur sports.

C. Business of Event and Entertainment Marketing (10th) - one semester

This course explores the procedures and tactics necessary to define, target, attract, secure and retain corporate sponsors within the global sports, entertainment and event industry, including festivals, conventions, expositions, sporting events, concerts, not-for-profit (charitable) events, theater and the arts, music, cinema, sports entertainment, television, and alternative entertainment. Issues

related to industry best practices, current trends, industry regulations, effective artist/performer management and entertainment event production are also discussed. Students demonstrate effective sales strategies within the sports, entertainment and event industry and analyze the impact of relationship management. An experiential learning project is incorporated into this course. Students integrate skills from academic subjects, information technology, interpersonal communication, and management training to make responsible decisions.

D. Hospitality & Tourism (10th/11th) - one semester

The Tourism & Hospitality program will introduce students to the world's largest industries, from destination planning, hotel and restaurant management, cruise ships, spas, resorts, theme parks, and other areas. We live in one of the most beautiful regions of the country. Tourism & Travel are thriving industries with a multitude of employment opportunities. This program will provide students with curriculum focused on current tourism, travel and hospitality related industries, key hospitality issues, the development and management of tourist locations, marketing, and environmental issues related to leisure and travel. The course also examines some current and future trends in the field. Students learn about the history of the industry, explore traveler motivation and consumer needs, the industry's economic and environmental impacts, domestic and international travel, and sales in tourism.

E. Entrepreneurship (10th/11th) - one semester

Students will gain the knowledge and skills needed to become an entrepreneur. Students will learn the principles necessary to begin and operate a business. The primary focus of the course is to help students understand the process of analyzing a business opportunity, preparing a business plan, determining feasibility of an idea using research, and developing a plan to organize and promote the business and its products and services. In addition, students understand the capital required, the return on investment desired, and the potential for profit.

F. Accounting (11th) - one semester

Students will learn to keep financial records for a service or retail business. Principles covered include the bookkeeping cycle, debit/credit theory, financial statements, use of various journal and ledgers, worksheets, accounts receivable and payable, and payroll systems. Computers will be used for simulation and projects. The purpose of this first year accounting course is to acquaint the student with the fundamental accounting procedures employed by businesses today. A major objective of this course is to provide the student with insight in how to employ the accounting procedures and concepts learned. This can be done in their financial record keeping for income tax purposes and can aid in managing their personal business affairs more wisely. Emphasis is placed on the "how to" and also the "why" of accounting procedures. This study of accounting would be of great benefit for anyone, no matter what his or her future occupation might be. Simulations will take place throughout the year, reviewing accounting concepts learned. Students will also have the opportunity to integrate computers with their accounting.

G. Advanced Branding and Enterprise I, II (12th) - two semesters

This is an advanced course with an emphasis on corporate brand identity development. The course sequence focuses on the development of research, strategy and design, in particular the areas of organization, culture and identity. Students study how complex organizations are defined by their public identities, and how those identities can be strategized and designed with the goal of applying the concepts to a client-based project. Topics include a five-step brand identity process and a showcase of best practices. Project-based activity includes brand research, logo development, product packaging, marketing and advertising collateral, web branding, and broadcast advertising development as applicable to client need.

SBEs provide realistic and practical learning experiences that reinforce classroom instruction. SBEs can sell to consumers through a permanent location, a mobile kiosk or through Internet marketing. Products may include spirit wear, food and beverage items, school supplies, signs and banners and more, while other SBEs provide services such as creative design, advertising sales and more.

School-based enterprises are effective educational tools in helping to prepare students for the transition from school to work or college. For many students, this will provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. Small Business Management operates like regular small businesses, letting students apply the academic and career/technical content they have learned in school. Small Business Management will also give students real practice in entrepreneurship, accounting, budgeting, cash-flow management, taxes, marketing, inventory control, and business/industry/technical skills. Students in Small Business Management will develop skills in problem solving, communication, interpersonal relations, and learning how to learn in the context of work.

H. Social Media & Internet Marketing I, II (12th) - one semester

This course provides students with a broad view of the evolution of social media and internet marketing. Social media and internet marketing integration into a communication strategy are presented for both for-profit and nonprofit organizations. Students are challenged to execute social media and internet advertising and measure the results. Analyses of research include qualitative and quantitative examination. Students are expected to have a solid understanding of the traditional marketing mix and a working understanding of social media and internet advertising.

Course Maps:

A. Introduction to Marketing I (9th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
8.1 8.2 9.1.12.A.4 9.2 9.3.MK.2 9.3.MK.8 W.11-12.2 CRP1-12	<p>What are the Marketing Student responsibilities?</p> <p>What Academic Foundations are needed to be successful in Marketing?</p> <p>When are Communication Skills needed in Marketing?</p>	<p>Academic concepts lay the foundation for the full range of career and postsecondary education opportunities within the career cluster. All clusters rely on effective oral and written communication strategies for</p>	<ul style="list-style-type: none"> • Demonstrate language arts knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • Demonstrate mathematics knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • Demonstrate science knowledge and skills required to pursue the full range of postsecondary education and career opportunities. • Solve mathematical problems to obtain 	<p>Explore Marketing Careers</p> <p>Online Test - Math Skills</p> <p>Research Product information on Internet</p> <p>Create Product</p>

	<p>How are Problem-Solving and Critical Thinking used in Marketing?</p>	<p>creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.</p> <p>Critical and creative thinking strategies facilitate innovation and problem-solving independently and in teams.</p>	<p>information for marketing decision-making.</p> <ul style="list-style-type: none"> • Understand economic principles and concepts fundamental to business operations. • Apply sociological knowledge of group behavior to understand customer decision-making. • Apply psychological knowledge of individual behavior to understand customer motivation. • Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice. • Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication. • Locate, organize, and reference written information from various sources to communicate with others. • Evaluate and use information resources to accomplish specific occupational tasks. • Use correct grammar, punctuation, and terminology to write and edit documents. • Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences. • Interpret verbal and nonverbal cues/behaviors to enhance communication. • Apply active listening skills to obtain and clarify information. • Develop and interpret tables, charts, and figures to support written and oral communications. • Listen to and speak with diverse individuals to enhance communication skills. 	<p>Brochure Using Design Software</p> <p>Product Presentation</p>
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			<ul style="list-style-type: none"> • Exhibit public relations skills in order to increase internal and external customer satisfaction. • Obtain and convey marketing ideas and information to facilitate business operations. • Evaluate and summarize the concepts and strategies used to communicate information about products, services, images, and/or ideas to achieve desired outcomes. • Demonstrate knowledge of personalized communication strategies used in this cluster to determine client needs and wants and to develop responses intended to influence purchasing decisions and enhance future business opportunities. • Employ critical thinking skills (e.g., analyze, synthesize, and evaluate) independently and in teams to solve problems and make decisions. • Employ critical thinking and interpersonal skills to resolve conflicts. • Identify, write, and monitor performance goals to guide progress in assigned areas of responsibility and accountability. • Conduct technical research to gather information necessary for decision-making. 	
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B. Business of Sports Marketing (9th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:

<p>8.1.12.A.2 8.1.12.A.3 8.1.12.C.1 8.2.12.A.1 9.1.12.A.5 9.2 9.3.MK.2 9.3.MK-MER.1 9.3.MK-MER.6 W.11-12.1. CRP1-12</p>	<p>What are examples of Sports Marketing?</p> <p>What are common misconceptions about Sports Marketing?</p> <p>How does Sports and Marketing Mix?</p> <p>How is Employability and Career Development connected to Sports Merchandising?</p> <p>How do you approach Ethics and Legal Responsibilities in Sports Marketing?</p> <p>What is the key concept/idea in Sports & Entertainment Marketing when focusing on Employability and Career Development?</p>	<p>Sports Products</p> <p>The Sports Market</p> <p>Product and Price Decisions: Sports</p> <p>Sports Market Research and Outlets</p> <p>Branding and Licensing</p> <p>Sports Promotion</p> <p>Sports Marketing Plans and Careers</p> <p>Employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy. Legal responsibilities, professional ethics, and codes of conduct affect management practices, business</p>	<ul style="list-style-type: none"> • Create a sports Marketing Profile. • Determine the categories of Sports. • Understand Consumer and Sports products. • Evaluate the economic Impact of Sports Marketing. • Understand product Designs. • Pricing and Strategies • Demonstrate understanding of the Research Process. • Outlets- the Place Decision • Branding • List the steps of Licensing. • Determine the most effective methods for Promotion • Advertising and Sales Promotion • Apply Public Relations and Personal Selling skills. • Formulate a Marketing Plan. • Analyze sports Marketing Careers. • Employ concepts, tools, strategies used in this industry to explore, obtain, and develop merchandising careers. • Apply ethics and government regulations to protect the business. • Analyze sales careers to determine interest. • Compare individual abilities, interests, and attitudes with those associated with entrepreneurial success in order to determine compatibility. 	<p>Daily Practice Sports Marketing Chapter Worksheets, Review Questions</p> <p>Case Related Studies Written Chapter Quizzes</p> <p>ExamView Written Chapter Tests</p> <p>Sports Marketing Math Worksheets & Quizzes</p> <p>Internet Activities</p> <p>DECA Competitive Events</p>
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		<p>performance, and regulatory compliance, as well as the confidence of customers, business partners, and investors.</p> <p>Employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy.</p>		
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C. Business of Event and Entertainment Marketing (10th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
8.1.12.A.2 8.2	What are examples of Entertainment	Products	<ul style="list-style-type: none"> Determine the most effective steps for Planning the Promotion 	Daily Practice Sports

<p>9.1 9.2 8.1.12.A.3 9.3.MK.2 9.3.MK-MER.1 9.3.MK-MER.6 W.11-12.1. CRP1-12</p>	<p>Marketing?</p> <p>What are the key concepts/ ideas in Entertainment Marketing?</p> <p>What is the key concept/idea in Entertainment Marketing when focusing on Employability and Career Development?</p> <p>What are examples of Communication Skills in Entertainment Marketing?</p> <p>What are the characteristics/ parts of Information Technology Applications in Entertainment Merchandising? Why is this so?</p> <p>What are the key ideas in Entertainment Marketing?</p>	<p>The Entertainment Market Product and Price Decisions: Entertainment</p> <p>Merchandising: All clusters rely on effective oral and written communication strategies for creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.</p> <p>Technology is used to access, manage, integrate, and disseminate information.</p>	<ul style="list-style-type: none"> • Employ strategies for Advertising and Sales Promotion • Public Relations and Personal Selling • The Marketing Plan • Entertainment and Marketing • Understand the Types of Entertainment Business • Demonstrate employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy. • Facilitate decision making for Legal responsibilities, professional ethics, and codes of conduct affect management practices, business performance, and regulatory compliance, as well as the confidence of customers, business partners, and investors. • Demonstrate employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy. • Communicate information about retail products, services, images, and/or ideas to achieve desired outcomes. • Employ concepts, systems, and tools used in this industry to gather, access, synthesize, evaluate, and disseminate information in order to assist decision-making. 	<p>Marketing Chapter Worksheets, Review Questions</p> <p>Case Related Studies</p> <p>Written Chapter Quizzes</p> <p>ExamView</p> <p>Written Chapter Tests</p> <p>Sports Marketing Math Worksheets & Quizzes</p> <p>Internet Activities</p> <p>DECA Competitive Events</p>
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D. Hospitality & Tourism (10th/11th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
8.1 8.2 9.1 9.2 9.3.HT-RFB.10 9.3.HT-TT.12 CRP1-12	<p>What are examples of Hospitality Marketing Communications?</p> <p>What is the meaning of Leadership and Teamwork in the Hospitality industry?</p> <p>How are Systems connected to Hospitality Marketing Communication?</p> <p>What does Ethics & Legal Responsibilities reveal about Hospitality Marketing?</p> <p>How is Employability and Career Development like school in the Hospitality industry?</p> <p>What are the key</p>	<p>Effective leadership and teamwork strategies foster collaboration and cooperation between business units, business partners, and business associates toward the accomplishment of organizational goals.</p> <p>Legal responsibilities, professional ethics, and codes of conduct affect management practices, business performance, and regulatory compliance, as well as the confidence of customers, business partners, and investors.</p> <p>Hospitality Marketing Management:</p>	<ul style="list-style-type: none"> • Evaluate and select concepts and strategies used in this pathway to communicate information about products, services, images, and/or ideas to achieve desired outcomes. • Demonstrate understanding of personalized communications strategies marketers use to determine client needs and want, and to develop responses intended to influence purchasing decisions and enhance future business opportunities. • Employ the tools, strategies, and systems marketers use to access, process, maintain, evaluate, and disseminate information in order to assist with decision-making. • Analyze the processes and systems marketers implement to monitor, plan, and control the day-to-day activities required for continued business operations. • Assess the tools, techniques, and systems that businesses in this pathway use to plan, staff, lead, and organize human resources. Employ the tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources in this pathway. • Evaluate and summarize the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and manage customer relationships in ways that benefit both the organization and stakeholders. 	<p>Daily Practice Hospitality Marketing Chapter Worksheets, Workbook Applications, Review Questions</p> <p>Case Related Study</p> <p>Written Chapter Quizzes</p> <p>ExamView Written Chapter Tests</p> <p>Hospitality Marketing Math Worksheets & Quizzes</p> <p>Internet & Career Activities</p> <p>DECA Competitive Events</p>

	<p>concepts/ ideas in Hospitality Marketing Management?</p> <p>How does Communication Skills relate to me/us? So what? Why does it matter?</p> <p>How and when can we use Problem-Solving and Critical Thinking?</p>	<p>All clusters rely on effective oral and written communication strategies for creating, expressing, and interpreting information and ideas that incorporate technical terminology and information.</p> <p>Employability skills and career and entrepreneurship opportunities build the capacity for successful careers in a global economy. Critical and creative thinking strategies facilitate innovation and problem-solving independently and in teams.</p>	<ul style="list-style-type: none"> Facilitate decision-making by evaluating and selecting tools, strategies, and systems used in this industry to access, process, maintain, evaluate, and disseminate information. 	Virtual Simulation
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E. Entrepreneurship (10th/11th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
8.1.12.A.4 8.1.12.E.1 8.2.12.B3 8.2.12.C.2 8.2.12.C.6 9.1.12.A.5 9.2.12.C.6 9.3.MK.1 9.3.12.BM.2 9.3.12.BM-BIM.1 9.3.12.BM-OP.1	<p>What are common misconceptions about Entrepreneurship and Small Business Management?</p> <p>How is Research connected to Planning Your Venture?</p>	<p>Feasibility and Business Planning</p> <p>Types of Business Ownership</p> <p>Market Analysis</p> <p>The Legal Environment</p>	<ul style="list-style-type: none"> • Feasibility Analysis: Testing an Opportunity • The Business Plan • Doing Market Research • Industry and Market Analysis • Sole Proprietorship • Corporations • Legal Issues Facing Start-ups • Handling Government Regulations • Community and Site Selection • Layout Planning • Devising a Market Plan • Reviewing and Revising the Market Plan 	<p>Daily Practice</p> <p>Entrepreneurship Chapter Worksheets, Workbook Applications, Review Questions</p> <p>Written Chapter Quizzes</p>

<p>9.3.12.FN.11 9.3.12.FN-ACT.1 NJSLS Math: 7.RP.A.2b A-CED.1 A-CED.3 A-SSE.4</p> <p>CRP1-12</p>	<p>How and when can we use Managing Market Strategies?</p> <p>How is Marketing connected to Essential Math Skills for Entrepreneurs?</p> <p>What are different points of view about “Going into Business for You”?</p> <p>Who is Managing Your Business Process? How do you Manage the Finances of Your Business?</p> <p>What is Entrepreneurship?</p> <p>Why Be an Entrepreneur?</p> <p>What Does It Take to Be an Entrepreneur?</p> <p>How can I Enter the Global Market As an Entrepreneur or Manager?</p>	<p>Site Selection and Layout Planning</p> <p>The Price Strategy</p> <p>The Promotion Strategy</p> <p>Developing and Managing Sales</p> <p>Market Analysis</p> <p>Marketing & Essential Math Skills</p> <p>Your Potential as an Entrepreneur Global Opportunities Recognizing Opportunity</p> <p>Preparing and Planning to Manage</p> <p>Managing Purchasing and Inventory</p> <p>Production Management and</p>	<ul style="list-style-type: none"> • Considering Price Strategy • Calculating and Revising Prices • Developing a Promotional Strategy • Budgeting and Implementing Promotional Plans • Organizing and Preparing a Sales Force • Planning, Directing, and Evaluating Sales • Budgeting and Implementing Promotional Plans • Organizing and Preparing a Sales Force • Planning, Directing, and Evaluating Sales • Developing Essential Math Skills • Understanding Spreadsheets, Charts, and Tables • Buying and Receiving Merchandise • Pricing Merchandise • Completing Daily Calculations in Marketing • Understanding Inventory Procedures • Calculating Advertising Costs and Conducting Market Research • Calculating Income and Loss • Entrepreneurship and the Economy • The Entrepreneurial Process • Understanding Entrepreneurial Trends • Starting Versus Buying a Business • Global Entrepreneurial ship • Management Styles and Skills • Purchase Planning and Management • Inventory Management • From Idea to Product • Product and Distribution • Managing Operations • Staffing and Company Policies Developing and Keeping Human Resources • Motivating Employees • Financing the Small Business Start-Up 	<p>ExamView Written Chapter Tests</p> <p>Business Math Worksheets & Quizzes</p> <p>Case Studies of Entrepreneurs</p> <p>DECA Competitive Events Internet Activities</p> <p>Virtual Simulation</p>
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		<p>Distribution</p> <p>Managing Operations and Staffing Managing Human Resources</p> <p>Financing Your Business</p> <p>Accounting and Financial Reporting</p> <p>Financial Management</p>	<ul style="list-style-type: none"> • Obtaining Financing and Growth Capital • Financial Record Keeping • Preparing Financial Statements • Analyzing Your Finances • Managing Your Finances 	
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F. Accounting (11th) - one semester

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
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8.1.12.A.4 9.1 9.2 9.3.12.FN- ACT.1 9.3.12.FN- ACT.3 9.3.12.FN- BNK.1 9.3.12.FN- BF.1 NJSLS Math: A-CED.1 A- CED.3 A-SSE.4 CRP1-12	<p>How is Accounting Business Transactions that Affect the Accounting Equation?</p> <p>What is the Basic Accounting Equation for business?</p> <p>How is Accounting connected to Real World Applications and Connections?</p> <p>What is the Basic Accounting Cycle?</p> <p>How does the Financial Statements affect the Business?</p> <p>What are Financial Statements?</p> <p>What are the Banking Opportunities for a business?</p> <p>How does the Bank Reconciliation</p>	<p>Business Transactions that Affect the Accounting Equation</p> <p>Transactions That Affect Assets, Liabilities, and Owner's Equity</p> <p>Transactions That Affect Revenue, Expenses, and Withdrawals</p> <p>Recording Transactions in a General Journal</p> <p>Posting Journal Entries to General Ledger Accounts</p> <p>The Six-Column Worksheet</p> <p>Financial Statements for the Sole Proprietorship</p>	<ul style="list-style-type: none"> • Property and Financial Claims • Transactions That Affect Owner's Investment, Cash, and Credit • Transactions That Affect Revenue, Expenses, and Withdrawal Owner • Accounts and the Double Entry Accounting System • Applying the Rules of Debit and Credit Relationship of Revenue, Expenses, and Withdrawals to Owner's Equity • Applying the Rules of Debit and Credit to Revenue, Expense, and Owner's Equity • The General Ledger • The Posting Process • Preparing a Trial Balance • The General Ledger • The Posting Process • Preparing a Trial Balance • Preparing a Worksheet • Extending Amounts Across the Worksheet • The Income Statement • The Statement of Changes in Owner's Equity • The Balance Sheet • Preparing Closing Entries • Posting Closing Entries and Preparing a Post-Closing Trial Balance • Banking Procedures • Reconciling the Banking Account • Determine the net income or net loss 	<p>Daily Workbook Problems</p> <p>Chapter Evaluation Quizzes</p> <p>Chapter Evaluation Tests</p> <p>Complete Unit Practice Set for Sole Proprietorship</p> <p>DECA Competitive Events</p> <p>Virtual Business Simulation</p>
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	<p>Statement affect the business?</p> <p>How does the complete Accounting Cycle analyze net income and/or net loss of a sole proprietorship?</p>	<p>Completing the Accounting Cycle for Sole Proprietorship</p> <p>Complete the Financial Statements for the Business</p> <p>Completing the Accounting Cycle for Sole Proprietorship through the Trial Balance</p> <p>Completing the Accounting Cycle for Sole Proprietorship Cash Control and Banking Opportunities Determine the sole proprietorship net income and/or net loss</p>		
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G. Advanced Branding and Enterprise I, II (12th) - two semesters

Proficiencies/Standards	Essential Questions	Content:	Skills:	Assessments:
8.1.12.A.1 8.1.12.A.2 8.1.12.D.4 8.1.12.E.2 8.1.12.F.1 8.2.12.B.4 8.2.12.E.1 8.2.12.E.3	What are examples of a tangible element of a brand? What is another name for a logo? What is the key to a	Brand Elements Tangible brand elements Intangible brand elements	<ul style="list-style-type: none"> Describe the elements of a brand. Explain the three different types of product brands Discuss how branding relates to product identity. Explain ways to protect a brand's Describe personal branding. Create a unique brand identity 	Daily Workbook Problems Chapter Evaluation Quizzes Chapter Evaluation

9.1.12.A.2 P	unique brand?	Product Brand Types	<ul style="list-style-type: none"> • Contribute to the positive image of a brand • Inspire brand loyalty and repeat sales • Identify the functions of management. • Explain the four styles of management • Describe the tasks involved in managing personnel. • Describe the operations activities required for a retail business. • Identify ways to measure store performance • Summarize the activities involved in purchasing inventory • Explain the retailer's process of receiving orders • Describe the retailer's options for storing inventory • Summarize the importance of inventory management • Describe different methods of tracking inventory. • Explain the significance of stock turnover 	Tests
9.1.12.B.1	How can businesses show social responsibility through a brand?	Power of the Brand		Complete Unit Practice Set
9.1.12.B.2		Branding and identity		DECA Competitive Events
9.1.12.C.5		Brand Protection		Virtual Business Simulation
9.1.12.E.1	Why is brand loyalty important for businesses?	Personal Branding		
9.1.12.F.3		Functions of Management		
RI.11-12.2.	What is the difference between a trademark and a service mark?	Styles of management		
RI.11-12.3.		Managing the Store Operations		
RI.11-12.7.	What is the most powerful aspect of a brand?	Store Performance		
W.11-12.1.	What are the intangible elements of a brand?	Purchasing inventory		
W.11-12.2.	Why is a brand considered a promise to customers?	Storing the Inventory		
CRP1-12	How are brand perceptions formed?	Managing the Inventory		
	What are three goals	Inventory Systems		
		Stock Turnover		

	<p>that a brand should achieve?</p> <p>What are examples of a corporation buying naming rights to show community support?</p> <p>When does brand loyalty occur?</p> <p>When can the registered symbol be used with a trademark or service mark?</p> <p>How can a person create a personal brand?</p> <p>What is brand consistency?</p> <p>What are the functions of management?</p> <p>What are the difference between a short-term and a long-term goal?</p> <p>What is management style?</p>			
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	<p>What tasks are involved in personnel management?</p> <p>What is the purpose of an employee evaluation?</p> <p>What are some of the daily operations activities for a retail business</p> <p>How does an organizational chart depict the chain of command?</p> <p>What are the two general methods of measuring store performance?</p> <p>How is profit calculated?</p> <p>What factors can affect the average sale per employee figure?</p>			
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H. Social Media & Internet Marketing I, II (12th) - one semester

Proficiencies /Standards	Essential Questions	Content:	Skills:	Assessments:
RI.11-12.2. RI.11-12.3. RI.11-12.7. W.11-12.1. W.11-12.2. 8.1.12.A.1 8.1.12.A.2 8.1.12.D.4 8.1.12.E.2 8.1.12.F.1 8.2.12.B.4 8.2.12.E.1 8.2.12.E.3 9.1.12.A.2 P 9.1.12.B.1 9.1.12.E.1 9.1.12.F.1 9.3.12.C.4 9.3.12.C.7 9.3.12.C.17 CRP1-12	<p>How is social media changing the world as we know it?</p> <p>Why do you use social media?</p> <p>Have you witnessed a change in social media in your lifetime? If so, how?</p> <p>Do you think social media should affect presidential elections?</p> <p>Has social media improved your relationships? If so, how?</p> <p>Do you think social media poses a threat to family and leisure time?</p> <p>Do you know anyone who is addicted to social media? How much social media interaction is too</p>	<p>Social Media Past and Present</p> <p>Definition of Social Media</p> <p>Types of Social Media: Beyond Facebook, Twitter, and the Like</p> <p>The Rise of Social Media</p> <p>The Evolution of Social Media</p> <p>The Impact of Social Media: The Good, the Bad, and the Ugly</p> <p>Developing a Product Concept</p> <p>Brainstorming to Create a Product Concept</p> <p>Developing a Social Media Marketing Strategy</p>	<ul style="list-style-type: none"> • Define social media • Communicate a solid understanding of social media • Identify various types of social media • Use Social Media to Market Products • Understand Hashtags • Create a personal online-learning environment • Compare and contrast social media tools in terms of their value academic pursuits • Use social media to follow academic experts and learn about current trends in the business field • Develop criteria to evaluate YouTube videos for their education value • Create an online study group using Google Groups • Evaluate the academic usefulness of LinkedIn Groups and LinkedIn Answers • Understand the importance of networking with professionals via social networks • Use social media to find job leads • Understand and implement techniques for securing a job via social media • Compare and contrast both sides of the debate regarding fiend a client on non - professional social networks • Use social media to collaborate with colleagues • Use social to keep abreast of the latest trends in your industry • Explain why much of social media marketing is trial and error. 	<p>Daily Workbook Problems</p> <p>Chapter Evaluation Quizzes</p> <p>Chapter Evaluation Tests</p> <p>Complete Unit Practice Set</p> <p>DECA Competitive Events</p> <p>Virtual Business Simulation</p> <p>Social Media</p>

	<p>much?</p> <p>Have you ever experienced cyberbullying? Do you know anyone who has? What do you think is the solution to this problem?</p> <p>Why People Purchase Products and Services?</p> <p>How do emotions affect purchasing decisions?</p> <p>Why is it important for a company to identify its target market before developing a social media campaign?</p> <p>How can businesses entice Facebook users to interact with them on Facebook?</p> <p>Why isn't it realistic to market a new product using</p>	<p>Social media use for businesses gaining exposure and increase revenue</p> <p>Creating Your Personal Online Learning Environment with Feedly</p> <p>Using Social Media for Academics</p> <p>How to locate information on a particular topic</p> <p>Developing Facebook Pages for Classes</p> <p>Learning with YouTube</p> <p>Guidelines for using Youtube for academics</p> <p>Creating Study Groups with Google Groups</p> <p>Connecting with Content via LinkedIn</p>	<ul style="list-style-type: none"> • Discuss the importance of building and online personal brand • Identify the advantages of having a professional online presence in today's global marketplace • Develop a professional persona based on skills, interests, and future career goals • Develop a personal blog for the purpose of branding • Manage your online reputation • Name general guidelines companies must keep in mind when tweeting about a new product. 	
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	<p>promoted tweets?</p> <p>How might a company gain followers on Twitter?</p> <p>Will a company ever finish its social media marketing strategy?</p> <p>Do you think that Feedly will help you create an effective personal online learning environment? Why or why not?</p> <p>Can you see any pitfalls or disadvantages to using Feedly to organize your online content sources?</p> <p>What unique Twitter features make it an effective learning tool?</p> <p>What features of Twitter inhibit learning?</p>	<p>LinkedIn Groups</p> <p>LinkedIn Answers</p> <p>Social Media and the Workforce</p>		
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	<p>What benefits can you see to creating and using a Facebook classroom page?</p> <p>What disadvantages or pitfalls might be associated with using a Facebook classroom page?</p> <p>Do you think that YouTube is a credible resource for researching academic subjects? Why or why not?</p> <p>What benefits and disadvantages can you see for using LinkedIn as an academic tool?</p> <p>How has social media changed professional networking?</p> <p>What are some of the dangers of adding a</p>			
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	<p>client or employee to a social network account you use for personal reasons?</p> <p>How would you politely tell a client that you do not wish to accept their friend request?</p> <p>What are the pros and cons of using social media sites to look for a job?</p> <p>What are the benefits of communicating with colleagues via social media?</p> <p>What are the disadvantages of using social media to communicate with colleagues?</p> <p>How would you go about increasing the size of your network on LinkedIn?</p> <p>Which is more important: who you</p>			
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	know within your industry or what you know about your industry?			
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Texts:

Marketing Essential Text		Glencoe	2012	9780078953135	11
Marketing Essential Text Teachers Edition		Glencoe	2012	9780078953132	2
Marketing Essential Wkbk.		Glencoe	2012	9780078953149	16
Marketing Essential Math Wkbk.		Glencoe	2012	9780078953101	15
Entrepreneurship Text		Glencoe	2011	9780078897665	11
Entrepreneurship Text Teachers Edition		Glencoe	2011	9780078925818	1
Entrepreneurship Wkbk		Glencoe	2011	9780078943256	16
Retailing		Glencoe	2005	78614007	31
Century 21 Accounting Textbook	10e	SouthWestern	2014	9780840064981	25
Century 21 Accounting Teachers Edition	10e	SouthWestern	2014	9780840065438	1
Century 21 Accounting Student WorkingPapers (green)	10e	SouthWestern	2014	9780840068125	1

Century 21 Accounting Student WorkingPapers (blue)	10e	SouthWestern	2014	9781111578800	20
Hospitality & Tourism		Glencoe	2006	78682967	18
Hospitality & Tourism Teacher Edition		Glencoe	2006	7868813	1
Fashion Marketing		Glencoe	2006	78682959	26
Fashion Marketing Teachers Edition		Glencoe	2006	78688094	1
Ecommerce		Glencoe	2006	78613337	15
Ecommerce Teachers Edition		Glencoe	2006	78665426	1
Law Business & Personal use	15e	SouthWestern	2000	53868538	11
Law Business & Personal use Teachers Edition	15e	SouthWestern	2000	538683585	1
Law Business & Personal use Study Guide	15 e	SouthWestern	2000	538683546	1
Glencoe Accounting Quickbook & Real World Workbooks		Glencoe	2000	78296390	17
Glencoe Accounting Quickbook & Real World WorkingPapers		Glencoe	2000	26439743	5
Digital Express Workbooks	4e	Glencoe/McGraw Hill	2000	978002643978	19
Outerbanks Market Place	2e	Glencoe/McGraw Hill	2000	9780026440455	21
Adventure Travels	1e	Glencoe/McGraw Hill	2000	002643976x	41