

**Davison Community Schools**  
**ADVISORY CURRICULUM COUNCIL**  
*Phase II, November 5, 2013*

<i>Course Name: Marketing 1</i>	
<b>Course Essential Questions (from Phase I report):</b>	
<ol style="list-style-type: none"> <li>1. What is marketing?</li> <li>2. Why is marketing essential for a business to use marketing strategies?</li> <li>3. How does marketing impact individuals, business, and society?</li> </ol>	
<b>Phase II Curriculum</b>	
<b>Unit 1: Functions of Marketing</b>	
<b>Essential Questions:</b> <ol style="list-style-type: none"> <li>1. What is <b>marketing concept</b>?</li> <li>2. What are the <b>foundations of marketing</b>?</li> <li>3. What are the <b>functions of marketing</b>?</li> <li>4. What is the difference between <b>customers</b> and <b>consumers</b>?</li> <li>5. What is <b>segmentation</b>?</li> <li>6. What are the <b>four P's</b> of the <b>marketing mix</b>?</li> </ol>	<b>Essential Understanding:</b> <ol style="list-style-type: none"> <li>1. The marketing concept is the idea that a business should strive to satisfy customers' needs and wants while generating a profit for the firm.</li> <li>2. The four foundations of marketing are business, management, and entrepreneurship, communication and interpersonal skills, economics, and professional development.</li> <li>3. The seven functions of marketing are distribution, financing, marketing information management, pricing, product/service management, promotion, and selling.</li> <li>4. Customers buy products/services while consumers use a product or service.</li> <li>5. Segmentation is breaking down the market into smaller groups that have similar needs.</li> <li>6. The 4 P's of marketing are product, price, place and promotion.</li> </ol>
<b>Curriculum Standards- DOK noted where applicable with Standards</b>	
<p><b>I. Marketing</b>  Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives</p> <p style="padding-left: 20px;">A. Understand marketing's role and function in business to facilitate economic exchanges with customers.</p> <p style="padding-left: 40px;">1. Explain marketing and its importance in a global economy (MK:001, BA LAP 11) (CS)</p> <p style="padding-left: 40px;">2. Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)</p> <p style="padding-left: 20px;">B. Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making</p> <p style="padding-left: 40px;">1. Explain customer/client/business buying behavior (MK:014) (CS)</p> <p style="padding-left: 40px;">2. Discuss actions employees can take to achieve the company's desired results (MK :015) (CS)</p> <p><b>II. Economics</b>  Understands the economic principles and concepts fundamental to business operations</p> <p style="padding-left: 20px;">B. Understand the nature of business to show its contributions to society.</p> <p style="padding-left: 40px;">1. Explain the role of business in society (EC:070, MB LAP 6) (CS)</p> <p style="padding-left: 40px;">2. Describe types of business activities (EC:071, EC LAP 19) (CS)</p> <p><b>III. Market Planning</b>  Understands the concepts and strategies utilized to determine and target marketing strategies to a</p>	

select audience A. Employ marketing-information to develop a marketing plan. 1. Explain the concept of marketing strategies (MP:001, IM LAP 7) (CS) 2. Explain the concept of market and market identification (MP:003, IM LAP 9) (CS)	
<b>LEARNING TARGETS</b>	
<b>Knowledge/Content I Know ...</b>	<b>Skills/Processes I Can ...</b>
<ul style="list-style-type: none"> <li>Marketing plays an important role in an economy.</li> <li>The customer is the focus of businesses.</li> <li>Functions create added value or utility.</li> <li>Products/services cannot appeal to everyone but instead must focus on market segments.</li> <li>For an organization to be successful, all seven functions of marketing need to be operating efficiently.</li> <li>The marketing mix is interconnected and marketers base their decisions on their target market.</li> </ul>	<ul style="list-style-type: none"> <li>Explain the marketing aids society with new and improved products and lower prices.</li> <li>Determine the forms of economic utility that marketing creates.</li> <li>Identify the target market for sample businesses.</li> <li>Explain the concept of market and market identification.</li> <li>Develop a marketing plan.</li> <li>Select a target market.</li> </ul>
<b>Phase III Textbook/Materials</b>	
<b>Phase IV Summative Assessment Evidence</b>	
<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments: (*identifies Performance Task)</b>
<b>Phase V Learning Plan</b>	

<b>Phase II Curriculum</b>	
<b>Unit 2: Economics</b>	
<b>Essential Questions:</b>	<b>Essential Understanding:</b>
<ol style="list-style-type: none"> <li>What are the basic principles of the <b>free enterprise system</b>?</li> <li>What is the role of <b>competition</b>?</li> <li>What is the importance of <b>risk</b> and <b>profit</b>?</li> <li>What is an <b>economy</b>?</li> <li>What are the <b>factors of production</b>?</li> <li>What are the three basic economic questions?</li> <li>What is the difference between a <b>market economy</b>, <b>command economy</b> and a <b>mixed</b></li> </ol>	<ol style="list-style-type: none"> <li>Free enterprise is a system which encourages individuals to start and operate their own businesses in a competitive system, without government involvement.</li> <li>Competition is the struggle for customers which guides businesses into making appropriate decisions.</li> <li>Risk is the potential for loss or failure while profit is the money earned from conducting</li> </ol>

<p><b>economy?</b> 8. What are the different types of economic philosophies?</p>	<p>business after all costs and expenses have been paid.</p> <ol style="list-style-type: none"> <li>4. An economy is the organized way a nation provides for the needs and wants of its people.</li> <li>5. Factors of production are all of the things used in producing goods and services.</li> <li>6. The three basic economic questions are what will be produced, how will it be produced and for whom it will be produced.</li> <li>7. Market economies have no government involvement in economic decisions. Command economies have the government make all decisions. Mixed economies are a combination between a market and command economy.</li> <li>8. The three basic economic philosophies are capitalism, communism and socialism.</li> </ol>
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**Curriculum Standards- DOK noted where applicable with Standards**

<p><b>I. Economics</b></p>	
<p>Understands the economic principles and concepts fundamental to business operations</p>	
<p>A. Understand fundamental economic concepts to obtain a foundation for employment in business.</p>	
<p>1. Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)</p>	
<p>2. Explain the concept of economic resources (EC:003, EC LAP 14) (CS)</p>	
<p>3. Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</p>	
<p>4. Determine economic utilities created by business activities (EC:004, EC LAP 13) (CS)</p>	
<p>5. Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)</p>	
<p>6. Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)</p>	
<p>C. Understand economic systems to be able to recognize the environments in which businesses function.</p>	
<p>1. Explain the types of economic systems (EC:007, EC LAP 17) (CS)</p>	
<p>2. Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)</p>	
<p>3. Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)</p>	
<p>4. Determine factors affecting business risk (EC:011, EC LAP 3) (CS)</p>	
<p>5. Explain the concept of competition (EC:012, EC LAP 8) (CS)</p>	
<p>D. Acquire knowledge of the impact of government on business activities to make informed economic decisions.</p>	
<p>1. Determine the relationship between government and business (EC:008, EC LAP 16) (CS)</p>	

**LEARNING TARGETS**

<b>Knowledge/Content</b>	<b>Skills/Processes</b>
<b>I Know ...</b>	<b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Nations must decide how to use their limited resources.</li> <li>• The economy, consumers, businesses, government influence one another.</li> <li>• Individuals have freedom of choice in the free enterprise system.</li> <li>• Greater risk leads to a larger opportunity for profit.</li> <li>• Competition forces businesses to produce high quality products at reasonable prices.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe the nature of economics and economic activities.</li> <li>• Explain the types of economic systems.</li> <li>• Determine the factors affecting business risk.</li> <li>• Explain the concept of competition.</li> <li>• Determine the relationship between government and business.</li> </ul>

### Phase III Textbook/Materials

### Phase IV Summative Assessment Evidence

**Common Summative Unit Assessments:**

**Agreed Upon Interim Summative Assessments:** (\*identifies Performance Task)

### Phase V Learning Plan

## Phase II Curriculum

### Unit 3: Selling

**Essential Questions:**

1. What are the goals of **selling**?
2. What is **feature benefit selling**?
3. What is the difference between **rational** and **emotional buying decisions**?
4. What are the eight steps of a sale?
5. What is the purpose of the **approach** in the sales process?
6. What is the goal of the **product presentation**?
7. What are some techniques utilized to create an effective product presentation?
8. What are the rules for **closing** a sale?
9. What are the specialized methods for closing a sale?
10. What concludes the **sales process**?

**Essential Understanding:**

1. The goals of selling are to satisfy customers' needs and wants while still making a profit.
2. Feature-benefit selling is the process of matching the characteristics of a product to a customer's needs.
3. Rational buying motives are conscious, logical reasons for a purchase while emotional motives are based on feelings.
4. The eight steps of the sale are the preapproach, approaching the customer, determining needs, presenting the product, handling objections, closing the sale, suggestion selling and departure and follow-up.
5. The approach sets the mood or atmosphere for the other steps of the sale and is the most critical step.
6. The goal of the product presentation is show customers products that meet the customers' needs and wants.
7. An effective product presentation is customer focused and makes the presentation come to life by displaying the product, demonstrating the product, using sales aids and involving the customer in the presentation.
8. When closing the sale, it is important to recognize closing opportunities, help customers make a decision, create an ownership mentality, to not talk too much or rush the customer.

	<p>9. The four methods for closing the sale are the which close, the standing-room-only close, the direct close, and the service close.</p> <p>10. At the conclusion of the sales process, the salesperson must record the transaction, present the customer with the sales receipt in retail sales, and the forms for a sale in business-to-business sales.</p>
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**Curriculum Standards- DOK noted where applicable with Standards**

<p>I. Selling</p> <p>Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities</p> <p>A. Acquire a foundational knowledge of selling to understand its nature and scope.</p> <ol style="list-style-type: none"> <li>1. Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)</li> <li>2. Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)</li> <li>3. Explain company selling policies (SE:932, SE LAP 121) (CS)</li> </ol> <p>B. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <ol style="list-style-type: none"> <li>1. Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)</li> <li>2. Acquire product information for use in selling (SE:062) (CS)</li> <li>3. Analyze product information to identify product features and benefits (SE:109, SE LAP 113) (SP)</li> </ol> <p>C. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p> <ol style="list-style-type: none"> <li>1. Explain the selling process (SE:048, SE LAP 126) (CS)</li> <li>2. Explain the nature and scope of the selling function (SE:017, SE LAP 126) (CS)</li> <li>3. Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 126) (CS)</li> <li>4. Explain the selling process (SE:048, SE LAP 126) (CS)</li> <li>5. Open the sales presentation (SE:869, SE LAP 126) (CS)</li> <li>6. Prepare for the sales presentation (SE:067, SE LAP 126) (CS)</li> <li>7. Question for information (SE:024, SE LAP 127) (CS)</li> <li>8. Ask relevant questions (CO:058, SE LAP 127) (CS)</li> <li>9. Suggest product substitutions (SE:871, SE LAP 127) (CS)</li> <li>10. Acquire product information for use in selling (SE:062, SE LAP 127) (CS)</li> <li>11. Analyze product information to identify product features and benefits (SE:109, SE LAP 127) (CS)</li> <li>12. Determine customer/client needs (SE:111, SE LAP 127) (CS)</li> <li>13. Identify customer's buying motives for use in selling (SE:883, SE LAP 128) (CS)</li> <li>14. Facilitate customer buying decisions (SE:811, SE LAP 128) (CS)</li> <li>15. Recommend specific product (SE:114, SE LAP 128) (CS)</li> <li>16. Demonstrate product (SE:893, SE LAP 128) (CS)</li> <li>17. Convert customer/client objections into selling points (SE:874, SE LAP 129) (CS)</li> <li>18. Close the sale (SE:895, SE LAP 129) (CS)</li> <li>19. Demonstrate suggestion selling (SE:875, SE LAP 129) (CS)</li> <li>20. Suggest product substitutions (SE:871, SE LAP 129) (CS)</li> </ol> <p>D. Apply mathematical skills to completing and recording the sale efficiently and documenting it correctly.</p> <ol style="list-style-type: none"> <li>1. Make Change (MA:386, SE LAP 130) (CS)</li> </ol>
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2. Operate register/P.O.S. terminal (MA:095, SE LAP 130) (CS)
3. Calculate tax, discounts, miscellaneous charges for purchases (MA:089, SE LAP 130) (CS)
4. Complete sales checks (MA:090, SE LAP 130) (CS)
5. Accept customer/client checks (MA:091, SE LAP 130) (CS)
6. Verify ID (MA:050, SE LAP 130) (CS)

## LEARNING TARGETS

<b>Knowledge/Content I Know ...</b>	<b>Skills/Processes I Can ...</b>
<ul style="list-style-type: none"> <li>• To prepare for a sale, salespeople study their products, industry trends, competitors, and customers.</li> <li>• The approach step of the sale can make or break the sale.</li> <li>• The goal of the product presentation is to match a customer's needs and wants to a product's features and benefits.</li> <li>• When selecting products to show your customer during the product presentation, consider needs and price range, and limit your selection to three items at a time.</li> <li>• A salesperson should welcome objections in the sales process because they help clarify a customer's needs and provide an opportunity to introduce additional selling points.</li> <li>• Customer buying signals help a salesperson determine a customer's readiness to buy, which is important in trial closes.</li> <li>• Suggestion selling is important because it helps to create more satisfied customers and helps to generate more sales revenue for the company.</li> <li>• Salespeople will be called upon to handle several types of sales transactions including cash sales, debit card or credit card sales, layaway sales, returns, exchanges and allowances.</li> <li>• Most retail business today use electronic cash registers to record sales transactions with many using point-of-sale (POS) systems.</li> </ul>	<ul style="list-style-type: none"> <li>• Define selling and different types of selling situations.</li> <li>• Determine and assess customer/client needs.</li> <li>• Recommend and demonstrate a specific product.</li> <li>• Convert customer/client objections into selling points.</li> <li>• Identify buying signals.</li> <li>• Select appropriate specialized methods for closing a sale.</li> <li>• Demonstrate appropriate specialized methods for suggestion selling.</li> <li>• Demonstrate the eight steps of the sales process.</li> <li>• Calculate sales transaction amounts.</li> <li>• Make change and assist with currency exchange.</li> <li>• Prepare sales checks, purchase orders and invoices.</li> </ul>

### Phase III Textbook/Materials

### Phase IV Summative Assessment Evidence

**Common Summative Unit Assessments:**

**Agreed Upon Interim Summative Assessments:** (\*identifies Performance Task)

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**Phase V Learning Plan**

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**Phase II Curriculum**

**Unit 4: Product Planning**

<p><b>Essential Questions:</b></p> <ol style="list-style-type: none"> <li>1. What is the nature of <b>product planning</b>?</li> <li>2. What are the <b>product mix</b> strategies?</li> <li>3. What are the steps in the <b>product development process</b>?</li> <li>4. Why is <b>branding</b> important in the product planning process?</li> <li>5. What are the various branding elements?</li> <li>6. What are the different types of <b>brands</b>?</li> </ol>	<p><b>Essential Understanding:</b></p> <ol style="list-style-type: none"> <li>1. Product Planning is the ongoing process of identifying and articulating market requirements that define a product's feature set.</li> <li>2. Many strategic decisions must be made to manage a company including how to position the product relative to competing products, whether or how to expand the product mix, altering the design, packaging, or other features of existing products.</li> <li>3. The steps in the product development process are: product idea brainstorming, evaluating the ideas, market evaluation, analysis, prototype and marketing, market testing and prepare for launch.</li> <li>4. Branding separates competitors and makes consumers remember a product.</li> <li>5. The branding elements are brand name, brand mark, trade name and trademark.</li> <li>6. The types of brands are manufacturer brands, private brands, licensed brands, co-brands.</li> </ol>
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**Curriculum Standards- DOK noted where applicable with Standards**

<p>I. Product/Service Management</p> <p>Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities</p> <p>A. Apply quality assurances to enhance product/service offerings</p> <ol style="list-style-type: none"> <li>1. Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS)</li> <li>2. Explain warranties and guarantees (PM:020, PP LAP 4) (CS)</li> </ol> <p>B. Acquire a foundational knowledge of product/service management to understand its nature and scope.</p> <ol style="list-style-type: none"> <li>1. Explain the nature and scope of the product/service management function (PM:001)</li> <li>2. Identify the impact of product life cycles on marketing decisions (PM:024)</li> <li>3. Describe the use of technology in the product/service management function (PM:039)</li> <li>4. Explain business ethics in product/service management (PM:040)</li> </ol> <p>C. Apply quality assurances to enhance product/service offerings.</p> <ol style="list-style-type: none"> <li>1. Describe the uses of grades and standards in marketing (PM:019)</li> <li>2. Explain warranties and guarantees (PM:020)</li> <li>3. Identify consumer protection provisions of appropriate agencies (PM:017)</li> </ol>	
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- D. Employ product-mix strategies to meet customer expectations.
  - 1. Explain the concept of product mix (PM:003)
  - 2. Describe the nature of product bundling (PM:041)
- E. Position products/services to acquire desired business image.
  - 1. Describe factors used by marketers to position products/services (PM:042)
  - 2. Explain the nature of product/service branding (PM:021)

**LEARNING TARGETS**

<b>Knowledge/Content</b> <b>I Know ...</b>	<b>Skills/Processes</b> <b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Product planning involves deciding what features are needed to sell a business’s products, services and ideas.</li> <li>• A product mix strategy is the plan for how the business determines which products it will make or stock.</li> <li>• A product life cycle represents the stages that a product goes through during its life (introduction, growth, maturity and decline).</li> <li>• The goal of product positioning is to set the product apart from the competition.</li> <li>• Brands can include a number of elements, such as trade name, brand name, brand mark, trade character, and trademark.</li> <li>• Effective use of different brand strategies can increase sales of branded products and maximize company revenues.</li> <li>• Packaging and labeling is used to promote and sell the product, define its identity, provide information, express benefits and feature to customers, ensure safe use, and protect the product.</li> <li>• Warranties are an important element of product planning because they help to increase sales and profits.</li> </ul>	<ul style="list-style-type: none"> <li>• Describe the steps in product planning</li> <li>• Explain how to develop, maintain, and improve a product mix.</li> <li>• Identify the four stages of the product life cycle.</li> <li>• Explain how branding strategies are used to meet sales and company goals.</li> <li>• Describe the functions of product packaging.</li> <li>• Identify the functions of labels.</li> <li>• Explain warranties and guarantees.</li> <li>• Describe the importance of credit.</li> <li>• Develop strategies to position a product/business.</li> </ul>

**Phase III Textbook/Materials**

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**Phase IV Summative Assessment Evidence**

<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)
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**Phase V Learning Plan**

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## Phase II Curriculum

### Unit 5: Distribution

#### Essential Questions:

1. What is a **channel of distribution**?
2. How do the channels of distribution differ between **consumers** and **business-to-business products**?
3. What is difference between **direct** and **indirect distribution**?
4. How are **transportation** systems used to move products?
5. What are the different kinds of transportation services?
6. How does planning **purchases** differ between an **industrial market** and a **resellers market**?
7. What are the steps that businesses use in the **buying** process?
8. How is **merchandise received** and **checked**?
9. What procedures are used for **inventory control**?

#### Essential Understanding:

1. A channel of distribution is the path a product takes from its producer or manufacturer to the final user.
2. When the product is purchased for use in business, the final user is an industrial user while if it is for personal use, the final user is a consumer.
3. In direct distribution, the product transfers directly from the producer to the final user while in indirect distribution the product passes through intermediaries (wholesalers and/or retailers)
4. Transportation systems move a product from the place it is made to the place where it is sold.
5. There are five major modes of transportation which move products including trucks, railroads, waterways, pipelines, and air carriers.
6. In industrial buying, purchasing involves focusing on the needs to meet production and sales requirements while the resellers market focus on forecasting customers' needs and buy the necessary products.
7. The buying process focuses on what type of purchase is being made (new-task, modified rebuy, or straight rebuy), the terms negotiated, past experiences and special services.
8. The steps in the stock handling process include receiving the goods, checking them, marking the goods with information, and delivering them to a place where they will be used, stored, or displayed for sale.
9. Two methods are used for inventory control to track inventory: perpetual inventory system (computerized) and physical inventory system (counted by hand).

#### Curriculum Standards- DOK noted where applicable with Standards

##### I. Distribution

Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.

- A. Acquire foundational knowledge of channel management to understand its role in marketing.
  1. Explain nature and scope of distribution DS:001
  2. Explain the nature of channels of distribution DS:055
  3. Describe the use of technology in the distribution function DS:054

B. Manage channel activities to minimize costs and to determine distribution strategies.

1. Explain the receiving process DS:004
2. Explain shipping processes DS:057
3. Explain storing considerations DS:013
4. Explain the nature of warehousing DS:032
5. Explain the nature of inventory control systems DS:019
6. Maintain inventory levels DS:023
7. Complete inventory counts DS:025

### LEARNING TARGETS

<b>Knowledge/Content</b> <b>I Know ...</b>	<b>Skills/Processes</b> <b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Manufacturers or producers may choose one or more paths (channels) to distribute products to the final user.</li> <li>• The channels used to distribute consumer products usually differ from those used to distribute to the industrial market.</li> <li>• Manufacturers or producers may use multiple channels of distribution to reach different markets.</li> <li>• Physical distribution links a business and its customers.</li> <li>• Physical distribution comprises all of the activities that help ensure that the right amount of a product is delivered to the right place at the right time.</li> <li>• Storage is the marketing function of holding goods until they are sold.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the concept of distribution</li> <li>• Identify channel members</li> <li>• Compare channels of distribution for consumer and industrial products</li> <li>• Explain distribution planning</li> <li>• Name and describe the three levels of distribution intensity</li> <li>• Describe the nature and scope of physical distribution</li> <li>• Identify transportation systems and services that move products from manufacturer to consumers</li> <li>• Explain the concept and function of inventory storage</li> </ul>

### Phase III Textbook/Materials

### Phase IV Summative Assessment Evidence

<b>Common Summative Unit Assessments:</b>	<b>Agreed Upon Interim Summative Assessments:</b> (*identifies Performance Task)
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### Phase V Learning Plan

## Phase II Curriculum

### Unit 6: Career Development

<p><b>Essential Questions:</b></p> <ol style="list-style-type: none"> <li>1. What <b>careers</b> exist in the fields of <b>retail management, marketing</b> and <b>entrepreneurship</b>?</li> <li>2. How do students' <b>personal skills</b> and <b>abilities</b> relate to different career clusters?</li> <li>3. What are the concepts, tools, and strategies used to explore, obtain, and develop a business career?</li> </ol>	<p><b>Essential Understanding:</b></p> <ol style="list-style-type: none"> <li>1. There are variety of careers in the fields of retail management, marketing and entrepreneurship. Over 50% of all jobs are marketing related.</li> <li>2. People should select a career that matches their personal skills and abilities. Individuals should examine what they are good at and enjoy.</li> <li>3. In exploring, obtaining and developing a business career, individuals must utilize job-search strategies, complete job applications, develop resumes, and interview for jobs.</li> </ol>
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**Curriculum Standards- DOK noted where applicable with Standards**

<p>I. Professional Development: Job Seeking Skills  Utilize job-search strategies PD:026  Complete a job application PD:027  Interview for a job PD:028  Write a follow-up letter after job interviews PD:029  Write a letter of application PD:030  Prepare a resume PD:031</p> <p>II. Career Development: Employability  Identify desirable personality traits important to business EI:018  Describe techniques for obtaining work experience (e.g., volunteer activities, internships) PD:032  Explain the need for ongoing education as a worker PD:033  Explain possible advancement patterns for jobs PD:034  Identify skills needed to enhance career progression PD:035  Explain employment opportunities in business PD:025</p>
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**LEARNING TARGETS**

<b>Knowledge/Content</b> <b>I Know ...</b>	<b>Skills/Processes</b> <b>I Can ...</b>
<ul style="list-style-type: none"> <li>• Good career choices are based on a comprehensive self-assessment of values, interests, skills, aptitudes, personality, and lifestyle preferences.</li> <li>• Your plan of action to reach your career goal requires setting specific and realistic short- and medium-range planning goals.</li> <li>• You can find job leads through many sources including networking contacts, newspaper and magazine ads, employment and temporary staffing agencies, and the Internet.</li> <li>• You may apply for a job by filling out an application form or by submitting a resume with a cover letter.</li> <li>• The decision to hire is almost always made during or following the interview so it is important to be well prepared.</li> </ul>	<ul style="list-style-type: none"> <li>• Assess goals, values, interests, skills and aptitudes</li> <li>• Develop a plan to reach career goals</li> <li>• Identify and describe the best ways to develop job leads</li> <li>• Properly complete an application form</li> <li>• Write a resume and a cover letter</li> <li>• Prepare for an interview</li> </ul>

**Phase III Textbook/Materials**

**Phase IV Summative Assessment Evidence**

**Common Summative Unit Assessments:**

**Agreed Upon Interim Summative Assessments:** (\*identifies Performance Task)

**Phase V Learning Plan**