

CURRICULUM MAPPING TEMPLATE

Program: Marketing CIP CODE: 52.1999

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
1	Functions/Foundations of Marketing				
	<p>I. Academic Foundations A. Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities. 1. Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.</p>	Spreadsheets (formulas), graphs, charts, Financial statements	Whole numbers, formulas,	6.NS.2; 6.NS.3; 7.NS.1; 7.EE.3; 6.EE.2; 7.EE.1; 7.EE.2	A.APR.1; A.APR.7; N.RN.3; N.Q.1; A.REI.1; A.REI.2
	<p>5. Use correct grammar, punctuation and terminology to write and edit documents. 7. Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants</p>	Written research papers, role playing and interviewing			
	<p>II. Communications D. Exhibit public relations skills to increase internal and external customer/client satisfaction. 2. Use correct grammar to communicate verbally. 3. Listen to a presentation and record important information. Report back identifying central</p>	Class presentations, note taking			

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	themes and use key points to explain how the message applies to a similar situation.				
	<p>IV. Information Technology Applications</p> <p>B. Employ technological tools to expedite workflow.</p> <p>3. Identify the functions and purpose of email systems.</p> <p>4. Use email to communicate within and across organizations.</p> <p>8. Prepare simple documents and other business communications.</p>	Track daily sales, email class work and reports			
	<p>V. Systems</p> <p>G. Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.</p> <p>1. Describe marketing's role and function in business.</p> <p>2. Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p>	Foundations of marketing and its relationship to business and global importance			
	<p>IX. Employability & Career Development</p> <p>B. Understand concepts, tools, and strategies used to explore, obtain, and develop in a</p>	Interview business owner or manager of a business, research career options in marketing, participate			

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	<p>marketing career.</p> <p>2. Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.</p> <p>10. Participate in career-planning in marketing</p> <p>12. Utilize career-advancement activities to enhance professional development in marketing careers.</p>	in a career based conference			
	<p>X. Technical Skills</p> <p>E. Pricing</p> <p>1. Explain the nature and scope of the pricing function</p> <p>F. Product/Service Management</p> <p>1. Acquire a foundational knowledge of product/service management to understand its nature and scope</p> <p>G. Promotion</p> <p>1. Acquire a foundational knowledge of promotion to understand its nature and scope.</p> <p>I. Selling</p> <p>1. Acquire a foundational knowledge of selling to understand its nature and scope.</p>	<p>Pricing function of marketing, supply and demand and its affect on price, product/service management functions, promotion: advertising, public relations, sales promotion, personal selling, sales demonstrations</p>	<p>Whole number operations (I),</p> <p>Decimal operations (I)</p> <p>Fractions reasoning (I)</p> <p>Percentage – ratio and proportion (I)</p> <p>Solving linear equations (I)</p> <p>Formulas (I)</p> <p>Estimation (I)</p> <p>Systems of equations (II)</p> <p>Measurement – linear and area (I)</p>	<p>6.NS.2; 6.NS.3;</p> <p>7.NS.1; 6.NS.5;</p> <p>7.NS.2; 7.NS.3;</p> <p>6.RP.2; 6.RP.3;</p> <p>6.RP.1; 7.RP.1;</p> <p>7.RP.2; 7.RP.3;</p> <p>6.EE.6; 6.EE.7; 6.EE.8;</p> <p>6.EE.9; 7.EE.1; 7.EE.2;</p> <p>7.EE.3; 7.EE.4; 8.EE.7;</p> <p>8.EE.8; 8.F.4; 8.EE.5;</p> <p>7.RP.1; 6.G.1; 6.G.2;</p> <p>6.G.3; 7.G.1; 7.G.4;</p> <p>7.G.6</p>	<p>A.APR.1; A.APR.7;</p> <p>N.RN.3; N.Q.1;</p> <p>G.MG.3; A.CED.1;</p> <p>A.CED.2; A.CED.3;</p> <p>A.CED.4; A.REI.3;</p> <p>A.REI.4; A.REI.10;</p> <p>F.LE.1; F.LE.2; F.LE.5;</p> <p>F.IF.5; A.SSE.1; F.BF.1;</p> <p>S.ID.6; G.GPE.7;</p> <p>G.MG.2</p>
2	Selling				
	<p>II. Communications</p> <p>B. Apply active listening skills to obtain and clarify information</p>	<p>Role playing</p> <p>Sales demonstrations,</p>			

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	<ol style="list-style-type: none"> 1. Interpret a given verbal message/information. 2. Respond with restatement and clarification techniques to clarify information. 3. Model behaviors that demonstrate active listening. <p>D. Exhibit public relations skills to increase internal and external customer/client satisfaction.</p> <ol style="list-style-type: none"> 1. Communicate effectively when developing positive customer/client relationships. 	Practice interview, Class presentations			
	<p>IV. Information Technology Applications</p> <p>B. Employ technological tools to expedite workflow.</p> <ol style="list-style-type: none"> 11. Prepare presentations for training, sales and information sharing. 12. Deliver presentations with supporting materials. 	Use of presentation software Data summary Organization skills	Data analysis (I) Graphs & Charts (I) Percentages (I) Mean & Range (I) Logical reasoning (I) Surveys & samples (II)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3; 6.SP.1; 6.SP.2	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.2; S.ID.5; S.CP.1
	<p>V. Systems</p> <p>H. Understand the techniques and strategies used to foster positive, ongoing relationships with customers.</p> <ol style="list-style-type: none"> 1. Foster positive relationships with customers to enhance company image. 2. Reinforce company's image to exhibit the company's brand promise. 3. Describe the nature of customer relationship management to show its 	Customer service Branding Packaging Sustaining product sales Product/service management	Interpreting graphs and data (I) Percentages (I)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1

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	contributions to a company.				
	<p>IX. Employability & Career Development</p> <p>B. Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.</p> <p>7. Foster self-understanding to recognize the impact of personal feelings on others.</p>	<p>Diplomacy & tact</p> <p>Communication skills</p> <p>External emotional awareness</p>			
	<p>X. Technical Skills</p> <p>A. Selling</p> <p>2. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.</p> <p>3. Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</p> <p>5. Influence sales procedures/activities to improve return on investment.</p>	<p>Research</p> <p>Sales data interpretation</p> <p>Feature & Benefit selling</p> <p>Closing sales</p> <p>Sales demonstrations</p> <p>Role Plays</p>	<p>Data analysis (I)</p> <p>Percentages (I)</p> <p>Charts & Tables (I)</p> <p>Logical reasoning (I)</p>	<p>6.EE.2; 6.EE.3;</p> <p>6.SP.4; 6.SP.5;</p> <p>7.SP.2; 7.SP.3;</p> <p>7.SP.4; 8.SP.3;</p> <p>8.SP.4; 6.RP.2;</p> <p>6.RP.3; 7.EE.2;</p> <p>7.EE.3</p>	<p>S.IC.1; S.IC.2; S.IC.3;</p> <p>S.IC.4; S.IC.5; S.IC.6;</p> <p>S.ID.1; S.ID.5; S.CP.1</p>
3	Promotion & Social Media				
	<p>I. Academic Foundations</p> <p>A. Demonstrate language arts</p>	<p>Class presentation skills,</p> <p>product</p>			

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	<p>knowledge and skills required to pursue the full range of post-secondary education and career opportunities</p> <p>6. Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</p>	<p>demonstrations,</p>			
	<p>IV. Information Technology Applications</p> <p>B. Employ technological tools to expedite workflow.</p> <p>10. Prepare complex multi-media publications.</p> <p>c. Demonstrate Digital Citizenship</p> <p>3. Discuss and demonstrate proper netiquette in online communications</p>	<p>Presentation software</p> <p>Use of social media</p> <p>Email and text messages</p> <p>Phone skills</p> <p>Communications etiquette</p>			
	<p>X. Technical Skills</p> <p>G. Promotion</p> <p>2. Understand promotional channels used to communicate with targeted audiences.</p> <p>3. Understand the use of an advertisement's components to communicate with targeted audiences.</p> <p>4. Understand the use of public-relations activities to communicate with targeted audiences.</p> <p>5. Understand the use of trade shows/expositions to communicate with targeted</p>	<p>Promotional mix</p> <p>Types of promotion</p> <p>Visual Merchandising and display</p> <p>Artistic design</p> <p>Advertising</p> <p>Media measure and rates</p> <p>Promotional budget</p> <p>Advertising layout</p> <p>Project evaluation</p> <p>Social Media relation to business and marketing</p> <p>Social Media etiquette</p>	<p>Percentages (I)</p> <p>Ratios (I)</p> <p>Area (I)</p> <p>Whole Numbers (I)</p> <p>Spatial reasoning (I)</p> <p>Proportions (I)</p> <p>Rates (I)</p> <p>Slope (II)</p> <p>Linear equations (II)</p> <p>Charts and tables (I)</p>	<p>6.RP.2; 6.RP.3; 7.EE.2; 6.RP.1; 7.RP.1; 7.RP.2; 7.RP.3; 6.G.1; 6.G.2; 6.G.3; 7.G.1; 7.G.4; 7.G.6; 6.NS.2; 6.NS.3; 7.NS.1; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.EE.2; 6.EE.3;</p>	<p>G.MG.3; G.GPE.7; G.MG.2; A.APR.1; A.APR.7; N.RN.3; N.Q.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; F.IF.4; F.IF.6; S.ID.7</p>

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	<p>audiences.</p> <p>6. Manage promotional activities to maximize return on promotional efforts.</p> <p>7. Evaluate long-term and short-term results of promotional efforts.</p> <p>K. Social Media</p> <p>1. Understanding Social Media and Influence</p> <p>2. Describe the Social Media Ecosystem</p> <p>3. Understanding Social Media Strategies</p> <p>4. Understand the Social Media Conversation</p> <p>5. Recognize Business-to-Consumer (B2C) Social Media</p> <p>6. Recognize Business-to-Business (B2B) Social Media</p> <p>7. Understanding the Types of Social Media</p> <p>8. Describe how to leverage video embedding within Marketing sites</p> <p>9. Understanding Geo Location goals and how they differ from other types of marketing goals</p> <p>10. Understand how to Manage Social Media in Your Department</p>	<p>Understanding and use of digital video</p>		<p>6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4</p>	

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4	Pricing				
	I. Academic Foundations B. Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities. <ol style="list-style-type: none"> 1. Identify whole numbers, decimals, and fractions. 2. Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division. 6. Apply algebraic skills in marketing. 		Whole number operations (I) Decimal operations (I) Fraction operations (I) Algebra operations (I) Linear equations (I) Mathematical models (I) Rate of Change (I) Charts & Tables (I) Data Interpretation (I)	6.NS.2; 6.NS.3; 7.NS.1; 6.NS.5; 7.NS.2; 7.NS.3; 6.NS.1; 6.EE.2; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 6.RP.3; 7.RP.1	A.APR.1; A.APR.7; N.RN.3; N.Q.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.5; F.IF.4; F.IF.6; S.ID.7
	X. Technical Skills E. Pricing <ol style="list-style-type: none"> 2. Describe the role of business ethics in pricing 3. Explain legal considerations for pricing 	Price planning Factors affecting prices Pricing strategies Price Mark-up/down Cost method of pricing	Whole numbers (I) Percentages (I) Charts & Tables (I) Linear equations (I) Fractions (I) Logical reasoning (I) Linear functions (II)	6.NS.2; 6.NS.3; 6.RP.2; 6.RP.3; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.NS.1; 6.EE.2; 7.NS.1; 7.NS.2; 7.NS.3	A.APR.1; A.APR.7; N.RN.3; N.Q.1; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6; S.CP.1

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5	Financial Analysis				
	<p>I. Academic Foundations B. Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities. 3. Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc. 5. Analyze Mathematical problem statements for missing and/or irrelevant data.</p>		Comparing numbers (I) Linear equations (I) Problem solving (I)	6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4	A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6; N.Q.1; N.Q.2; N.Q.3; S.ID.6
	<p>IV. Information Technology Applications B. Employ technological tools to expedite workflow. 13. Create a spreadsheet. 14. Perform calculations and analyses on data using a spreadsheet. 15. Manipulate data elements.</p>	Spreadsheet software Data summary and analysis Spreadsheet calculations & functions	Number operations (I) Functions (III) Data summary & interpretation (I) Charts & Tables (I) Linear equations (II) Slope & change (II) Graphing linear equations (II)	6.NS.2; 6.NS.3; 7.NS.1; 7.SP.2; 7.SP.3; 7.SP.4; 6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 8.SP.3; 8.SP.4; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4	A.APR.1; A.APR.7; N.RN.3; N.Q.1; S.ID.5; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6
	<p>V. Systems D. Analyze accounting systems to examine their contribution to the fiscal stability of businesses. 1. Acquire a foundational knowledge of accounting to understand its nature and scope.</p>	Daily sales & expenses Accounts receivable/payable Pricing Discounts Banking	Whole numbers (I) Decimal operations (I) Linear equations (I) Percentages (I)	6.NS.2; 6.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 7.EE.3; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9;	A.APR.1; A.APR.7; N.RN.3; N.Q.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5;

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	<p>2. Implement accounting procedures to track money flow and to determine financial status.</p> <p>E. Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.</p> <p>1. Acquire a foundational knowledge of finance to understand its nature and scope.</p>			<p>7.EE.1; 7.EE.2; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.RP.2; 6.RP.3</p>	<p>A.SSE.1; F.BF.1; S.ID.6</p>
	<p>X. Technical Skills B. Financial Analysis</p> <p>1. Implement accounting procedures to track money flow and to determine financial status.</p> <p>2. Manage marketing finances to monitor and measure return on marketing investment (ROMI).</p> <p>4. Analyze financial needs and goals.</p> <p>6. Identify potential business threats and opportunities to protect a business's financial well-being.</p> <p>7. Manage financial resources to ensure solvency.</p>	<p>Financial Statements Use of Sales reports POS systems</p>	<p>Charts & Tables (I) Percentages (I) Data Analysis (I) Decimals (I) Whole Numbers (I) Estimation (I) Logic (I) Slope & rate of change (I)</p>	<p>6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.SP.5; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 7.RP.1</p>	<p>S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.5; A.APR.1; A.APR.7; N.RN.3; N.Q.1; S.CP.1; F.IF.4; F.IF.6; S.ID.7; A.CED.4</p>
6	Channel Management				
	<p>X. Technical Skills D. Channel Management</p> <p>1. Acquire foundational</p>	<p>Channel management functions Transportation logistics</p>	<p>Charts & Tables (I) Whole Numbers (I) Percentages (I)</p>	<p>6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3;</p>	<p>S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.APR.1;</p>

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	<p>knowledge of channel management to understand its role in marketing.</p> <p>2. Manage channel activities to minimize costs and to determine distribution strategies.</p> <p>3. Assess channel-management strategies to improve their effectiveness and to minimize their costs.</p> <p>4. Employ marketing information to aid in making and evaluating channel-management decisions.</p>	<p>Packaging</p> <p>Storage</p> <p>Inventory procedures</p> <p>Receiving</p> <p>Cost</p> <p>Purchasing</p>	<p>Decimals (I)</p> <p>Logical reasoning (I)</p> <p>Ratios (I)</p>	<p>7.SP.4; 8.SP.3;</p> <p>8.SP.4; 6.NS.2;</p> <p>6.NS.3; 6.NS.2;</p> <p>6.NS.3; 6.NS.5;</p> <p>7.NS.1; 7.NS.2;</p> <p>7.NS.3; 6.RP.2;</p> <p>6.RP.3; 7.EE.2;</p> <p>7.EE.3; 6.RP.1;</p> <p>6.RP.2; 7.RP.1;</p> <p>7.RP.2; 7.RP.3</p>	<p>A.APR.7; N.RN.3;</p> <p>N.Q.1; G.MG.3;</p> <p>S.CP.1</p>
7	Entrepreneurship, Risk Management and Operations				
	<p>I. Academic Foundations</p> <p>A. Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.</p> <p>4. Evaluate and use information resources to accomplish specific occupational tasks.</p>	<p>A.4 Business planning</p> <p>Break even analysis/costs</p> <p>Graphing-interpretation</p>	<p>Cost analysis</p> <p>Basic operations of real numbers (i)</p>	<p>6.NS.2; 6.NS.3;</p> <p>7.NS.1; 7.EE.3</p>	<p>A.APR.1; A.APR.7;</p> <p>N.RN.3; N.Q.1</p>
	<p>II. Communications</p> <p>E. Obtain and convey ideas and information in marketing to facilitate business operations</p> <p>2. Write internal and external business correspondence in marketing..</p>	<p>E.2 Email, professional business letters, text messaging</p>			

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	<p>IV. Information Technology Applications</p> <p>A. Use Personal Information Management (PIM) applications to increase workplace efficiency.</p> <ol style="list-style-type: none"> 1. Manage personal schedules and contact information. 2. Create memos and notes. <p>B. Employ technological tools to expedite workflow.</p> <ol style="list-style-type: none"> 1. Use information technology tools to manage and perform work responsibilities. 9. Prepare reports and other business communications by integrating graphics and other non-text elements. 19. Facilitate group work through management of shared schedule and contact information. 20. Facilitate group work through management of shared files and online information. 21. Facilitate group work through instant messaging or virtual meetings. 22. Manage computer operations. 23. Manage file storage. 24. Compress or alter files. 25. Operate computer driven equipment and machines. 26. Use installation and operation manuals. 27. Troubleshoot computer 	<p>A.1 Creating weekly/monthly schedules</p> <p>A.2 Writing internal memos & note taking</p> <p>B.1, B.9, B.19, B.20 Project management</p> <p>B.21 Alternative online communications</p> <p>B.22-B.28 Data & database management</p> <p>C.2, C.4 Business ethics</p>			

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	<p>driven equipment and machines. 28. Access support as needed to maintain operation of computer driven equipment and machines.</p> <p>C. Demonstrate Digital Citizenship</p> <p>2. Discuss possible long-range effects of unethical uses of technology (e.g., virus spreading, file pirating, hacking) on cultures and society</p> <p>4. Identify ways that individuals can protect their technology systems from unethical or unscrupulous users</p>				
	<p>V. Systems</p> <p>A. Describe the nature and types of business organizations to build an understanding of the scope of organizations.</p> <p>1. Describe the types and functions of businesses.</p> <p>2. Explain the functions and interactions of common departments within a business.</p> <p>C. Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.</p> <p>1. Employ entrepreneurial discovery strategies in</p>	<p>A.1 Business organization</p> <p>C.1-C.5 Self-assessment & identifying entrepreneurial opportunities</p> <p>I.1 Operations management & budgeting</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>marketing.</p> <ol style="list-style-type: none"> 2. Develop concept for new marketing project or business venture. 3. Determine needed resources for a new marketing project or business venture. 4. Actualize new marketing project or business venture. 5. Select harvesting strategies for marketing project or business venture. <p>I. Monitor, plan, and control the day-to-day activities required for continued business operations</p> <ol style="list-style-type: none"> 1. Describe operation's role and function in business. 2. Implement purchasing activities to obtain business supplies and equipment. 				
	<p>VI. Safety, Health & Environment</p> <p>A. Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.</p> <ol style="list-style-type: none"> 1. Assess workplace conditions with regard to safety and health. 2. Select appropriate personal protective equipment as needed for a safe workplace/jobsite. 3. Employ a safety hierarchy and communication system within the workplace/jobsite. 	<p>A.1-A.9 Office safety C.1-C.3 Risk management</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>4. Implement safety precautions to maintain a safe worksite</p> <p>5. Adhere to health and safety regulations to support a safe work environment.</p> <p>6. Implement safety procedures to minimize loss.</p> <p>7. Determine needed safety policies/procedures to protect employees.</p> <p>8. Implement security policies/procedures to minimize chance for loss.</p> <p>9. Develop policies/procedures to protect workplace security.</p> <p>C. Employ emergency procedures as necessary to provide aid in workplace accidents.</p> <p>1. Use knowledge of First Aid procedures as necessary.</p> <p>2. Use knowledge of CPR procedures as necessary.</p> <p>3. Use safety equipment as necessary.</p>				
	<p>VIII. Ethics and Legal Responsibilities</p> <p>A. Know and understand the importance of professional ethics and legal responsibilities.</p> <p>1. Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.</p> <p>B. Understand business's responsibility to know and abide</p>				

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	by laws, regulations, and ethical behavior that affect business operations and transactions. 8. Apply knowledge of business ownership to establish and continue business operations.				
	<p>X. Technical Skills</p> <p>C. Human Resource Management</p> <p>4. Utilize planning tools to guide organization's/department's activities.</p> <p>5. Control an organization's/department's activities to encourage growth and development.</p> <p>6. Maintain property and equipment to facilitate ongoing business activities.</p> <p>J. Operations</p> <p>1. Analyze security issues to protect employees and to minimize loss.</p> <p>3. Implement purchasing activities to obtain business supplies, equipment, and resources.</p> <p>4. Implement expense-control strategies to enhance a business's financial well-being.</p>	<p>C.4-C.5 Human resource management</p> <p>C.6 Asset management</p> <p>J.1 Risk management</p> <p>J.3-J.4 Purchasing</p> <p>Fixed and variable costs</p> <p>Discounts</p> <p>Depreciation of assets</p> <p>Profit margins</p> <p>Unit cost</p> <p>Premium pricing</p>	<p>Basic operations of real numbers (i)</p> <p>Percentages (i)</p> <p>Percent difference (i)</p> <p>Percent of a percent (i)</p> <p>Percent increase and decrease (ii)</p>	<p>6.NS.2; 6.NS.3;</p> <p>7.NS.1; 7.EE.3;</p> <p>6.RP.2; 6.RP.3;</p> <p>7.EE.2</p>	<p>A.APR.1; A.APR.7;</p> <p>N.RN.3; N.Q.1</p>
8	Marketing Information Management				
	<p>I. Academic Foundations</p> <p>A. Demonstrate language arts</p>	<p>A.3 Data management</p> <p>B.4, B.7, B.8 Market</p>	<p>Basic operations of real numbers (i)</p>	<p>6.NS.2; 6.NS.3;</p> <p>7.NS.1; 6.RP.2;</p>	<p>A.APR.1; A.APR.7;</p> <p>N.RN.3; N.Q.1;</p>

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>knowledge and skills required to pursue the full range of post-secondary education and career opportunities.</p> <p>3. Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.</p> <p>B. Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.</p> <p>4. Apply data and measurements to solve a problem.</p> <p>7. Construct charts/tables/graphs from functions and data.</p> <p>8. Analyze data when interpreting operational documents.</p> <p>C. Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.</p> <p>1. Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.</p> <p>2. Apply scientific methods in qualitative and quantitative</p>	<p>research</p> <p>C.1, C.2 Career building skills</p> <p>Expense control, payroll and deductions</p> <p>Employee taxes</p> <p>Borrowing rates of FASFA</p> <p>reliability and repeatability</p> <p>research tables</p>	<p>Percent (i)</p> <p>Total outcome (i)</p> <p>Rates (i)</p> <p>Statistic (quantitative and qualitative) (i)</p> <p>Measurement through survey (ii)</p> <p>Mean median mode range (i)</p> <p>Min-max, modeling, quartiles (ii)</p> <p>Modeling (iii)</p>	<p>6.RP.3; 7.EE.2; 7.EE.3; 7.RP.1; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 7.SP.5; 8.SP.1; 8.SP.3; 8.SP.4; 6.SP.1; 6.SP.2</p>	<p>S.ID.1; S.ID.2; S.ID.3; S.ID.5; S.ID.6; S.IC.1; S.IC.3; S.IC.4; S.IC.6; S.MD.1; S.CP.1; F.IF.4; F.IF.6; S.ID.7</p>

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	analysis, data gathering, direct and indirect observation, predictions, and problem identification.				
	<p>II. Communications A. Develop and interpret tables, charts, and figures to support written and oral communications. 1. Create tables, charts, and figures to support written and oral communications. 2. Interpret tables, charts, and figures used to support written and oral communication.</p>	A.1, A.2 Data analysis & business planning presentations	Tables and charts (i)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1
	<p>III. Problem-Solving & Critical Thinking A. Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation. 1. Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate). 4. Conduct technical research to gather information necessary for decision-making.</p>	A.1, A.4 Problem solving problem solve conducting surveys	Surveys (i) Problem solving Graphs and interpretation (i)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; N.Q.1; N.Q.2; N.Q.3; S.ID.6
	<p>IV. Information Technology Applications B. Employ technological tools to expedite workflow.</p>	B.2 Communication skill B.5 , B.6, B.7, B.18 Research & analysis			

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	<p>2. Use email to share files and documents.</p> <p>5. Access and navigate Internet (e.g., use a web browser).</p> <p>6. Search for information and resources.</p> <p>7. Evaluate Internet resources for reliability and validity.</p> <p>18. Generate reports showing interrelated data elements.</p> <p>C. Demonstrate Digital Citizenship</p> <p>5. Create appropriate citations for resources when presenting research findings</p>				
	<p>X. Technical Standards</p> <p>C. Marketing-Information Management</p> <p>1. Acquire foundational knowledge of marketing-information management to understand its nature and scope.</p> <p>2. Understand marketing-research activities to show command of their nature and scope.</p> <p>3. Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.</p> <p>4. Understand data-collection methods to evaluate their appropriateness for the research problem/issue.</p> <p>5. Evaluate marketing</p>	<p>C.1-C.5 Marketing information collection and analysis</p> <p>Primary and secondary data</p>	<p>Data analysis, tables, charts, graphing, interpretation of qualitative and quantitative data (i)</p>	<p>6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.SP.5</p>	<p>S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.5</p>

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	research procedures and findings to assess their credibility.				
9	Strategic Market Planning				
	<p>I. Academic Foundations</p> <p>B. Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.</p> <p>9. Implement mathematical problem-solving techniques in marketing.</p> <p>E. Integrate sociological & psychological knowledge of group behavior to understand customer decision-making.</p> <p>1. Employ sociological knowledge to facilitate marketing activities.</p> <p>2. Apply psychological knowledge to facilitate marketing activities.</p>	<p>B.9 Problem solving</p> <p>E.1, E.2 Market segmentation</p> <p>Cost for survey</p> <p>Commissions</p> <p>Return on investment</p>	<p>Rates, percent's,</p> <p>algebraic equations</p> <p>Problem Solve (i)</p>	<p>6.RP.2; 6.RP.3;</p> <p>6.EE.6; 6.EE.7;</p> <p>6.EE.8; 6.EE.9;</p> <p>7.EE.1; 7.EE.2;</p> <p>7.EE.3; 7.EE.4;</p> <p>8.EE.7; 8.EE.8;</p> <p>8.F.4; 7.RP.1</p>	<p>A.CED.1; A.CED.2;</p> <p>A.CED.3; A.CED.4;</p> <p>A.REI.3; A.REI.4;</p> <p>A.REI.10; F.LE.1;</p> <p>F.LE.2; F.LE.5; F.IF.5;</p> <p>A.SSE.1; F.BF.1;</p> <p>N.Q.1; N.Q.2; N.Q.3;</p> <p>S.ID.6; F.IF.4; F.IF.6;</p> <p>S.ID.7</p>
	<p>IV. Information Technology Applications</p> <p>B. Employ technological tools to expedite workflow.</p> <p>16. Manage interrelated data elements.</p> <p>17. Analyze interrelated data elements.</p>	<p>B.16, B.17 – Data and database management</p>			
	<p>V. Systems</p> <p>G. Understand the tools,</p>	<p>G.3 Customer</p>			

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	<p>techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.</p> <p>3. Determine a company's unique selling proposition to recognize what sets the company apart from its competitors.</p>	relationship management			
	<p>X. Technical Standards</p> <p>F. Product/Service Management</p> <p>4. Employ product-mix strategies to meet customer expectations.</p> <p>5. Position products/services to acquire desired business image.</p> <p>H. Market Planning</p> <p>1. Develop marketing strategies to guide marketing tactics.</p> <p>2. Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).</p> <p>3. Employ marketing-information to develop a marketing plan.</p> <p>4. Assess marketing strategies to improve return on marketing investment (ROMI).</p>	<p>F.4, F.5 Product & service management</p> <p>H.1-H.4 Market planning</p> <p>Market effectiveness-gains and losses</p> <p>Return on investment</p>	<p>Algebra formulas (i)</p> <p>$(\text{gains}-\text{cost})/\text{cost}=\%$</p> <p>increase</p> <p>%</p>	<p>6.RP.2; 6.RP.3;</p> <p>7.EE.2; 7.EE.3;</p> <p>6.EE.2; 7.EE.1;</p> <p>7.EE.2</p>	<p>A.REI.1; A.REI.2</p>

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
10	Product Service Planning				
	IV. Information Technology Applications C. Demonstrate Digital Citizenship 6. Discuss and adhere to fair use policies and copyright guidelines	C.6 Intellectual property			
	V. Systems I. Monitor, plan, and control the day-to-day activities required for continued business operations. 4. Implement quality-control processes to minimize errors and to expedite workflow.	I.4 Quality systems LOSS Scrap and waste in material = scrap and waste rates Down time and quality control	Rates Operations with real numbers Linear equations Percent and ratios (i)	6.NS.2; 6.NS.3; 7.NS.1; 7.EE.2; 6.RP.1; 6.RP.2; 6.RP.3; 7.RP.1; 7.RP.2; 7.RP.3; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4	A.APR.1; A.APR.7; N.RN.3; N.Q.1; F.IF.4; F.IF.6; S.ID.7; G.MG.3; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6
	X. Technical Standards E. Pricing 5. Apply marketing information to facilitate product/service management decisions. F. Product/Service Management 2. Generate product ideas to contribute to ongoing business success. 3. Apply quality assurances to enhance product/service offerings. 6. Employ product-development processes to maintain up-to-date product	E.5 Pricing F.2 Product & service management F.3 Quality systems F.6, F.7 Product & service management F.8 Packaging			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>pipeline.</p> <p>7. Plan product/service management activities to facilitate product development.</p> <p>8. Assess product packaging to improve its function and to improve its brand recognition</p>				
11	Human Resources, Management and Careers				
	<p>I. Academic Foundations</p> <p>A. Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.</p> <p>2. Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.</p>	<p>Understanding Job Descriptions</p> <p>Business Communication</p> <p>Class Presentations</p>	<p>Charts & Tables (I)</p> <p>Data Interpretation (I)</p>	<p>6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4</p>	<p>S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.5</p>
	<p>II. Communications</p> <p>C. Listen to and speak with diverse individuals to enhance communication skills.</p> <p>1. Apply factors and strategies for communicating with a diverse workforce.</p> <p>2. Demonstrate ability to communicate and resolve conflicts within a diverse workforce.</p> <p>E. Obtain and convey ideas and</p>	<p>Business communication</p> <p>Conflict resolution</p> <p>Goal Setting</p> <p>Management communication networks</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>information in marketing to facilitate business operations.</p> <p>3. Communicate with staff to clarify workplace objectives.</p>				
	<p>III. Problem Solving & Critical Thinking</p> <p>A. Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.</p> <p>2. Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.</p> <p>3. Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.</p>	<p>Conflict Resolution</p> <p>Stress Management</p> <p>Employee Evaluations</p> <p>Management/Employee relations</p> <p>Brainstorming</p>	<p>Graphs & Charts (I)</p> <p>Statistical questioning (II)</p>	<p>6.EE.2; 6.EE.3;</p> <p>6.SP.4; 6.SP.5;</p> <p>7.SP.2; 7.SP.3;</p> <p>7.SP.4; 8.SP.3;</p> <p>8.SP.4;</p>	<p>S.IC.1; S.IC.2; S.IC.3;</p> <p>S.IC.4; S.IC.5; S.IC.6;</p> <p>S.ID.1; S.ID.5</p>
	<p>IV. Information Technology Applications</p> <p>C. Demonstrate Digital Citizenship</p> <p>1. Identify legal and ethical issues related to the use of information and communication technologies (e.g., properly selecting and citing resources)</p>	<p>Business Ethics</p> <p>Role Playing</p> <p>State/Federal Information Laws</p>			
	<p>V. Systems</p> <p>B. Implement quality control systems and practices to ensure quality products and services.</p>	<p>FERPA/HIPA Laws</p> <p>Employee Reviews</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>1. Describe quality control standards and practices common to the workplace.</p> <p>2. Diagnose and make necessary corrections or improvements to a technical system in a business, industry, or simulated work place setting.</p> <p>F. Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources</p> <p>1. Understand the role and function of human resources management in marketing.</p>				
	<p>VI. Safety, Health & Environmental</p> <p>B. Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.</p> <p>1. Identify rules and laws designed to promote safety and health in the workplace.</p> <p>2. State the rationale of rules and laws designed to promote safety and health.</p> <p>D. Employ knowledge of response techniques to create a disaster and/or emergency response plan.</p> <p>1. Complete an assessment of</p>	<p>OHSA/MIOSHA Regulations</p> <p>Risk Management</p> <p>Fire/Severe Weather Drills</p> <p>Lock Down Drills</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>an emergency and/or disaster situation.</p> <p>2. Create an emergency and/or disaster plan.</p>				
	<p>VII. Leadership & Teamwork</p> <p>A. Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</p> <p>1. Employ leadership skills to accomplish organizational goals and objectives.</p> <p>2. Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.</p> <p>3. Employ teamwork skills to achieve collective goals and use team members' talents effectively.</p> <p>4. Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.</p> <p>5. Conduct and participate in meetings to accomplish work tasks.</p> <p>6. Employ mentoring skills to inspire and teach others.</p>	<p>Group Projects</p> <p>Leadership Training</p> <p>Staff Development Skills</p> <p>DECA Meetings</p> <p>Mentoring and Training</p>			
	<p>VIII. Ethics & Legal Responsibilities</p> <p>A. Know and understand the importance of professional ethics</p>	<p>Ethics</p> <p>Policies & Procedures</p> <p>State/Federal Laws &</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>and legal responsibilities.</p> <p>2. Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.</p> <p>B. Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.</p> <p>1. Employ ethical actions in obtaining and providing information to acquire others' confidence.</p> <p>2. Apply ethics to demonstrate trustworthiness.</p> <p>3. Manage internal and external business relationships to foster positive interactions</p> <p>7. Explain human resources laws and regulations to facilitate business operations.</p>	<p>Regulations</p> <p>Role Playing</p> <p>Privacy Laws</p>			
	<p>IX. Employability & Career Development</p> <p>A. Know and understand the importance of employability skills.</p> <p>1. Identify and demonstrate positive work behaviors and personal qualities needed to be employable.</p> <p>2. Manage resources in relation to the position (i.e.</p>	<p>Employability Skills</p> <p>Dress for Success</p> <p>Career Opportunities and Development</p> <p>Certification and Licensing</p>			

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>budget, supplies, computer, etc). B. Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.</p> <ol style="list-style-type: none"> 1. Develop a personal career plan to meet career goals and objectives. 3. Recognize and act upon requirements for career advancement to plan for continuing education and training. 4. Continue professional development to keep current on relevant trends and information within the industry. 5. Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements. 6. Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning. 8. Acquire self-development skills for success in marketing careers. 9. Develop personal traits to foster career advancement in marketing. 11. Implement job-seeking skills to obtain employment in 				

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>marketing.</p> <p>C. Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.</p> <ol style="list-style-type: none"> 1. Use multiple resources to locate job opportunities. 2. Prepare a résumé. 3. Prepare a letter of application. 4. Complete an employment application. 5. Interview for employment. 6. List the standards and qualifications that must be met in order to enter a given industry. 7. Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer. 8. Maintain a career portfolio to document knowledge, skills and experience in a career field. 9. Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals. 10. Identify and exhibit traits for retaining employment to maintain employment once secured. 				

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>X. Technical Skills C. Human Resource Management 1. Recognize management’s role to understand its contribution to business success. 2. Implement organizational skills to facilitate work efforts. 3. Utilize techniques to staff an organization or a department within an organization. I. Selling 4. Guide sales staff to improve their success rate and to minimize staff turnover. J. Operations 2. Implement organizational skills to improve efficiency and work flow.</p>	Management Techniques Organizational Skills Staffing Sales Training			
12	Economics				
	<p>I. Academic Foundations D. Understand the economic principles and concepts fundamental to business operations 1. Describe fundamental economic concepts used in marketing. 2. Describe the nature of business to show its contributions to society. 3. Explain economic systems in which marketing activities are performed.</p>	Economic systems Factors of Production Production Possibilities Economic measurements Productivity GNP/GDP Inflation rates Standard of living Unemployment rate Business Cycle Comparative and Absolute Advantages	Charts & Graphs (I) Whole Number & Decimal Operations (I) Ratios (I) Rational Numbers (I) Linear relationships (I) Inequalities (I) Percentages (I) Rate of Change (I)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.NS.2; 6.NS.3; 7.NS.1; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 6.RP.1; 6.RP.2; 6.RP.3; 7.RP.1; 7.RP.2; 7.RP.3; 7.EE.2;	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.APR.1; A.APR.7; N.RN.3; N.Q.1; G.MG.3; F.IF.4; F.IF.6; S.ID.7; A.REI.1; A.REI.2

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>4. Acquire knowledge of the impact of government on business activities to make informed economic decisions.</p> <p>5. Analyze cost/profit relationships to guide business decision-making.</p> <p>6. Describe economic indicators that can impact marketing activities.</p> <p>7. Determine global trade's impact on business decision-making.</p>			7.EE.1	
	<p>V. Systems</p> <p>I. Monitor, plan, and control the day-to-day activities required for continued business operations.</p> <p>3. Explain production's role and function in business.</p>	<p>Production Possibilities Curve</p> <p>Production Costs</p> <p>Production Variables</p>	<p>Charts & Graphs (I)</p> <p>Linear Exponential functions (III)</p> <p>Algebraic formulas (I)</p> <p>Rates (I)</p>	<p>6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.RP.3; 7.RP.1</p>	<p>S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6; F.IF.4; F.IF.6; S.ID.7; A.REI.1; A.REI.2</p>
	<p>VII. Ethics & Legal Responsibilities</p> <p>B. Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.</p> <p>4. Acquire foundational knowledge of business laws and regulations to understand their</p>	<p>Social responsibility</p> <p>Business ethics</p> <p>Business law</p> <p>Regulations</p> <p>Risk Management</p> <p>Federal & State Agencies</p> <p>Tax Law</p> <p>Interstate/Intrastate</p>	<p>Percentages (I)</p> <p>Rates (I)</p> <p>Whole number and decimal operations (I)</p>	<p>6.NS.2; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 7.RP.1</p>	<p>A.APR.1; A.APR.7; N.RN.3; N.Q.1; F.IF.4; F.IF.6; S.ID.7</p>

Segment	CTE Segments/Performance Elements	CTE Concepts	Math Concepts	Common Core Math Standards Middle School	Common Core Math Standards High School
	<p>nature and scope.</p> <p>5. Explain the civil foundations of the legal environment of business to demonstrate knowledge of contracts.</p> <p>6. Explore the regulatory environment of United States' businesses to understand the diversity of regulations.</p> <p>9. Acquire knowledge of commerce laws and regulations to continue business operations.</p> <p>10. Explain tax laws and regulations to adhere to government requirements.</p>	<p>commerce Contract law</p>			
	<p>X. Technical Skills</p> <p>B. Financial Analysis</p> <p>3. Explain the fundamental principles of money needed to make financial exchanges.</p> <p>5. Manage personal finances to achieve financial goals.</p> <p>E. Pricing</p> <p>4. Explain factors affecting pricing decisions</p>	<p>Personal Finance Pricing Decisions Profit Production Costs Channel Management Investments Credit</p>	<p>Rates (I) Percentages (I) Exponential Growth (I) Linear Functions (I) Whole Number/Decimal Operations (I) Charts & Tables (I)</p>	<p>7.RP.1; 6.RP.2; 6.RP.3; 7.EE.2; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4</p>	<p>F.IF.4; F.IF.6; S.ID.7; A.APR.1; A.APR.7; N.RN.3; N.Q.1; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6</p>