

**Campbell County School District #1
Gillette, Wyoming**

**CAREER - MARKETING
ENTREPRENEURSHIP (CCHS)**

Interested in starting your own business? Being your own boss? Are you interested in understanding how to write a business plan or what it takes to succeed in small business? If you are a future business owner, this class will help you plan and manage a small business. You will also have the opportunity to specialize in a particular area of business. This course will prepare a wide variety of students for their future. Whatever your future education plans, you will receive an excellent foundation in small business management. Students will be given an opportunity to participate in a number of hands-on projects in the classroom and the community. A simulation called "Virtual Business," an international business simulation, is a part of class activities, and DECA projects will enrich the curriculum.

Prerequisite: Good attendance, 2.5 or better, completed application, and instructor recommendation.

VM-ES-01 CAREER/JOB PREPARATION (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

- CV11.6.1 Identify/Assess Personal Ability/Interests/Values
- CV11.6.2 Locate/Interpret Career Information, Labor Trends
- CV11.6.3 Create, Evaluate, Revise Career Plans
- CV11.6.4 Skills to Find, Acquire, Keep, Change Jobs

Students will understand the process of preparing and interviewing for a job.

VM-ES-01-01 - Job/Scholarship Portfolio (Objective)

C-NR - Critical-District Reporting Not Required

Students will organize a portfolio for potential employment or to apply for scholarships.

VM-ES-01-02 - Industry-Specific Competencies (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand and perform competencies applicable to his own specific career area. The areas available for study are:

- | | |
|------------------------|--|
| •Apparel & Accessories | •Specialty Shops |
| •Finance and Credit | •General Merchandise |
| •Hotel/Motel | •General Marketing |
| •Food Marketing | •Vehicle: Petroleum, Parts and Accessories |
| •Food Service | •Entrepreneurship |

VM-ES-02 ECONOMIC FOUNDATIONS OF BUSINESS/MARKETING (Content Std.)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

- CV11.4.1 Quality and Performance of Systems
- CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand the economic principles and concepts fundamental to business and marketing.

VM-ES-02-01 - Economic Systems (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge of government and business, private enterprise, competition, business risk, and profit.

VM-ES-03 HUMAN RESOURCE FOUNDATIONS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.2.1 Diversity in the Workplace

CV11.2.2 Communication in the Workplace

CV11.2.3 Leadership to Accomplish Group Goals

CV11.2.4 Demonstrate/Teach Learned Skills

Students will acquire and demonstrate interpersonal skills necessary for success in the workplace.

VM-ES-03-01 - Human Resource Management, Development (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand:

- Human Resource Management: functions of human resources management, selecting personnel, promotions, transferring and releasing employees, and compensation.
- Human Resource Development: need for training, characteristics of effective training, determining employee training need, employee evaluations, value of human resources, and employee development.
- Employee Relations: labor unions, changing employee needs, employee benefits, employee health and safety, benefits provided, equal opportunity legislation, employee relations management.

VM-ES-03-02 - Written Business Reports (Objective)

C-NR - Critical-District Reporting Not Required

Students will learn appropriate writing style for business. Students will analyze and prepare solutions for business case problems. Each student will prepare 20 case problems; approximately one-half of the case problems will be presented to local business leaders.

VM-ES-03-03 - Oral Business Presentations (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate an ability to make business presentations. Presentations will be made for the class, and the case problems will be presented to local business managers.

VM-ES-03-04 - Time Management (Objective)

C-NR - Critical-District Reporting Not Required

Students will know how to set goals, prioritize goals, schedule activities, and follow through to see progress.

VM-ES-04 MARKETING/BUSINESS FOUNDATIONS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.3.1 Acquire/Evaluate Workplace Information

CV11.4.1 Quality and Performance of Systems

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand business environment, types of business organizations, and the management functions.

VM-ES-04-01 - Marketing/Business Basics; Business Organizations (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the nature of management and business forms of ownership: proprietorships, partnerships, and corporations. The basic legal aspects of business will be introduced.

VM-ES-04-02 - Management Functions (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the nature of management, supervision, leadership characteristics, and human relations, and the planning, organizing, leading, and controlling functions. Total Quality Management will be introduced.

VM-ES-04-03 - Entrepreneurship Principles (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the role of an entrepreneur, the fields of a small business, sources of entrepreneurial ideas, importance of studying the competition, comparing the legal forms of business enterprises, planning sales volume, sales forecasting, average market share, planning strategies, estimating financial needs, and preparing a financial plan. Each student will prepare an Entrepreneurship project or related project.

VM-ES-05 FUNCTIONS OF MARKETING (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.1.1 Prepare/Analyze Personal Financial Information

CV11.1.2 Assess Individual Skills, Evaluate Performance

CV11.1.3 Management of Time, Materials, Resources

CV11.3.2 Organize/Update Workplace Information

CV11.3.3 Interpret/Communicate Workplace Information

CV11.3.4 Technology to Process Workplace Information

Students will understand the business marketing functions of promotion and selling as they relate to entrepreneurship.

VM-ES-05-01 - Marketing Functions and Applications (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the career-sustaining/ supervisory-level competencies related to the marketing-information management, product service planning, selling, and promotion.

VM-ES-06 TECHNOLOGY IN BUSINESS (Content Standard)

State Standard and Benchmark Correlation:

CV11.5.1 Choose/Use Procedures/Tools/Equipment/Technology

CV11.5.2 Setup, Operation, Maintenance of Equipment

CV11.5.3 Workplace Equipment to Solve Problems

CV11.5.4 Apply Safe and Ethical Practices

Students will understand how information can be stored, retrieved, and manipulated.

VM-ES-06-01 - Technology in Business: Computer Exposure (Objective)

C-NR - Critical-District Reporting Not Required

Students will know how information can be stored, retrieved, and manipulated to help prepare marketing research projects, business plans, promotional plans, and multi-media presentations for a business.

last update 7/27/2009

pc

**Campbell County School District #1
Gillette, Wyoming**

CAREER - MARKETING

INTRODUCTION TO BUSINESS

Whether your career goals are in law, hospital administration, engineering, fashion, or carpentry, understanding business and management is important. Business concepts and technology are more a part of our lives than ever before. Knowing how to function in the ever-changing world of business will help a person be more successful in life. This class will help students understand the economy in which they live, the stock market, and how to win in a competitive job market. Students will learn about finance and banking and how to establish and keep good credit, and they will develop customer service skills. They will learn key ideas to make a business profitable, and they will be given an opportunity to put their creative talents to work in designing a promotional campaign for a business. In addition, students will learn how technology has impacted business and will use technology to complete their projects. Students will be introduced to careers in marketing, management, accounting, finance, fashion merchandising, retailing, sports and entertainment, and other related careers. In today's world, having a business background will give you a jump on your future! (Note: this course will provide a good foundation for future studies at a college or trade school in the areas of marketing, management, accounting, retailing, or finance.)

Prerequisite: 2.5 GPA

**VM-IN-01 BUSINESS MANAGEMENT and ENTREPRENEURSHIP FOUNDATIONS
(Content Standard)**

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**RESOURCES**):

- CV11.1.1 Prepare/Analyze Personal Financial Information
- CV11.1.2 Assess Individual Skills, Evaluate Performance
- CV11.1.3 Management of Time, Materials, Resources

Students will effectively manage time, materials, facilities, and human resources. The students will understand fundamental business and marketing concepts.

VM-IN-01-01 - Business and Marketing Fundamentals (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand and explain the following concepts:

- Marketing functions and related activities (MB LAP 2)
- Business activities (MB LAP 10)

VM-IN-01-02 - Financing: Nature and Scope (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand and explain these concepts:

- Money and credit
- Major banking services available to consumers
- Purpose and importance of credit (FI LAP 2)
- Importance of planning a budget

Students will also assess individual skills and distribute work accordingly; evaluate performance and give feedback; and prioritize and manage time, materials, facilities, and

resources to set and achieve goals.

VM-IN-02 COMMUNICATION AND INTERPERSONAL SKILLS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**INTERPERSONAL SKILLS**):

- CV11.2.1 Diversity in the Workplace
- CV11.2.2 Communication in the Workplace
- CV11.2.3 Leadership to Accomplish Group Goals
- CV11.2.4 Demonstrate/Teach Learned Skills

Students will acquire and demonstrate interpersonal skills necessary to be successful in the workplace.

VM-IN-02-01 - Communications and Human Relations Fundamentals (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand the following concepts as important for a career-sustaining job position.

Work Place Skills – Students will:

- become familiar with appropriate attire for different employment situations.
- explain social security, taxes, and paychecks.
- understand company policies.
- appreciate the importance of coming to work on time and checking work schedules regularly.
- know how to properly address management.
- know how to appropriately request time off, vacations, and pay raises.
- explain the importance of productivity, consistency, and initiative on the job.
- understand the importance of working together as a team to accomplish group goals.
- understand individual/groups of diverse abilities and backgrounds in the workplace.
- appreciate professionalism and respect confidentiality.
- realize the importance of good customer relations and service.
- understand how employees are promoted to leadership positions.

VM-IN-03 FUNCTIONS OF MARKETING (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**INFORMATION**):

- CV11.3.1 Acquire/Evaluate Workplace Information
- CV11.3.2 Organize/Update Workplace Information
- CV11.3.3 Interpret/Communicate Workplace Information
- CV11.3.4 Technology to Process Workplace Information

Students will acquire and use workplace information. The students will understand the business and marketing functions of selling and promotion.

VM-IN-03-01 - Selling: Nature and Scope (Objective)

C - CS - Critical--Assessment at Content Standard

Students will:

- explain the selling process (SE LAP 126).
- understand how to use buying motives in a sales presentation (SE LAP 102).
- understand how to open a sales presentation (SE LAP 101).
- know how to question a customer for information (SE LAP 114).
- understand feature benefit selling (SE LAP 113).

- be able to handle customer objections (SE LAP 100).
- know how to close a sale (SE LAP 107).
- understand suggestion selling (SE LAP 110).

Students will be able to demonstrate selling techniques involved in the selling process.

VM-IN-03-02 - Promotion: Nature and Scope (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand the concept of promotional mix. (PR LAP 1)

VM-IN-04 ECONOMIC FOUNDATIONS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**SYSTEMS**):

CV11.4.1 Quality and Performance of Systems

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand how social organizations and technological systems work. The students will understand the economic principles and concepts fundamental to business and marketing. They will evaluate quality and performance of a variety of systems. Students will suggest modifications to existing systems and will develop new or alternative systems to improve performance.

VM-IN-04-01 - Basic Economic Concepts (Objective)

C - CS - Critical--Assessment at Content Standard

Students will explain the concepts of economic resources (EC LAP 14), economic activities (EC LAP 6), and goods and services (EC LAP 10).

VM-IN-04-02 - Economic Indicators and Trends (Objective)

C-CS - Critical-Assessment at Content Standard

Students will explain the concept of business cycles (EC LAP 9).

VM-IN-04-03 - Economic Systems (Objective)

C-CS - Critical-Assessment at Content Standard

- Students will explain the concepts of competition (EC LAP 8) and of product utility (EC LAP 13)
- Students will explain the concept of private enterprises and the types of economic systems (EC LAP 17)

VM-IN-05 - TECHNOLOGY IN BUSINESS/MARKETING (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**TECHNOLOGY**):

CV11.5.1 Choose/Use Procedures/Tools/Equipment/Technology

CV11.5.2 Setup, Operation, Maintenance of Equipment

CV11.5.3 Workplace Equipment to Solve Problems

CV11.5.4 Apply Safe and Ethical Practices

Students will understand the use of and importance of workplace technologies. The students will be exposed to a variety of workplace technologies and will understand the importance of their safe and ethical use.

VM-IN-05-01 - Basic Workplace Technologies (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand:

- technology as it applies to marketing and management.
- E-communication and e-commerce.

- Internet's impact on Marketing (MB LAP 3).

VM-IN-06 PROFESSIONAL DEVELOPMENT (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**CAREERS**):

- CV11.6.1 Identify/Assess Personal Ability/Interests/Values
- CV11.6.2 Locate/Interpret Career Information, Labor Trends
- CV11.6.3 Create, Evaluate, Revise Career Plans
- CV11.6.4 Skills to Find, Acquire, Keep, Change Jobs

Students will develop skills in career planning and workplace readiness. They will understand the process of career planning/development and acquiring and quitting a job.

VM-IN-06-01 - Career Development (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand how to obtain and synthesize career information to make important career decisions. Students will:

- understand Marketing Careers CD Lap 2.
- complete interest and career inventories.
- complete a Career Project.

VM-IN-06--02 - Preparing/Interviewing for a Job (Objective)

C - CS - Critical--Assessment at Content Standard

Students will demonstrate knowledge of skills needed to prepare and interview for a job.

- Prepare a resume and complete a job application form
- Understand the job seeking and job interviewing process
- Understand the key for keeping a job
- Understand the procedure for quitting a job

last update 7/27/2009

pc

**Campbell County School District #1
Gillette, Wyoming**

CAREER - MARKETING

BUSINESS MANAGEMENT II (CCHS)

May be taken for three hours of college credit. Business Management II is designed for the serious student who has excelled in previous Business Marketing and Management classes and has an exceptional aptitude for business. The student must have above-average reading, writing, and math skills. This course offers a comprehensive background for students who plan to major in Business Marketing, Management, Finance, Accounting, Economics, or Business Administration at a University. A simulation called "Virtual Business," is a part of class activities; DECA project will enrich curriculum.

Prerequisite: 3.0 GPA, Business Management I, instructor recommendation

Advanced Designation Course - Career/Vocational

This course is identified as an Advanced Designation Course. Students meeting the requirements of the Advanced Performance Level as defined in the Wyoming Content and Performance Standards will be considered Advanced in the Career/Vocational content area.

An advanced Career/Vocational student evaluates and integrates transferable academic/workplace knowledge and skills in multiple situations as a productive contributor in the workplace.

Students who are Advanced in at least five of the nine content areas and Proficient in the others will have the Advanced Endorsement placed on their grade transcript.

VM-ME-01 CAREER/JOB PREPARATION (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.6.1 Identify/Assess Personal Ability/Interests/Values

CV11.6.2 Locate/Interpret Career Information, Labor Trends

CV11.6.3 Create, Evaluate, Revise Career Plans

CV11.6.4 Skills to Find, Acquire, Keep, Change Jobs

Students will understand the process of preparing a job/scholarship portfolio.

VM-ME-01-01 - Job/Scholarship Portfolio (Objective)

C-NR - Critical-District Reporting Not Required

Students will know how to organize a portfolio for employment or to apply for scholarships.

VM-ME-02 ECONOMIC FOUNDATIONS OF BUSINESS/MARKETING (Content Std.)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.4.1 Quality and Performance of Systems

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand the economic principles and concepts fundamental to business and

marketing.

VM-ME-02-01 - Economic Systems (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge of government and business, private enterprise, competition, business risk, and profit.

VM-ME-02-02 - Cost/Profit Relationships, Economic Indicators (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge of the concept of productivity, specialization/division of labor, organized labor and business, business cycles, and the nature of international trade.

VM-ME-03 HUMAN RESOURCES FOUNDATIONS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.2.1 Diversity in the Workplace

CV11.2.2 Communication in the Workplace

CV11.2.3 Leadership to Accomplish Group Goals

CV11.2.4 Demonstrate/Teach Learned Skills

Students will understand effective communication and the function of human resource management in business.

VM-ME-03-01 - Human Resources Management/Development (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand:

- Human Resources Management: functions of human resources management, selecting personnel, promotions, transferring and releasing employees, compensation.
- Human Resources Development: need for training, methods of training, characteristics of effective training, determining employee training needs, employee evaluations, value of human resources development.
- Employee Relations: labor unions, changing employee needs, employee benefits, employee health and safety, benefits provided by laws, equal opportunity legislation, employee relations management.

VM-ME-03-02 - Written Business Reports (Objective)

C-NR - Critical-District Reporting Not Required

Students will learn appropriate writing style for business reports. Students will analyze and prepare solutions for business case problems. Each student will prepare 20 case problems; approximately one-half of the case problems will be presented to local business leaders.

VM-ME-03-03 - Oral Business Presentations (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate an ability to make business presentations. Presentations will be made for the class, and many case problems will be presented to local business managers.

VM-ME-03-04 - Time Management (Objective)

C-NR - Critical-District Reporting Not Required

Students will learn to set goals, prioritize, and schedule activities.

VM-ME-04 BUSINESS, MARKETING, ENTREPRENEURSHIP BASICS (Content Std.)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.1.1 Prepare/Analyze Personal Financial Information

CV11.1.2 Assess Individual Skills, Evaluate Performance

CV11.1.3 Management of Time, Materials, Resources

CV11.3.1 Acquire/Evaluate Workplace Information

Students will understand business environment and the types of business organization.

VM-ME-04-01 - Marketing/Business Basics; Business Organizations (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the nature of management, and the forms of business ownership: proprietorships, partnerships, and corporations. The basic legal aspects of business will be introduced.

VM-ME-04-02 - Management Functions (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the nature of management, supervision, leadership characteristics, human relations, and the planning, organizing, leading, and controlling functions. Total Quality Management will be introduced.

VM-ME-04-03 - Entrepreneurship (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the role of an entrepreneur, the fields of small business, sources of entrepreneurial ideas, the importance of studying competition, comparing the legal forms of business enterprises, planning sales volume, sales forecasting, plotting average market share, planning marketing strategies, estimating financial needs, and preparing a financial statement. Each student will prepare an entrepreneurship or related project.

VM-ME-05 - FUNCTIONS OF MARKETING (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation:

CV11.1.1 Prepare/Analyze Personal Financial Information

CV11.1.2 Assess Individual Skills, Evaluate Performance

CV11.1.3 Management of Time, Materials, Resources

CV11.3.1 Acquire/Evaluate Workplace Information

CV11.3.2 Organize/Update Workplace Information

CV11.3.3 Interpret/Communicate Workplace Information

CV11.3.4 Technology to Process Workplace Information

Students will understand the business and marketing functions of product/service planning, market information management, pricing, purchasing, distribution, financing, sales promotion, and selling.

VM-ME-05-01 - Marketing Functions and Applications (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the following elements of the marketing mix: product planning, product mix, product/service planning, customer service, market- information management, the nature of sales forecasts and sales forecasting, pricing, psychological pricing, setting pricing, factors affecting selling price, determining pricing policies, fixed or variable price, price lining, odd-cent pricing, leader pricing, distribution, inventory control systems, inventory, shrinkage, and the receiving process.

VM-ME-05-02 - Nature and Scope of Sales Promotion (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the importance of planning a successful promotional mix for the success of a product and/or company.

VM-ME-05-03 - Finance (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand multiple pricing, how to write sales slips, calculate sales tax, proof of cash, calculate payroll, determine commissions; understand checking accounts (deposits and reconciliations), invoice terms, and transportation charges, discounts (cash discounts, trade discounts, discount rates).

The student will know how to calculate markups (based on retail, based on cost, and finding retail price); calculate markdown, break-even point, interest rates and finance charges; determine inventory (converting cost to retail/retail to cost), determining open to buy (OTB); understand financial statements (balance sheets and income statements); conduct vertical/horizontal analysis on financial statements (balance sheets and income statements); find merchandise turnover, determining stock (sales ratio), finding capital turnover; and set up a budget.

VM-ME-05-04 Purchasing and Inventory Control (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand point-of-sale systems, processing sales transactions, cash sales, COD sales, charge sales, layaway, discount sales, cash register sales, and sales checks-sales books; how to calculate retail price--the initial retail price and initial markup, additional markup, markup cancellation, markdown cancellations, and markdowns; automatic markdown systems and multiple pricing plans, timing, types of inventory control systems, maintaining unit inventory control systems, nature of dollar inventory control systems, inventory control, dollar stock control, stock-keeping units, merchandise coverage, model stock plan, basic stocklist, never-out list; physical inventory--tickler control, reorder control, visual control; perpetual inventory systems; analyzing stock turnover--determining stock turnover by units, computing average stock, determining stock turnover by dollars, using the cost-and-retail method of inventory, analyzing stock turnover rates, increasing stock turnover; buying for a profit, establishing merchandising policies and a plan, types of buying procedures, assessing customer wants and needs, merchandise/assortment planning; obtaining the best terms, locating sources of supply, and negotiating terms of sale.

VM-ME-05-05 - Technology in Business (Objective)

C-NR - Critical-District Reporting Not Required

Students will see how information can be stored, retrieved, and manipulated to help prepare marketing research projects, business plans, promotional plans, and multi-media presentations for a business.

**Campbell County School District #1
Gillette, Wyoming**

**CAREER - MARKETING
BUSINESS MANAGEMENT I (CCHS)**

Would you like to manage a business, or are you planning to major in business in college? This class will prepare you with beginning management skills. Careers in marketing and management are growing every year. Students will learn how to plan and organize a business as well as learn how to evaluate the profitability of a business. Students will learn about financial statements, business plans, and promotional campaigns. This class is highly recommended for all students planning to attend college and major in business administration, marketing, management, economics, or accounting; also recommended for the student whose future plan includes owning and managing his/her own business. A simulation called "Virtual Business," an international business simulation, is part of the class activities; DECA projects will enrich class curriculum. **Prerequisite:** 3.0 GPA or better, good attendance, completed application, form, and instructor recommendation

Advanced Designation Course - Career/Vocational

This course is identified as an Advanced Designation Course. Students meeting the requirements of the Advanced Performance Level as defined in the Wyoming Content and Performance Standards will be considered Advanced in the Career/Vocational content area.

An advanced Career/Vocational student evaluates and integrates transferable academic/workplace knowledge and skills in multiple situations as a productive contributor in the workplace.

Students who are Advanced in at least five of the nine content areas and Proficient in the others will have the Advanced Endorsement placed on their grade transcript.

VM-MG-01 CAREER/JOB PREPARATION (Content Standard)

State Standard and Benchmark Correlation:

- CV11.5.1 Choose/Use Procedures/Tools/Equipment/Technology
- CV11.5.2 Setup, Operation, Maintenance of Equipment
- CV11.5.4 Apply Safe and Ethical Practices
- CV11.6.1 Identify/Assess Personal Ability/Interests/Values
- CV11.6.2 Locate/Interpret Career Information, Labor Trends
- CV11.6.3 Create, Evaluate, Revise Career Plans
- CV11.6.4 Skills to Find, Acquire, Keep, Change Jobs

Students will demonstrate understanding of the process of preparing and interviewing for a job. (Students who have successfully completed this competency will help other students prepare their job portfolios and will update their own portfolios.)

VM-MG-01-01 - Preparing and Interviewing for a Job (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge needed to prepare and interview for a job. The student will prepare a job portfolio.

VM-MG-02 ECONOMIC FOUNDATIONS OF BUSINESS/MARKETING (Content Std.)

State Standard and Benchmark Correlation:

CV11.4.1 Quality and Performance of Systems

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand the economic principles and concepts fundamental to business and marketing.

VM-MG-02-01 - Basic Economic Concepts (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge of economic goods and services, economic resources, economic activities, product utility, supply and demand, and price.

VM-MG-02-02 - Economic Systems (Objective)

C-NR - Critical-District Reporting Not Required

Students will demonstrate knowledge of economic systems, government and business, private enterprise, competition, business risk, and profit.

VM-MG-03 HUMAN RESOURCE FOUNDATIONS (Content Standard)

State Standard and Benchmark Correlation:

CV11.2.1 Diversity in the Workplace

CV11.2.2 Communication in the Workplace

CV11.2.3 Leadership to Accomplish Group Goals

CV11.2.4 Demonstrate/Teach Learned Skills

Students will understand effective communications and human resources in business.

VM-MG-03-01 - Human Resources Management/Development (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand:

- Human Resources Management: functions of human resource management, selecting personnel, promotions, transferring and releasing employees, compensation.
- Human Resources Development: need for training, methods of training, characteristics of effective training, determining employee training needs, employee evaluation, value of human resources development.
- Employee Relations: labor unions, changing employee needs, employee benefits, employee health and safety, benefits provided by laws, equal opportunity legislation, employee relations management.

VM-MG-04 BUSINESS, MARKETING, ENTREPRENEURSHIP BASICS (Content Std.)

State Standard and Benchmark Correlation:

CV11.3.1 Acquire/Evaluate Workplace Information

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand business environment and the types of business organizations.

VM-MG-04-01 - Business and Its Environment (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the characteristics of business, social environment of business, and the economic environment of business.

VM-MG-04-02 - Business Organization (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the business forms of ownership: proprietorship, partnership, and corporation. The basic legal aspects of business will be introduced.

VM-MG-04-03 Management Functions (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the nature of management, supervision, leadership characteristics, human relations, and the planning, organizing, leader and controlling function. (Total Quality Management will be discussed.)

VM-MG-05 FUNCTIONS OF MARKETING (Content Standard)

State Standard and Benchmark Correlation:

CV11.1.1 Prepare/Analyze Personal Financial Information

CV11.1.2 Assess Individual Skills, Evaluate Performance

CV11.1.3 Management of Time, Materials, Resources

CV11.3.2 Organize/Update Workplace Information

CV11.3.3 Interpret/Communicate Workplace Information

CV11.3.4 Technology to Process Workplace Information

Students will understand the business and marketing functions of product/service planning, distribution, purchasing, pricing, financing, sales promotion, and selling.

VM-MG-05-01 - Marketing Activities (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand the importance of product and service planning, the nature and scope of marketing, distributions functions, purchasing and pricing, promotion, and the process of selling.

VM-MG-05-02 - Finance (Objective)

C-NR - Critical-District Reporting Not Required

Students will understand what financial records are needed in a business, the financial services available to a business, the process of credit and collections, and business risks and insurance.

VM-MG-06 - TECHNOLOGY IN BUSINESS (Content Standard)

State Standard and Benchmark Correlation:

none

Students will know how information can be stored, retrieved, and manipulated in business applications.

VM-MG-06-01 - Technology in Business: Computer Exposure (Objective)

C-NR - Critical-District Reporting Not Required

Students will see how information can be stored, retrieved, and manipulated to help prepare marketing research projects, business plans, promotional plans, and multi-media presentations for a business.

**Campbell County School District #1
Gillette, Wyoming**

CAREER - MARKETING

BUSINESS MARKETING (CCHS)

Have you ever wondered about all those silly advertisements? Or what makes a business or a product a success? Are you interested in business and wish to study what truly makes a business successful? If so, Business Marketing is for you. Business Marketing will prepare you for college studies in marketing and/or management. Students will learn how to develop creative advertisements, target markets, and plan sales presentations, as well as learn how the Internet has impacted marketing. Emphasis will be placed on group discussions, marketing projects, and solving business case problems. DECA projects will enrich curriculum; students will have the opportunity to work with Virtual Business, an international business simulation.

Prerequisite: 2.5 GPA

**VM-MK-01 BUSINESS MANAGEMENT and ENTREPRENEURSHIP FOUNDATIONS
(Content Standard)**

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**RESOURCES**):

CV11.1.1 Prepare/Analyze Personal Financial Information

CV11.1.2 Assess Individual Skills, Evaluate Performance

CV11.1.3 Management of Time, Materials, Resources

Students will understand basic business marketing foundations, business operations, and personal finance. Students will effectively manage time, materials, facilities, and human resources.

VM-MK-01-01 - Business and Marketing Fundamentals (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand the following:

- Marketing and its importance (MB LAP 1)
- Marketing functions (MB LAP 2)
- Marketing strategies (MB LAP 4)
- Market identification (MB LAP 5)

VM-MK-01-02 - Financing: Nature and Scope (Objective)

C - CS - Critical--Assessment at Content Standard

Students will explain the purpose and importance of establishing good credit and will know the legal considerations in granting credit. (FI LAPS 1 and 2)

VM-MK-02 COMMUNICATION and INTERPERSONAL SKILLS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**INTERPERSONAL SKILLS**):

CV11.2.1 Diversity in the Workplace

CV11.2.2 Communication in the Workplace

CV11.2.3 Leadership to Accomplish Group Goals

CV11.2.4 Demonstrate/Teach Learned Skills

Students will acquire and demonstrate interpersonal skills necessary for success in the workplace.

VM-MK-02-01 - Communication and Human Relations Fundamentals (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand the following concepts as important for a career-sustaining job position:

Work Place Skills – Students will:

- become familiar with appropriate attire for different employment situations.
- explain social security, taxes, and paychecks.
- understand company policies.
- appreciate the importance of coming to work on time and checking work schedule regularly.
- know how to properly address management.
- know how to appropriately request time off, vacations, and pay raises.
- explain the importance of productivity, consistency, and initiative on the job.
- understand the importance of working together as a team to accomplish group goals.
- understand individual groups or diverse abilities and backgrounds in the workplace.
- appreciate professionalism and respect confidentiality.
- realize the importance of good customer relations and service.
- understand how employees are promoted to leadership positions.
- understand the process for training an employee.

VM-MK-03 FUNCTIONS OF MARKETING (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**INFORMATION**):

CV11.3.1 Acquire/Evaluate Workplace Information

CV11.3.2 Organize/Update Workplace Information

CV11.3.3 Interpret/Communicate Workplace Information

CV11.3.4 Technology to Process Workplace Information

Students will understand the business and marketing functions of selling, product/service, planning, pricing, distribution, and sales promotion. The students will acquire and use workplace information.

VM-MK-03-01 - Selling: Nature & Scope/Product Knowledge/Process & Techniques (Obj.)

C-NR - Critical-District Reporting Not Required

Students will:

- explain the selling process (SE LAP 126).
- understand how to use buying motives in a sales promotion (SE LAP 102).
- understand how to open a sales presentation (SE LAP 101).
- understand how to question customers for information (SE LAP 114).
- know feature-benefit selling (SE LAP 113).
- understand how to handle customer objections (SE LAP 100).
- understand suggestion selling (SE LAP 110).
- know how to close a sale (SE LAP 107).

Students will demonstrate selling techniques by organizing a sales presentation and

presenting it to the class.

VM-MK-03-02 - Promotion: Nature and Scope/Advertising (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand:

- the nature and scope of the marketing mix.(PR LAP 1)
- how to use advertizing to promote products and businesses. (PR LAP 2)

VM-MK-03-03 - Market-Information Management/Product and Service Management/Pricing/Distribution (Objective)

C - CS - Critical--Assessment at Content Standard

Students will:

- explain the nature of market information management.(IM LAP 2)
- explain the nature of product/service planning.(PP LAP 5)
- explain the concept of product mix.(PP LAP 3)
- explain the concept of price. (EC LAP 12)
- understand the distribution process. (MB LAP 3)

VM-MK-04 ECONOMIC FOUNDATIONS OF BUSINESS MARKETING (Content Std.)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**SYSTEMS**):

CV11.4.1 Quality and Performance of Systems

CV11.4.2 Modifications of Systems; Alternate Systems

Students will understand the economic principles and concepts fundamental to business and marketing. Students will understand how social, organizational, and technological systems work.

VM-MK-04-01 - Basic Economic Concepts - Part I (Objective)

C - CS - Critical--Assessment at Content Standard

Students will explain the concepts of:

- economic resources. (EC 14)
- economic activities. (EC LAP 16)
- goods and services. (EC LAP 10)
- product utility. (EC LAP 13)
- competition. (EC LAP 8)

VM-MK-04-02 - Economic Indicators and Trends (Objective)

C-CS - Critical-Assessment at Content Standard

Students will explain the concept of business cycles (EC LAP 9).

VM-MK-04-03 - Economic Systems (Objective)

C-CS - Critical-Assessment at Content Standard

Students will:

- explain the concept of private enterprise. (EC LAP 15)
- explain the different economic systems. (EC LAP 17)

VM-MK-04-04 International Concepts (Objective)

C-CS - Critical-Assessment at Content Standard

Students will explain the nature, benefits, and challenges of international trade. (EC Lap 4).

VM-MK-05 TECHNOLOGY IN BUSINESS (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**TECHNOLOGY**):

CV11.5.1 Choose/Use Procedures/Tools/Equipment/Technology

CV11.5.2 Setup, Operation, Maintenance of Equipment

CV11.5.3 Workplace Equipment to Solve Problems

CV11.5.4 Apply Safe and Ethical Practices

Students will be exposed to a variety of workplace technologies and will understand the importance of their safe and ethical use. Students will understand the use of and importance of workplace technologies.

VM-MK-05-01 - Basic Workplace Technologies (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand:

- technology as it applies to marketing and management.
- E-communication and e-commerce.
- Internet's impact on marketing (MB LAP 3).

VM-MK-06 PROFESSIONAL DEVELOPMENT (Content Standard)

C - Critical--Assessment Reporting Required

State Standard and Benchmark Correlation (**CAREERS**):

CV11.6.1 Identify/Assess Personal Ability/Interests/Values

CV11.6.2 Locate/Interpret Career Information, Labor Trends

CV11.6.3 Create, Evaluate, Revise Career Plans

CV11.6.4 Skills to Find, Acquire, Keep, Change Jobs

Students will understand the processes of career planning/development and obtaining/quitting a job. Students will develop skills in career planning and workplace readiness.

VM-MK-06-01 - Career Development (Objective)

C - CS - Critical--Assessment at Content Standard

Students will understand how to obtain and synthesize career information for making important career decisions. Students will:

- understand Marketing Careers (CD Lap 2).
- understand the area of Marketing and Business (MB Lap 2).
- complete interest and career inventories.
- complete a Career Project.

VM-MK-06-02 - Preparing and Interviewing for a Job (Objective)

C - CS - Critical--Assessment at Content Standard

Students will demonstrate a knowledge of skills needed to prepare and interview for a job.

Students will prepare a job portfolio. Students will:

- prepare a resume.
- understand the job seeking and job interviewing process.
- understand the keys for keeping a job.
- understand the procedure for quitting a job.