

STRANDS AND STANDARDS

EXPLORING BUSINESS AND MARKETING



Course Description

Students will be exposed to the fundamental concepts of business and marketing. Skills include basic business concepts, organizational communication, human resources management, entrepreneurship, accounting, finance, and leadership. Students will be exposed to courses within the Business and Marketing Career Pathways and leadership organizations, such as FBLA and DECA.

Intended Grade Level	8-9
Units of Credit	0.5
Core Code	32.02.00.00.070
Concurrent Enrollment Core Code	N/A
Prerequisite	None
Skill Certification Test Number	245
Test Weight	0.5
License Type	CTE, Elementary Education 1-8 and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business and Marketing 6-8
Endorsement 2	Business and Marketing Core
Endorsement 3	N/A

STRAND 1

Basic Business and Economic Principals

Standard 1

Economic Principles

- Students will understand basic business and economic principles:
 - Scarcity
 - Supply
 - Demand
 - Opportunity Costs

- Students will understand three types of resources:
 - Human
 - Capital
 - Natural

Standard 2

Business Ownership

- Students will understand types of businesses including characteristics, advantages and disadvantages of each.
 - Sole Proprietorship
 - Partnership
 - LLC
 - Corporation
 - Franchise
 - Non-Profit
 - Private Company
 - Public Company

STRAND 2

Business Ethics

Standard 1

Business Law and Ethics

- Students will be able to identify unethical and illegal conduct in a business.
 - Copyright
 - Trademarks
 - Patents
 - Teach how ethical behavior can affect future decisions and choices in a business settings with ethics being defined as “standards that govern right and wrong behavior.”

STRAND 3

Leadership and Entrepreneurship Principles

Standard 1

Leadership

- Students will determine skills and characteristics of entrepreneurs and explore entrepreneurial opportunities.
 - Develop a business venture to be used in an entrepreneurial simulation
 - Define the importance of creating a sound mission statement, vision and goals
 - Understand time management techniques and successful teamwork
- Prepare and present short presentations before an audience.
- Students will know the CTSOs that are available to them at the middle and high school level.
 - FBLA
 - DECA

STRAND 4

Marketing Principles

Standard 1

Marketing Mix

- Students will understand the concepts needed to market products to achieve a desired outcome.
 - Product
 - Place
 - Price
 - Promotion

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- Students will understand the difference between goods and services.
- Students will understand target markets and market segmentation.
 - Demographics (gender, age, race, income level, education, etc.)
 - Psychographics
 - Geographic
 - Behavioral
- Students will understand what motivates consumer purchases.
 - Rational
 - Patronage
 - Emotional
 - Convenience
 - Impulse

Standard 2

Marketing Strategies

- Students will understand different strategies companies use to market their products and services.
 - Slogans
 - Logos
 - Jingles
- Students will apply the marketing principles they have learned by creating advertising media such as but not limited to:
 - Business cards
 - Blogs/websites
 - Billboards
 - Posters
 - Magazine/newspaper ads
 - Brochures
 - Fliers
 - Swag or promotional items

STRAND 5

Accounting

Standard 1

Students will prepare, analyze and interpret financial and accounting statements.

- Understand the terms on an Income Statement by calculating:
 - Revenue
 - Expenses
 - Net Income

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- Understand the terms on a Balance Sheet by calculating:
 - Assets
 - Liabilities
 - Owner's equity
- Prepare a budget:
 - An estimate of income and expenditure for a set period of time

STRAND 6

Job Skills

Standard 1

Students will develop skills to gain employment.

- Students will create employment documents.
 - Resume
 - Job application
- Students will participate in mock interviews and discuss interviewing skills.
 - Appropriate dress
 - Hygiene
 - Facial expressions and posture
 - Prepare for interview questions
 - Effective ways to communicate (phone, e-mail, text)
- Human resources and employee rights.
 - Discrimination laws
 - Minimum wage

STRAND 7

Stock Market

Standard 1

Students will understand basic principles of finance.

- Students will understand the different types of investments.
 - Stocks
 - Bonds
 - Mutual funds
- Understand financial terms.
 - Debt
 - Interest
 - Dividends
 - Risk reward rule

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- Tax implications
- Time value of money
- Ticker symbol

- Simulate the buying and selling of stock.
 - Research and track recent stock headlines, news and events.
 - Reading a stock quote (opening/closing price, previous close, beta)
 - Bear and Bull markets
 - Understand the importance of diversifying your portfolio to minimize risk
 - Commission

Skill Certificate Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions
		1	2	3	4	5	6	7	8	9	10		
Exploring Business and Marketing	245	13	1	4	18	3	5	9	-	-	-	53	43