



Course Outcome Summary

Course Information: **Advanced Marketing & Professionalism**

Description: Beyond the basics, this course concentrates on the role of marketing in our society, what their relationship in a business environment and how to apply personal skills and abilities to further career goals. Business operation (using the school store), entry-level math skills, decision-making skills, sales, applying the marketing mix, market research, advertising, and career exploration. Projects include guest speakers, promotional campaigns, market research for the school store to help purchase merchandise for the next school year and a career portfolio. Becoming a member of DECA is recommended. Transcribed Credit Course: students who complete this course with a C or better will earn 3 credits at Western Technical College for Professionalism and Success.**

Instruction Level: GRADE 10-12 RECOMMENDED

Total Credits: 1

Prerequisites: Intro to Marketing and Sales

Textbooks: Farese, Kimbrell, Woloszyk. Marketing Essentials . Glencoe, ISBN #0-07-861257-8)

Course Standards:

- Students will communicate and collaborate with others to accomplish tasks and develop solutions to problems and opportunities.
- Students will identify and apply employability skills
- Students will assess the benefits and challenges of working in diverse settings and on diverse teams
- Students will apply leadership skills in real-world, family, community and business and industry applications.
- Students will communicate in a clear, concise, accurate and courteous manner on personal and professional levels.
- Students will plan and write documents that are appropriate for the situation, purpose and audience.
- Students will listen discriminately and respond appropriately to oral communication.
- Students will create print-quality publications for intended audiences or purpose through the use of advanced layout, design and graphics production software and hardware.
- Students will use an appropriate digital tool to meet personal and business needs.

Unit

1. Practice goal setting
2. Ascertain your motivational factors
3. Use a money management plan
4. Examine practices in workplace relationships including the role of responsibility and accountability
5. Use a time management tool
6. Apply stress management techniques
7. Investigate career development pathways
8. Practice problem solving with both creative and analytic thinking
9. Practice business etiquette
10. Identify the realities of the rapidly changing 21st Century workplace

Unit Outlines

1. Practice Goal Setting

Standards:

- Students will write a SMART goal for money management

Essential Question:

Students will be able to answer the question(s):

- How will SMART goal help students in their life?

Essential Knowledge:

- The students will be able to use SMART goals in their life to be more successful.

2. Ascertain Your Motivation Factors

Standards:

- Students will acquire information from survey of significant others.
- Students will recognize the up and down side to various motivational factors.
- Students will observe motivations in other and self.

Essential Question:

Students will be able to answer the question(s):

- What is motivation and how are they motivated?

Essential Knowledge:

- The students will be able to recognize the role of personal values in motivation.

3. Use a Money Management Plan

Standards:

- Student will present insight about the learning experience and personal learning style

Essential Question:

Student will be able to answer the question (s):

- What are different tools to help in money management?
- Why is money management important?

Essential Knowledge:

- The students will be able to outline a budget and example why it is important to use a monthly budget.

4. Examine Practices in Workplace Relationships Including, The Role of Responsibility and Accountability

Standards:

- Student will outline the role of responsibility in the workplace

Essential Question:

Student will be able to answer the question (s):

- How do you communicate in the workplace?
- How does your body language impact others in the workplace?

Essential Knowledge:

- The student will be able to describe the role of professional communication in workplace relationships.

5. Use of Time Management Tool

Standards:

- Student will learn how to identify how they use the new or enhanced skills

Essential Question:

Student will be able to answer the question (s):

- How can time management benefit you?

Essential Knowledge:

- The student will be able to use a google calendar to help them with time management.

6. Apply Stress Management Techniques

Standards:

- Student identify a stress management technique that aligns with their stressor

Essential Question:

Student will be able to answer the question (s):

- What causes stress?
- How do sleep, diet and exercise impact stress?

Essential Knowledge:

- The student will be able to use techniques to manage their stress in their life.

7. Investigate Career Development Pathways**Standards:**

- Student will research current job openings that fit their career pathway

Essential Question:

Student will be able to answer the question (s):

- What is a cover letter, resume, applications and thank you letter?
- How do you prepare for an interview?

Essential Knowledge:

- Student will prepare a career portfolio.

8. Practice Problem Solving With Both Creative and Analytic Thinking**Standards:**

- Student will identify problems in the work place and how to solve them

Essential Question:

Student will be able to answer the question (s):

- What are the characteristics of creative thinking?
- Why is problem solving important in the workplace?

Essential Knowledge:

- The student will be able to understand the step in order to solve problems in the work place.

9. Practice Business Etiquette**Standards:**

- Student will understand rights and wrongs in the work place

Essential Question:

Student will be able to answer the question (s):

- How do you dress for an interview?
- What are the characteristics of appropriate e-mail, phone and office etiquette?

Essential Knowledge:

- The student will be able to demonstrate appropriate business etiquette through a presentation.

10. Identify the Realities of the Rapidly Changing 21st Century Workplace

Standards:

- Students will define skills needed in the 21st Century workplace

Essential Question:

Student will be able to answer the question (s):

- What are labor market trends?
- Describe the changing role of education in the workplace?

Essential Knowledge:

- Student will be able to understand the role of flexibility in the modern workforce.

