

CTE Course Description and Standards Crosswalk

Course Information

Course Name	Marketing
Course Number	83710
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS entered into the EED-CTE system.)	Culinary Arts/Food Service, Entrepreneurship
Date of district Course Revision	February 2014

Career & Technical Student Organization (CTSO)

CTSO embedded in this sequence	BPA
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Occupational Standards

Source of Occupational Standards	National Business Educators Association (NBEA)
Names/Numbers of Occupational Standards	Marketing (MK), Career Development (CD), Entrepreneurship (EN), Information Technology (IT)

Registration Information

Course Description (brief paragraph – as shown in your student handbook or course list)	Marketing introduces students to marketing concepts. Business operations, product distribution, marketing communications skills, product display, cash register operations, inventory, and career education are presented in this course. The <i>Alaska Career Information System</i> is used to identify careers in this area. Some career specialties in this pathway include e-marketing, management and entrepreneurship, professional sales, buying and merchandising, communications and promotion, marketing research, and distribution.
Instructional Topic Headings (please separate each heading by a semi-colon)	Employment Skills, Marketing Skills, Advertising and Display, Consumer Services, Salesmanship, Career Exploration, Entrepreneurship, Encourage Career and Technical Student Organization (CTSO) Involvement, Safety, Ethics

Summative Assessments and Standards

Technical Skills Assessment (TSA)	None
Course addresses:	
New Alaska ELA and Math Standards	Yes
Alaska Cultural Standards	Yes
All Aspects of Industry (AAI)	Yes
Core Technical Standards	Yes
Employability Standards	Yes

Employability Standards

Source of Employability Standards	State of Alaska
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Tech Prep

Current Tech Prep Articulation Agreement? (Y/N)	No
Date of Current Agreement	
Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Source of Occupational Skills Standards

DISTRICT NAME: Mat-Su Borough School District

Source/Organization /Agency	Acronym	Website or Location of Information	Section, Chapters, etc. referenced in Performance Standards	Date of Edition or Version
National Business Education Assn.	NBEA	http://www.nbea.org	Career Development, Computation, Entrepreneurship, Information Technology, Marketing,	2013

Additional CTE Course Information

Author	
Course developed by	Revised by Theresa Whitehurst
Course adapted from	Marketing
Date of previous course revision	May 2008
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standard	Common Technical Core Standards	New Alaska ENG/LA Standards	New Alaska Math Standards	Alaska Cultural Standards	Employability/ Career Readiness Standards	All Aspects of Industry/ Systems	Assessment
Explain the role of marketing in various economic systems.	MK I	MK 1, 10	RST.9-10.10 RST.11-12.2 & 4 RST.9-10.2,3,4 SL.9-12.1.a-b SL.9-12.4 L.9-10.1,2,3	S-IC.6	A7, B2	A2,5	Technical Skills Finance Community	DECA, BPA Marketing Exam Class Discussion and Observation
Research, develop, and present a marketing plan.	MK V	MK2,3,4,8	RST.9-10.10 RST.11-12.2,4,9 WHST.9-10.7 SL.11-12.1,2,3,4,6	S-IC.1	B2,3,4	A2,5	Planning Technology Technical Skills	DECA, BPA Marketing Exam Class Discussion and Observation

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			L.11-12.1a-b					
Identify the role of the sales process.	MK IV & II	MK6 MK-SAL1,2,3	RST.9-10.10 RST.11-12.2 & 4 L.9-12.6		B2	A2,5	Technical Skills	DECA, BPA Marketing Exam Class Discussion and Observation
Perform calculations related to product pricing.	MK III	MK1,3,7	RST.9-10.10 RST.11-12.2 & 4 L.9-12.6	A-SSE.3 A-APR.7	B2	A2,5	Technical Skills Finance	DECA, BPA Marketing Exam Class Discussion and Observation
Identify the role of product presentation.	MK IV	MK4,6,8	RST.9-10.10 RST.11-12.2 & 4 L.9-12.6		B2	A2,5	Technical Skills	DECA, BPA Marketing Exam Class Discussion and Observation
Identify the role of promotion.	MK IV	MK4,8,9	RST.9-10.10 RST.11-12.2 & 4 L.9-12.6		B2	A2,5	Technical Skills	DECA, BPA Marketing Exam Class Discussion and Observation
Identify the role of distribution.	MK I&IV	MK2,4,10 MK-MER3	RST.9-10.10 RST.11-	S-IC.1 S-IC.3	B2	A2,5	Technical Skills	DECA, BPA Marketing

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			12.2 & 4 L.9-12.6					Exam Class Discussion and Observation
Identify and prepare advertising and display media.	MK IV	MK2,4,10 MK-COM1,2,3,4,5	RST.9-10.10 RST.11-12.2 & 4 SL.9-10.1a-d SL.9-12.4		B2,4	A2,5	Technical Skills Technology Community	DECA, BPA Marketing Exam Class Discussion and Observation
Follow professional ethics including software licensing, copyright and intellectual property laws in producing and monitoring web pages and sites.	IT-I,II	BM2,5,6 IT 4	WHST.9-12.8 L.9-12.6		B2,3,4	A1,2,5,7	Technical Skills Technology Work Habits	Statement of Authenticity
Recognize entrepreneurship opportunities and the role of employer vs. employee.	EN-I C-V	BM3,5,6	L.9-12.6 SL.9-12.6	S-MD.6 S-IC.6	B2,4	A2,5	Technical Skills Labor	BPA-Small Business Management Team Work Keys
Encourage CTSO involvement.	EN-I CD-IV CD-V	BM3,5,6	L.9-12.6 SL.9-12.6 SL.9-12.1.a-d		B2,3,4 C4 D6 E7,8	A2,5	Technical Skills Technology Planning Labor Work Habits	BPA Competitions
Research career opportunities in the Marketing, Sales & Service career area.	EN-I CD-II	BM3,5,6	L.9-12.6 SL.9-12.6 WHST.9-12.6	S-MD.6 S-IC.6	B2,3,4	A1,2,3,4,5,6,7 B1,2,3,4,5	Technical Skills Planning Technology	AKcis Portfolio
Demonstrate safe use of tools and equipment, cyber safety and ergonomic safety in the workplace.	IT-I	BM5,6 IT4	L.9-12.6 WHST.9-		B2,4	A1,6	Technical Skills	AK EED Safety

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			12.8				Health/Safety	Manual Business & Information Systems
Practice and promote ethics and ethical behavior in the workplace	IT-I	BM2,5,6 IT4	WHST.9-12.8	S-MD.6 S-IC.6	B2,3,4	A,1,2,5	Technical Skills Work Habits Management	CTSO Participation Work Keys

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)
Marketing Essentials, Glencoe

Future Business Leaders of America (FBLA), <http://www.fbلا-pbl.org>