

Marketing Segment	Marketing Professional Development Topics  **Research a subject related to business and present information to the class (S3 – I)**	Marketing Segment and Standard(s)
S1	What is the importance of marketing's role and function in business? What are the functions of marketing and how are they used? What behaviors drive customer's decision making process?	S1 – V, X
S1	Create an assignment in using correct grammar to communicate. The content should include verbal and written messages. What are the common errors that are made? What verbal and non-verbal cues/behaviors enhance communications?	S1 – I, II
S1	Create an assignment for creating simple business communications. Give examples and explanations for an email, memo, fax, and business letter.	S1 - IV
S1	What colleges offer an entrepreneur degree and what are the requirements to set up your own business? What should a high school student do to prepare themselves?	S1 – 1X
S2	What is meant by active listening skills? What are clarification techniques can be used to clarify information? What methods could be used to interpret a verbal message?	S2 - II
S2	What technological tools are used to expedite workflow? How would a presentation be prepared for training, sales, and information sharing?	S2 - IV
S2	What techniques and strategies are used to foster positive, ongoing relationships with customers? Enhance company image? Reinforce the company's brand image? What contributions are made to a company through customer relationship management?	S2 - V
S2	What tools and strategies can be used to explore self-understanding? How can self-understanding help recognize the impact of personal feelings on others? How can this apply to selling?	S2 - IX
S2	Create an assignment for understanding the sales process and techniques to increase the likelihood of making sales. What is feature/benefit selling? What sales procedures or activities can improve return on investment?	S2 - X
S3	What technological tools are used to expedite workflow? What is netiquette and how does it affect online communications? What tools are available to create a multi-media publication? Incorporate multi-media into this presentation.	S3 - IV
S3	What promotional channels are used to communicate with targeted audiences? How will the use of an advertisement's components communicate with targeted audiences? Public relations activities? Trade shows? How would promotional activities be managed to maximize return on the promotional efforts? How would you evaluate long-term and short-term results of promotional efforts?	S3 – X.G
S3	What is meant by the Social Media Ecosystem? Social Media and Influence? Social Media Conversation? What are some Social Media Strategies? Compare/Contrast Business-to-Business and Business-to-Consumer Social Media. What types of Social Media are used in Marketing? In Marketing sites, how do you leverage video embedding? What are Geo Location goals and how do they differ from other types	S3 – X.K

	of marketing goals? How is social media managed in marketing?	
S4	Create an assignment for identifying whole numbers, decimals, and fractions. How are basic math skills used in business and marketing? How do you calculate basic addition, subtraction, multiplication, and division? How can basic algebraic skills be used in Marketing?	S4 - I
S4	What is the role of business ethics in pricing? What are the legal considerations? What is considered when prices are established? How is a markup percentage calculated? How is a percentage discount calculated?	S4 - X
S5	Create an assignment for demonstrating the use of relational expressions such as equal to, not equal, greater than, and less than. Demonstrate how to analyze mathematical problem statements for missing and/or irrelevant data.	S5 - I
S5	Create an assignment in EXCEL using format, formulas, and toolbars – Add some advanced features. Show how this would be used in Marketing to perform calculations and analyses of data. Manipulate data elements.	S5 - IV
S5	What is a financial statement, cash flow, and balance sheet? Why are each needed? Why would it be important to know how complete each of these? Give out examples.	S5 – V.D
S5	What are the financial needs for financing a business? How much of a down payment is needed? What resources are needed when opening a new business? Using YouTube, locate a documentary on credit cards and create activities about the warnings of credit cards.	S5 - V.D,E
S5	What accounting procedures would be used to track money flow and to determine the company's financial status? How is the return on marketing investment (ROMI) measured, and monitored? What are business goals and objectives? How are they set? Why are setting goals important?	S5 - X
S6	What is channel management? What methods or strategies would be used to improve channel management costs? What channel activities minimize costs? How will distribution strategies be determined?	S6 - X
S7 & S8	Describe the format and purpose of letters and memos, and explain how they are used in a business to communicate. Describe the function of email in a business and how it can be used to share files and documents.	S7 – II S8 – IV
S7	What is a Personal Information Management (PIM) application? How can it be utilized in business and how can it help increase efficiency?	S7 - IV
S7	Create a shared file system (i.e. Google Docs, Dropbox, etc.) and explain how they can be used to facilitate group work. Include how to manage files and alter shared files.	S7 - IV
S7 & S11	Describe digital citizenship and its elements, the possible long-range effects of unethical uses of technology (viruses, file pirating, hacking, etc.) on society, and ways to protect from unethical users.	S7 – V S11 - IV
S7	Distinguish between the different types of business ownership (sole proprietorship, partnership, corporation, c-corporation) and identify different types of businesses (manufacturing, service, retail, wholesale).	S7 - V
S7	What is a business plan and what are its elements? Describe the process of starting a new business and evaluate resources used in this process.	S7 – I, V

S7	Describe the scope and importance of workplace safety. Develop policies/procedures for workplace safety (including a system for property and equipment maintenance) as well as a hierarchy for communication.	S7 – VI, X
S7 & S11	What are professional ethics? Review the firm’s organizational policies and procedures for job performance and create scenarios in which employees have to apply ethical reasoning to make ethical decisions.	S7 – VIII S11 - VIII
S7	Develop procedures for purchasing company supplies, equipment, and resources and create expense-control strategies.	S7 - X
S8	Describe how the Internet can be used to access information and resources (i.e. web browsers) and how to evaluate resources for reliability and validity. Create an assignment in which students work in teams to gather, analyze, and use information from valid and reliable sources to make a business decision for the firm.	S8 – I, III, IV, X
S8	Describe the nature and scope of Marketing Information Management (MIM) and different methods that can be used to collect data. Explain how MIM can be used by a business to solve problems and make decisions.	S8 - X
S8	Explain how to use Excel to create charts and graphs from data and how to create appropriate citations. Create an assignment in which students independently research a career, create citations, and design a chart or graph with data from their research.	S8 – I, II, III, IV
S9	What is Market Planning? Create a scenario in which students select a business product, analyze the target market, and utilize marketing information management to determine marketing strategies to increase sales to that market.	S9 - X
S9	Create an assignment in which students determine the firm’s unique selling position (what sets it apart from competitors) and use research to analyze and summarize the demographics, geographics, and psychographics of the target market.	S9 - I, IV, V
S10	Describe fair use policies and copyright guidelines and explain their purpose and function in product/service management.	S10 – IV
S10	What is product/service management? Create an assignment in which students brainstorm additional products/product lines for the firm or evaluate the effectiveness of current product offerings, and use research to make decisions about the products/product line.	S10 – X
S10 & S11	What is a quality control system and what are common practices in the workplace? Create an assignment in which students design a quality control system for the firm or diagnose improvements needed to the current system.	S10 – V S11 - V
S11	<b>**No PD—covered with career unit at beginning of year**</b>	S11 - IX
S11	Describe the purpose of business meetings and how they can be used to achieve firm goals. Develop meeting procedures for the firm and conduct a business meeting to accomplish work tasks.	S11 – I, VII, X
S11	What are organizational skills and how do they improve workflow and efficiency? Develop and teach strategies to improve the firm’s organizational skills.	S11 - X
S11	What is Human Resources Management and what is its role and function in marketing? Create scenarios in which students work in teams to employ critical thinking skills to solve workplace problems.	S11 - III, V

S11	Describe communication skills and their importance in the workplace. What are some effective techniques to improve communication skills?	S11 - II
S12	Describe the economic systems in which businesses function (i.e. command, market, mixed) and describe the government's role and impact in each system.	S12 - I
S12	Describe economic indicators that impact marketing activities and the impact global trade has on business decision making. Explain how economic factors and cost/profit relationships guide business decision making.	S12 - I
S12	Explain production's role and function in business and explain factors affecting pricing decisions.	S12 - V, X
S12	<b>**No PD—covered through use of personal budgets for purchasing**</b>	S12 – X
S12	Describe major federal regulatory agencies and how they affect business operations. Describe tax laws and regulations required to adhere to government requirements.	S12 - VIII