

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Orientation/Classroom Procedures	Day 1 (45 minutes)
<b>Instructional Activities:</b> Discuss classroom procedures with students. Discuss Internet guidelines that must be followed when using the computers. Discuss the Discipline policy.	
<b>CTE Content Standard:</b>	
<b>Essential Question:</b> How are students expected to behave in the classroom?	
<b>Material/Equip/Tech Resources:</b> Handouts	
<b>Assessment/Strategies:</b> Test, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Safety Procedures	Day 2 (45 minutes)
<b>Instructional Activities:</b> Discuss safety procedures around equipment in the classroom. Discuss the importance of Internet safety.	
<b>CTE Content Standard:</b>	
<b>Essential Question:</b> Who do you notify if my computer or other equipment is not working properly? How does ergonomics affect productivity?	
<b>Material/Equip/Tech Resources:</b> Handouts	
<b>Assessment/Strategies:</b> Test, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> DECA	Day 3 (45 minutes)
<b>Instructional Activities:</b> Students will take the Safety Test Orient students to the benefits of being involved in DECA and the \$25 dues.	
<b>CTE Content Standard:</b>	
<b>Essential Question:</b> How do you benefit from being involved in FBLA?	
<b>Material/Equip/Tech Resources:</b> Handouts	
<b>Assessment/Strategies:</b> Written Test, FBLA meeting attendance	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Get To Know You	Day 4 (45 minutes)
<b>Instructional Activities:</b> Students will complete a Career Interest handout and a Get to Know You Handout to share with the class.	
<b>CTE Content Standard:</b>	
<b>Essential Question:</b> What are some things I have things in common with my classmates? Will I be able to work well with them in a team?	
<b>Material/Equip/Tech Resources:</b> Handouts	
<b>Assessment/Strategies:</b> Written Test	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Computer Orientation	Day 5 (45 minutes)
<b>Instructional Activities:</b> Students will finish sharing information about themselves with the class. Assign student logins and show them where and how to save information to their H: Drive.	
<b>CTE Content Standard:</b>	
<b>Essential Question:</b> How do I log into the computer? Where do I save documents on the computer so they will be secure?	
<b>Material/Equip/Tech Resources:</b> Computer	
<b>Assessment/Strategies:</b>	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 1: The Basic Marketing Concept	Day 6 (45 minutes)
<b>Instructional Activities:</b> Listen to/discuss the scope of marketing, the seven marketing core functions, and the marketing concept using a PPT presentation	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is marketing? List the 7 core marketing functions? Describe the marketing concept.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Review questions, test, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 1: The Importance of Marketing on Individuals and Businesses	Day 7 (45 minutes)
<b>Instructional Activities:</b> Listen to/discuss the economic benefits of marketing using a PPT presentation	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> Analyze the benefits of marketing	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Notetaking	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 1: The Fundamentals of Marketing	Day 8 (45 minutes)
<b>Instructional Activities:</b> Listen to/discuss the concept of a market, the importance of determining a target market using a PPT presentation. Explain the 4 P's of marketing using a PPT presentation.	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> Describe the concept of market. Why is it important for a business to determine its target market? List and explain the 4 P's of marketing.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Notetaking	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 1: The Fundamentals of Marketing	Day 9 (45 minutes)
<b>Instructional Activities:</b> Discuss Chapter 1.1 review #1-4, 1.2 review #1-4, 1.3 Review #1-3, 5 together as a class.	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> Define marketing. List the 7 marketing core functions. Understand the marketing concept. Analyze the benefits of marketing. Apply the concept of utility. Describe the concept of market. Differentiate consumer and industrial markets. Describe market share. Define target market. List the 4 components of the marketing mix.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Notetaking	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 1: The Fundamentals of Marketing	Day 10 (45 minutes)
<b>Instructional Activities:</b> Students will answer #2-11 under 'Review Facts and Ideas' in COMPLETE SENTENCES	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> Define marketing. List the 7 marketing core functions. Understand the marketing concept. Analyze the benefits of marketing. Apply the concept of utility. Describe the concept of market. Differentiate consumer and industrial markets. Describe market share. Define target market. List the 4 components of the marketing mix.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Notetaking	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan	Days 11-12 (90 minutes)
<b>Instructional Activities:</b> Students will read the chapter while completing the outline handout	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 2 Outline Handout, written test	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan	Days 13 (45 minutes)
<b>Instructional Activities:</b> Discuss market planning and marketing segmentation.	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 2 Outline Handout, written test	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan	Days 14 (45 minutes)
<b>Instructional Activities:</b> Complete discussion of market planning and marketing segmentation. 2.1 After You Read #1-5 on page 36 2.2 After You Read #1-5 on page 41	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 2 Outline Handout, written test	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan	Days 15 (45 minutes)
<b>Instructional Activities:</b> Chapter 1-2 worksheet	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 1-2 Handout, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan test review	Days 16-17 (90 minutes)
<b>Instructional Activities:</b> Work on Chapter 1-2 test review Play review game	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 1-2 Handout, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 2: The Marketing Plan test	Days 18 (45 minutes)
<b>Instructional Activities:</b> Chapter 1-2 test	
<b>CTE Content Standard:</b> ACOS 1	
<b>Essential Question:</b> What is a SWOT analysis? Identify the factors of an environmental scan Explain the basic elements of a marketing plan Explain the concept of market segmentation Analyze a target market Differentiate between mass marketing and market segmentation	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter 1-2 Handout, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 3: Political and Economic Analysis	Days 19-20 (90 minutes)
<b>Instructional Activities:</b> Work on Chapter 3 outline handout while reading the chapter	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> Why is economics important in the field of Marketing? What is an economy? List the factors of production. Explain the concept of scarcity. Discuss how traditional, market, command, and mixed economies answer the 3 basic economic questions. What are the goals of a healthy economy? What are the key phases of the business cycle?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 3: Political and Economic Analysis	Days 21-22 (90 minutes)
<b>Instructional Activities:</b> Discuss chapter 3 on economic systems and how an economy works.  Discuss and take additional notes on how the economy plays a role in marketing planning and the phases of the business cycle.	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> Why is economics important in the field of Marketing? What is an economy? List the factors of production. Explain the concept of scarcity. Discuss how traditional, market, command, and mixed economies answer the 3 basic economic questions. What are the goals of a healthy economy? What are the key phases of the business cycle?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 3: Political and Economic Analysis	Days 23 (45 minutes)
<b>Instructional Activities:</b> Complete a graphic organizer on the business cycle.  3.1 After You Read #1-4 on page 59 3.2 After You Read #1-5 on page 67	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> Why is economics important in the field of Marketing? What is an economy? List the factors of production. Explain the concept of scarcity. Discuss how traditional, market, command, and mixed economies answer the 3 basic economic questions. What are the goals of a healthy economy? What are the key phases of the business cycle?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 3: Political and Economic Analysis	Days 24 (45 minutes)
<b>Instructional Activities:</b> Complete a graphic organizer on the business cycle.  3.1 After You Read #1-4 on page 59 3.2 After You Read #1-5 on page 67	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> Why is economics important in the field of Marketing? What is an economy? List the factors of production. Explain the concept of scarcity. Discuss how traditional, market, command, and mixed economies answer the 3 basic economic questions. What are the goals of a healthy economy? What are the key phases of the business cycle?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4.1: International Trade	Days 25 (45 minutes)
<b>Instructional Activities:</b> Complete Ch 4.1 outline handout while reading the chapter	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> Why is economics important in the field of Marketing? What is an economy? List the factors of production. Explain the concept of scarcity. Discuss how traditional, market, command, and mixed economies answer the 3 basic economic questions. What are the goals of a healthy economy? What are the key phases of the business cycle?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4.1: International Trade	Days 26 (45 minutes)
<b>Instructional Activities:</b> Discuss the interdependence of nations due to international trade and the benefits of international trade. Discuss the three common trade barriers and common trade agreements.	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> How does the interdependence of nations affect international trade? What are the three trade barriers and significant trade agreements and alliances?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4.2: The Global Marketplace	Days 27-28 (90 minutes)
<b>Instructional Activities:</b> Discuss and take notes on the factors that must be considered before doing international business and the global marketing strategies.	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> What role does e-commerce play in marketing goods and services internationally? What political, economic, sociocultural, and technological factors affect international business? Discuss global marketing strategies.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4: Global Analysis	Days 29 (45 minutes)
<b>Instructional Activities:</b> Chapter 4 Worksheet Begin Ch 3-4 test review	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> What role does e-commerce play in marketing goods and services internationally? What political, economic, sociocultural, and technological factors affect international business? Discuss global marketing strategies. Utilize the Internet to research international business etiquette in a foreign country.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4: Global Analysis	Days 30 (45 minutes)
<b>Instructional Activities:</b> Ch 3-4 test review	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> What role does e-commerce play in marketing goods and services internationally? What political, economic, sociocultural, and technological factors affect international business? Discuss global marketing strategies.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4: Global Analysis	Days 31 (45 minutes)
<b>Instructional Activities:</b> Ch 3-4 test	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> What role does e-commerce play in marketing goods and services internationally? What political, economic, sociocultural, and technological factors affect international business? Discuss global marketing strategies.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 4: International Business Research and Presentation	Days 32-42 (495 minutes)
<b>Instructional Activities:</b> Work on International Business project and present to the class.	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> After analyzing a foreign country, do you think it would be beneficial to expand business operations to this country?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Presentation, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> McDonald's film study	Days 43 (45 minutes)
<b>Instructional Activities:</b> Watch the McDonald's video and analyze how they operate internationally.	
<b>CTE Content Standard:</b> ACOS 5	
<b>Essential Question:</b> What approach does McDonald's take when entering into a foreign country?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5: The Free Enterprise System	Days 44 (45 minutes)
<b>Instructional Activities:</b> Complete the Ch 5 outline handout while reading the chapter.	
<b>CTE Content Standard:</b> ACOS 1, 5	
<b>Essential Question:</b> <p>Explain the characteristics of a free enterprise system</p> <p>Distinguish between price and nonprice competition</p> <p>Explain the theory of supply and demand</p> <p>Compare for-profit and nonprofit organizations</p> <p>Distinguish between the public and private sectors</p> <p>List the types of businesses in the industrial market</p>	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5: The Free Enterprise System	Days 45 (45 minutes)
<b>Instructional Activities:</b> Discuss the basic principles of the free enterprise system and the various classifications of businesses.	
<b>CTE Content Standard:</b> ACOS 1, 5	
<b>Essential Question:</b> Explain the characteristics of a free enterprise system Distinguish between price and nonprice competition Explain the theory of supply and demand Compare for-profit and nonprofit organizations Distinguish between the public and private sectors List the types of businesses in the industrial market	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5: The Free Enterprise System	Days 46 (45 minutes)
<b>Instructional Activities:</b> Complete discussion of the basic principles of the free enterprise system and the various classifications of businesses.  Chapter 5 business classifications activity	
<b>CTE Content Standard:</b> ACOS 1, 5	
<b>Essential Question:</b> Explain the characteristics of a free enterprise system Distinguish between price and nonprice competition Explain the theory of supply and demand Compare for-profit and nonprofit organizations Distinguish between the public and private sectors List the types of businesses in the industrial market	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5: The Free Enterprise System	Days 47 (45 minutes)
<b>Instructional Activities:</b> Chapter 5 worksheet	
<b>CTE Content Standard:</b> ACOS 1, 5	
<b>Essential Question:</b> <p>Explain the characteristics of a free enterprise system</p> <p>Distinguish between price and nonprice competition</p> <p>Explain the theory of supply and demand</p> <p>Compare for-profit and nonprofit organizations</p> <p>Distinguish between the public and private sectors</p> <p>List the types of businesses in the industrial market</p>	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6.1: The Government and Laws in Business and Society	Days 48 (45 minutes)
<b>Instructional Activities:</b> Discuss and take notes on the government's role in our economy.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> What roles does the government place in a free enterprise system? Identify federal regulatory agencies and laws that protect consumers, workers, investors, and the environment What impact does the government have on businesses?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6: OSHA	Days 49 (45 minutes)
<b>Instructional Activities:</b> Review the role of OSHA.  Go to <a href="http://www.osha.gov/SLTC/teenworkers/realstories.html">http://www.osha.gov/SLTC/teenworkers/realstories.html</a> and read about teen workplace accidents. Choose one to share with the class.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> What government organization is set in place to protect workers safety on the job?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6.2: Social Responsibility and Ethics	Days 50 (45 minutes)
<b>Instructional Activities:</b> Complete the graphic organizer of the concept of business and social responsibility.  Discuss and take notes on a business's social responsibilities and the concept of business ethics.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> Provide examples of the social responsibilities of businesses Explain the concept of business ethics Apply guidelines for ethical behavior	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6: The CPSC	Days 51 (45 minutes)
<b>Instructional Activities:</b> Review the role of the Consumer Product Safety Commission.  Go to <a href="http://www.cpsc.gov">www.cpsc.gov</a> and research recalled products. Create a flyer for consumers showing important product details.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> What government organization is set in place to protect consumers from unsafe products?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6: Workplace Discrimination	Days 52 (45 minutes)
<b>Instructional Activities:</b> Discuss and take notes on discrimination laws in the U.S.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> Identify federal laws that protect workers from discrimination.	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6: The EEOC	Day 53 (45 minutes)
<b>Instructional Activities:</b> Review the role of the Equal Employment Opportunity Commission.  Go to <a href="http://www.eeoc.gov/youth/cases.html">http://www.eeoc.gov/youth/cases.html</a> and review real cases of teen workplace discrimination.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> What government organization is set in place to protect consumers from unsafe products?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 6: Ethics Case Studies	Days 54 (45 minutes)
<b>Instructional Activities:</b> Read ethics case studies and answer questions about the text.	
<b>CTE Content Standard:</b> ACOS 2	
<b>Essential Question:</b> Why do you think it is a good idea for companies and employees to be civic-minded and ethical?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5-6 Test Review	Days 55 (45 minutes)
<b>Instructional Activities:</b> Ch 5-6 Study Guide	
<b>CTE Content Standard:</b> ACOS 1, 2, 5	
<b>Essential Question:</b> Why do you think it is a good idea for companies and employees to be civic-minded and ethical?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5-6 Test Review Game	Days 56 (45 minutes)
<b>Instructional Activities:</b> Ch 5-6 test review game	
<b>CTE Content Standard:</b> ACOS 1, 2, 5	
<b>Essential Question:</b> Why do you think it is a good idea for companies and employees to be civic-minded and ethical?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 5-6 Test	Days 57 (45 minutes)
<b>Instructional Activities:</b> Ch 5-6 test	
<b>CTE Content Standard:</b> ACOS 1, 2, 5	
<b>Essential Question:</b> Why do you think it is a good idea for companies and employees to be civic-minded and ethical?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> Chapter handouts, written test, note-taking, teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Sexual Harassment video	Days 58 (45 minutes)
<b>Instructional Activities:</b> Watch the video on teen sexual harassment in the workplace.	
<b>CTE Content Standard:</b> ACOS 1, 2, 5	
<b>Essential Question:</b> How can teenagers protect themselves from sexual harassment in the workplace?	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 8: Communication Skills	Days 59 (45 minutes)
<b>Instructional Activities:</b> Read and discuss chapter 8 while completing the outline PowerPoint.	
<b>CTE Content Standard:</b> ACOS 11, 12, 13	
<b>Essential Question:</b> What is effective verbal & nonverbal communication? What is the role of listening in communication? Why is awareness of cultural differences important? Define reading for meaning Explain how to organize and present your ideas Demonstrate professional telephone communication skills Explain how to write effective business letters and persuasive messages	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 8: Communication Skills	Days 60 (45 minutes)
<b>Instructional Activities:</b> Read and discuss chapter 8 while completing the outline PowerPoint.  Practice listening skills by listening to the business podcast at <a href="http://personallifemedia.com/podcasts/481-business-success-tips">http://personallifemedia.com/podcasts/481-business-success-tips</a> . Take podcast quiz.	
<b>CTE Content Standard:</b> ACOS 11, 12, 13	
<b>Essential Question:</b> What is effective verbal & nonverbal communication? What is the role of listening in communication? Why is awareness of cultural differences important? Define reading for meaning Explain how to organize and present your ideas Demonstrate professional telephone communication skills Explain how to write effective business letters and persuasive messages	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	

<b>Course Title: Marketing Principles</b>	
<b>Lesson Title/Overview:</b> Chapter 8: Communication Skills	Days 61 (45 minutes)
<b>Instructional Activities:</b> Review how to format a business letter. Write a customer letter.	
<b>CTE Content Standard:</b> ACOS 11, 12, 13	
<b>Essential Question:</b> What is effective verbal & nonverbal communication? What is the role of listening in communication? Why is awareness of cultural differences important? Define reading for meaning Explain how to organize and present your ideas Demonstrate professional telephone communication skills Explain how to write effective business letters and persuasive messages	
<b>Material/Equip/Tech Resources:</b> Marketing Principles text, Computer, Projector, Smartboard	
<b>Assessment/Strategies:</b> teacher observation	
<b>Course/Program Credentials:</b> Microsoft Office Specialist (MOS)	
<b>CTSO Activity:</b> DECA is an integral part of this course. Students have the opportunity to participate in various community service projects, competition, fundraising, and workshops/conferences.	
<i>Accommodations and/or remediation for students with individualized Educational Plans (IEP's) or Personalized Education Plans (PEP's or 504's) will be followed. CTIP's are located in secure student folders.</i>	