



*Department of Teaching & Learning*  
*Parent/Student Course Information*

*Advanced Marketing & Entrepreneurship at Town Center and*  
*Advanced Marketing & Entrepreneurship at Town Center Co-Op*

*(ME8242 & ME8243)*

*One Year, One Credit*

*Grades 10, 11 or 12*

*Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.*

**COURSE DESCRIPTION**

Students who have successfully completed Marketing & Entrepreneurship (or another general marketing course) will advance to the hands-on learning activities that support managing and owning your own business. Topics of study include entrepreneurship, management and supervision, human resources, pricing strategies, writing a business plan, staff training and development, event planning and promotion and leadership. In the first semester, these students open a small business, interact with vendors, schedule staff, and execute a successful venture! In the spring semester, students are bound for New York City for a field study that includes business appointments and tours. Students prepare for the National Retail Federation Sales and Service Certification. The class meets daily at Pembroke Mall/Town Center, and students are responsible for their own transportation.

**CERTIFICATION**

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam, the Business of Retail Operations: Operations and Profit exam, or the National Certiport Entrepreneurship and Small Business certification exam for student-selected verified credit.

**COOPERATIVE EDUCATION (CO-OP)**

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

**STUDENT ORGANIZATION**

DECA-An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state, and national competitive events.

## **PREREQUISITE**

Marketing & Entrepreneurship at Town Center

## **OPTIONS FOR NEXT COURSE**

None

## **REQUIRED STUDENT TEXTBOOK**

*Marketing Essentials 2016*

*Entrepreneurship: Building a Business 2016*

## **COMPETENCIES FOR ADVANCED MARKETING & ENTREPRENEURSHIP**

### **Demonstrating Personal Qualities and Abilities**

- 1 Demonstrate creativity and innovation.
- 2 Demonstrate critical thinking and problem solving.
- 3 Demonstrate initiative and self-direction.
- 4 Demonstrate integrity.
- 5 Demonstrate work ethic.

### **Demonstrating Interpersonal Skills**

- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate listening and speaking skills.
- 8 Demonstrate respect for diversity.
- 9 Demonstrate customer service skills.
- 10 Collaborate with team members.

### **Demonstrating Professional Competencies**

- 11 Demonstrate big-picture thinking.
- 12 Demonstrate career-and-life management skills.
- 13 Demonstrate continuous learning and adaptability.
- 14 Manage time and resources.
- 15 Demonstrate information-literacy skills.
- 16 Demonstrate an understanding of information security.
- 17 Maintain working knowledge of current information-technology (IT) systems.
- 18 Demonstrate proficiency with technologies, tools, and machines common to a specific occupation.
- 19 Apply mathematical skills to job-specific tasks.
- 20 Demonstrate professionalism.
- 21 Demonstrate reading and writing skills.
- 22 Demonstrate workplace safety.

### **Examining All Aspects of an Industry**

- 23 Examine aspects of planning within an industry/organization.
- 24 Examine aspects of management within an industry/organization.
- 25 Examine aspects of financial responsibility within an industry/organization.
- 26 Examine technical and production skills required of workers within an industry/organization.
- 27 Examine principles of technology that underlie an industry/organization.
- 28 Examine labor issues related to an industry/organization.
- 29 Examine community issues related to an industry/organization.
- 30 Examine health, safety and environmental issues related to an industry/organization.

### **Addressing Elements of Student Life**

- 31 Identify the purposes and goals of the student organization.
- 32 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 33 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 34 Identify Internet safety issues and procedures for complying with acceptable use standards.

### **Examining Marketing and Business**

- 35 Examine current events and trends that impact marketing.
- 36 Analyze the impact of marketing trends on a selected business or product.
- 37 Describe the impact of environmental issues on marketing.
- 38 Explain elements of ethical decision making.
- 39 Identify unfair business practices.

### **Communicating in the Workplace**

- 40 Report information/data in a written document.
- 41 Report information/data in an oral presentation accompanied by visual presentation software or printed aides.
- 42 Demonstrate examples of professional verbal/nonverbal communication skills.

### **Developing Professionalism in the Workplace**

- 43 Apply time-management strategies.
- 44 Identify the steps in negotiation and their use in the workplace.
- 45 Identify the characteristics of leaders.
- 46 Identify the importance of continuing professional development activities for all employees.

### **Understanding Entrepreneurship**

- 47 Explain the concept of entrepreneurship.
- 48 Describe the need for entrepreneurial innovation.

### **Understanding Economics**

- 49 Explain the effects of economic change on business and employment.
- 50 Analyze the role of government in business and the economy
- 51 Describe the impact of global marketing on businesses in America.
- 52 Describe the phases of the business cycle.
- 53 Explain productivity and its effects on individual businesses and the economy as a whole.

### **Developing Management Skills**

- 54 Describe the functions and levels of management.
- 55 Explain the process of hiring, orienting, and training employees.
- 56 Identify strategies for motivating employees.
- 57 Explain appropriate methods of communicating with employees.
- 58 Explain the importance of managing a diverse workforce.
- 59 Explain the process of handling employee complaints.
- 60 Explain the process of remedial action.
- 61 Outline a procedure for conducting an employee evaluation.
- 62 Describe legal aspects of personnel management.
- 63 Apply decision-making skills to management situations.
- 64 Describe challenges of managing a global business.
- 65 Explain the roles of financial statements and their importance in decision making.

- 66 Interpret financial statements.
- 67 Explain the nature and importance of a budget.
- 68 Create a marketing budget, using a spreadsheet/template.

### **Managing Marketing Information**

- 69 Explain the nature of sales forecasts.
- 70 Conduct research using search engines and keywords.
- 71 Use trade journals, periodicals, and electronic resources for research and professional development.
- 72 Conduct research using search engines and keywords.
- 73 Prepare a marketing research report.
- 74 Present marketing research findings and recommendations.

### **Developing Product/Service Planning Skills**

- 75 Analyze the life cycle of an existing product or service.
- 76 Analyze a product line and a brand extension, using case studies.
- 77 Create a product extension for an existing product.

### **Understanding Product/Service Positioning**

- 78 Describe the competitive positioning of an existing product or service.
- 79 Conduct a SWOT analysis to analyze the effects of competition on the selected product/service.
- 80 Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product or service.

### **Examining Channel Management**

- 81 Explain the inventory handling process.
- 82 Explain inventory control systems.
- 83 Compare common shipping and storing methods.
- 84 Trace the channels of distribution for a selected product and service.

### **Pricing Products and Services**

- 85 Identify the psychological effects of pricing.
- 86 Explain the impact of price on profitability.
- 87 Explain the concept of markup/markdown and how it relates to profit and loss.
- 88 Apply formulas for pricing to calculate markup and markdown.
- 89 Calculate break-even point in units and dollars.
- 90 Calculate gross and net profit.
- 91 Explain how pricing is determined in not-for-profit organizations.
- 92 Describe the roles of laws and ethics in pricing.

### **Applying the Promotional Mix**

- 93 Identify internal and external methods of promoting sales for a selected product or service.
- 94 Identify communications channels to reinforce company image and support financial investment.
- 95 Develop a promotional plan or campaign for a business-to-business or consumer product or service.
- 96 Explain strategies for developing media outreach and relations.
- 97 Identify types of social media that can be used to promote a business or products.
- 98 Create a plan for introducing social media promotion.

### **Purchasing Products and Services**

- 99 Explain the role of a merchandising plan in the purchasing of products and services.
- 100 Explain the elements of a merchandising plan.
- 101 Compare merchandising strategies of two stores with similar products and different target markets.

102 Analyze forms used in purchasing.

### **Implementing Risk Management**

103 Develop strategies for reducing shrinkage both from internal and external sources.

104 Explain the importance of copyright, registered service mark, registered trademarks, and brand name protection.

105 Describe legal aspects of marketing management.

### **Selling Products and Services**

106 Use buying motives of businesses as bases for sales presentations.

107 Analyze methods used in developing long-term sales relationships.

108 Explain key factors in building and retaining a clientele.

109 Explain the uses of a prospect list.

110 Analyze innovative customer service through the use of case studies.

### **Examining Financing**

111 Identify the legal considerations in granting credit.

112 Identify the benefits and costs of granting credit.

113 Explain cost analysis.

### **Preparing for Business Operations**

114 Analyze the components of a marketing plan.

115 Develop a marketing plan for a selected product or service.

116 Analyze the component of a business plan

117 Develop a business plan

### **Developing a Career**

118 Research career trends and opportunities in marketing.

119 Prepare a career development plan.

120 Explore postsecondary training and educational opportunities.

121 Update an electronic résumé.

122 Update a cover letter.

123 Tailor interview techniques to a variety of companies.

124 Describe the role of professional/trade organizations in career development.

125 Demonstrate networking skills for professional development.

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For further information, please call (757) 263-1070.

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