

**Florida Department of Education
Curriculum Framework**

Program Title: Marketing, Management and Entrepreneurial Principles
Program Type: Career Preparatory
Career Cluster: Marketing, Sales and Service

Secondary – Career Preparatory

Program Number	9200500
CIP Number	0252140103
Grade Level	9-12, 30, 31
Standard Length	4 credits
Teacher Certification	Refer to the Program Structure section.
CTSO	DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 11-2021 – Marketing Managers 11-1021 – General and Operations Managers
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.shtml

Purpose

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction consisting of three occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

			Teacher Certification				
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8827130	**	**	**	**	**	**	**	**	**	**	**
8812000	**	**	**	**	**	**	**	**	**	**	**

** Alignment pending review

Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8827120	#	#	#	15/46 33%	15/45 33%	16/45 36%	16/45 36%
8827130	#	#	#	12/46 26%	12/45 27%	16/45 36%	16/45 36%
8812000	23/67 34%	20/75 27%	16/54 30%	13/46 28%	13/45 29%	13/45 29%	13/45 29%

** Alignment pending review

Alignment attempted, but no correlation to academic course

Florida State Standards for Technical Subjects

Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.

Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program. To access these standards, please click on the following link: <http://www.fldoe.org/core/fileparse.php/5652/urllt/FloridaStandardsTechSubjects.rtf>.

Florida Standards for English Language Development (ELD)

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills. To access an ELL supporting document which delineates performance definitions and descriptors, please click on the following link: <http://www.cpalms.org/uploads/docs/standards/eld/SI.pdf>.

For additional information on the development and implementation of the ELD standards, please contact the Bureau of Student Achievement through Language Acquisition at sala@fldoe.org.

Common Career Technical Core – Career Ready Practices

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Apply economic principles to marketing.
- 20.0 Apply product and service technology.
- 21.0 Demonstrate merchandising skills appropriate for marketing.
- 22.0 Implement marketing operational techniques.
- 23.0 Demonstrate proficiency in applying higher level mathematical skills specific to marketing.
- 24.0 Apply promotional planning techniques and procedures to product marketing.
- 25.0 Apply Entrepreneurship concepts to marketing.
- 26.0 Apply marketing management principles to a business.
- 27.0 Analyze global trends in marketing.
- 28.0 Demonstrate applications of technology to marketing.
- 29.0 Apply a career plan to marketing.
- 30.0 Analyze changing role of entrepreneurship in the global marketplace.
- 31.0 Compare and contrast management theories.
- 32.0 Explain role of management in operation of an enterprise.
- 33.0 List components of a business plan and explain how such a plan contributes to the success of a small business.
- 34.0 Prepare an introduction for a business plan.
- 35.0 Prepare a self-analysis.
- 36.0 Prepare an analysis of the trading area.
- 37.0 Prepare a market segment analysis.
- 38.0 Prepare an analysis of potential location.

- 39.0 Prepare a description of proposed organization.
- 40.0 Prepare a description of proposed product(s)/service(s).
- 41.0 Prepare a proposed pricing policy.
- 42.0 Prepare a marketing strategy.
- 43.0 Develop a financial plan for a small business.
- 44.0 Demonstrate uses of marketing-related software.
- 45.0 Apply a career plan to entrepreneurship.

**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Essentials
Course Number: 8827110
Course Credit: 1

Course Description:

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts

NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds, genders, disabilities, and ages.	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.02 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player, adaptability, empathy).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.03 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability, and perseverance.)	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS. 1112.W.1.1, LAFS. 910.W.3.7, LAFS. 1112.W.3.7, LAFS910.SL.2.6, LAFS. 1112.SL.2.4	
01.05 Demonstrate self-management, initiative, and multitasking.		
01.06 Explain the concepts of self-knowledge, self-esteem, and self-image.		

01.07	Demonstrate professional behavior, etiquette and acceptance of feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
01.08	Demonstrate respect for the opinions, cultural diversity, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
01.09	Set personal and career goals and develop a plan of action to achieve those goals, including searching and applying for jobs.		
01.10	Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
02.02	Demonstrate the ability to communicate effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.03	Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS. 1112.L.1.1	
02.04	Prepare and deliver a business-related presentation.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.05	Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
02.06	Describe positive customer relations, including conflict and dispute resolution.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.07	Interpret business policies to customers/clients.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.08	Discuss the importance of providing clear directions, descriptions, and explanations.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
02.09	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.10	Identify and explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.	LAFS.910.W.3.8 LAFS.1112.W.3.8	

03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
03.02	Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, credit on delivery (COD), returns, gift certificates, invoices, and automatic fee withdrawals).		
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	
03.04	Demonstrate ability to make change correctly.	LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.		
03.06	Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
03.07	Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.	MAFS.912.S-IC.2.6	
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.		
04.0	Identify economic principles – the student will be able to:		
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
04.02	Explain the concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.03	Explain the concept of economic resources and the scarcity of resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.04	Explain the concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.05	Explain the concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

04.06 Identify, compare, and contrast major types of economic systems.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.07 Explain the relationship between government and business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.08 Explain the concept of free enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.09 Explain the concept of price and its role in profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.10 Explain the concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.11 Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.12 Explain the concept of productivity and the factors of production needed to produce goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.13 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.0 Identify marketing and business fundamentals – the student will be able to:	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.01 Define marketing and its benefits.		
05.02 Explain the purpose and scope of marketing in a free enterprise system.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.03 Identify and explain each marketing function.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

05.04 Explain how each component of the marketing mix contributes to marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.05 Compare and contrast consumer and industrial markets.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.07 Describe how marketers use knowledge of the market to sell products.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
05.08 Discuss major fields of business activity (such as manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8 MAFS.912.S-IC.2.3	
05.09 Explain marketing strategies and marketing concepts.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.10 Differentiate between mass marketing and market segmentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.11 Explain the importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.12 Explain the nature and evolution of channel management (distribution).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.15	Define and analyze a target market as it applies to product development, promotion and channel management (distribution).	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.16	Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.17	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	
05.18	Identify the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.19	Identify the advantages and disadvantages of different types of business ownership (including a private corporation, sole proprietorship, partnership, limited liability corporation (LLC) and shareholder corporation).		
06.0	Identify effective selling techniques and procedures – the student will be able to:	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.02	Identify qualities of a professional sales associate and the responsibilities of sales management.		
06.03	Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.04	Handle different customer types and analyze how customers make buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	LAFS.910.W.3.8 LAFS.1112.W.3.8	

06.06 Describe the importance of analyzing sales trends and the use of current technologies.		
06.07 Analyze the use of websites, social media, email, and customer loyalty programs to establish and maintain a customer database.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Applications
Course Number: 8827120
Course Credit: 1

Course Description:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the Internet in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: FS-M and NGSSS-Sci.

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.0 Select a marketing industry for career planning – the student will be able to:		
07.01 Identify current employment opportunities in marketing-related fields.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.02 Identify sources of information for career planning.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.04 Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.05 Identify the advantages and disadvantages of a particular career in marketing.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.06 Complete self-assessments and an analysis of lifestyle goals and career aspirations.		
07.07 Develop an individualized education and career plan related to a major marketing field, including the development of a resume.		
07.08 Write a job description for a selected marketing occupation.	LAFS.910.W.1.2 LAFS.1112.W.1.2 LAFS.910.W.2.4-5 LAFS.1112.W.2.4-5	

08.0	Demonstrate applications of channel management (distribution) for the selected marketing industry – the student will be able to:		
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.02	Explain the concepts of physical channel management (distribution) and transportation systems related to the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.03	Identify and analyze appropriate transportation services for the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.04	Develop appropriate plans utilizing channel management for the specific industry.	LAFS.910.2.2.4 LAFS.1112.W.2.4	
08.05	Explain the relationship between customer service and distribution.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
09.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:		
09.01	Explain the financial concepts used in making business decisions.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.02	Explain the concept of financial administration.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.03	Explain the difference between income (credit) and expense (debit).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.04	Identify various types of credit policies and procedures.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.05	Explain the purposes and importance of credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.06	Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.07	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
09.08	Analyze industry concepts of price, profit, competition, and productivity.		

10.0	Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:		
10.01	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.111W.2.1.1-2	
10.02	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.03	Explain product and service quality as applicable to grades and industry standards.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.1112.W.1.1-2	
10.04	Discuss product-liability risks.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
10.05	Explain warranties and guarantees.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.06	Develop a product/service plan.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.07	Describe factors used by marketers to position products/business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.08	Identify the stages and impact of product life cycle.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.0	Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:		
11.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.02	Explain the process of marketing information management.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	

11.03	Explain the nature and scope of marketing operations.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
11.05	Identify procedures for the use of technology to gather information.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
11.06	Utilize appropriate marketing information management forms.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
12.0	Demonstrate pricing applications for the selected marketing industry – the student will be able to:		
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.02	Explain pricing objectives, policies, and strategies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.03	Explain price-marking techniques.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.04	Explain procedures for changing prices.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.05	Demonstrate decision-making skills required for determining pricing relative to the competition.		
12.06	Demonstrate problem-solving skills required when considering profit and price.		
13.0	Demonstrate promotion applications for the selected marketing industry – the student will be able to:		
13.01	Explain the concepts and strategies needed to communicate information about products, services, branding, and/or ideas to achieve a desired outcome.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

13.02	Identify types of promotion used in the industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
13.03	Discuss the importance of advertising media and the role of digital and social media in advertising.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.04	Explain the purposes and elements of advertising and display.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
13.05	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
13.06	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.		
13.07	Write a promotional message to appeal to a target market.		
13.08	Develop a sales promotion plan for a marketing organization.	LAFS.910.W.1.2-3 LAFS.1112.W.1.2-3	
13.09	Demonstrate public relations techniques as used in the marketing industry.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.10	Evaluate effective website designs.		
14.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:		
14.01	Explain different types of purchasing situations.		
14.02	Demonstrate techniques used to obtain the best terms when negotiating a purchase.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.01	Explain the nature and scope of risk management.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.02	Identify various types of business risks.		
15.03	Describe ways businesses can manage risks, including purchasing insurance.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

16.0	Demonstrate applications of selling for the selected marketing industry – the student will be able to:	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.01	Explain the purpose and goal of the selling function and how it relates to the marketing concept.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
16.02	Explain the steps in a sale and how to handle objections.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
16.03	Create a sales presentation using presentation software.		
17.0	Demonstrate an understanding of entrepreneurship – the student will be able to:	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.01	Define <i>entrepreneurship</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.02	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.03	Discuss the role of the entrepreneur/ small business in the domestic and global economy.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
17.04	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.05	Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.06	Analyze current entrepreneurial trends in the marketplace.		
17.07	Discuss the importance of ethics in business.	LAFS.RI.1.1-2, LAFS. 910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.08	Identify the strategies and methods for generating a business plan.		
17.09	Identify the types and sources of government regulations and taxation that may affect a business.		
17.10	Describe the advantages and risks of entrepreneurship.		
18.0	Identify the uses of technology in marketing – the student will be able to:		
18.01	Explain the importance and uses of computers and the Internet in marketing.		
18.02	Utilize computer software (word processing and spreadsheets) to create a career/industry-related document.	LAFS.910.W.3.7, LAFS. 1112.W.3.7	
18.03	Identify technology appropriate for marketing functions and practices related to a selected marketing career field.		

18.04 Select and use a variety of electronic media (e.g., the Internet, information services, and desktop-publishing software programs) to create, revise, and verify information.		
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**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Management
Course Number: 8827130
Course Credit: 1

Course Description:

This course provides instruction for career-sustaining level of employment in the industry. The content includes applied skills related to marketing functions, employment skills required for success in marketing, and career planning as related to a marketing industry.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: NGSSS-Sci.

19.0	Apply economic principles to marketing – the student will be able to:	
19.01	Explain economic trends related to marketing.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2
19.02	Explain role of the profit motive in the marketing of products.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2
19.03	Explain role of marketing in a free enterprise system.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2
19.04	Apply economic concepts to marketing; include pricing, risk, productivity, competition, and cycles.	
20.0	Apply product and service technology – the student will be able to:	
20.01	Demonstrate appropriate techniques and terminology for selling.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6
20.02	Demonstrate principles in the marketing of products.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6
20.03	Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.	LAFS.910.SL.1.1, LAFS.1112.SL1.1
20.04	Identify past, present, and future marketing products, styles, and services.	LAFS.910.W.3.7-8, LAFS.W.3.7-8

21.0	Demonstrate merchandising skills appropriate for marketing – the student will be able to:		
21.01	Identify and explain basic stock-keeping techniques (e.g., sorting by color, size, classification) and the maintenance of merchandise fixtures.		
21.02	Explain initiatives in maintaining stock (e.g., rehangng merchandise, studying hang tags, restocking merchandise).		
21.03	Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.		
21.04	Demonstrate techniques to perform a merchandise inventory and receiving and checking of merchandise.		
21.05	Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements, types of displays, patterns of arrangement, color principles, and appropriate displays for specific types of merchandise.		
21.06	Plan a promotional campaign for a product or line; include types of media, promotional mix, and evaluation of effectiveness.	LAFS.910.SL.2.4-6, LAFS.910.W.3.7-9 LAFS.1112.SL.2.4-6, LAFS.1112.W.3.7-9	
21.07	Create a floor plan/ planogram.		
22.0	Implement marketing operational techniques – the student will be able to:		
22.01	Define and explain accident prevention techniques in work situations.		
22.02	Identify techniques to prevent security issues; include correct procedures for recognizing and monitoring potential shoplifters.		
22.03	Identify procedures relative to the employee’s role in preventing internal losses.		
22.04	Identify guidelines that address concerns and issues related to the operation of a business; include safety practices.	LAFS.910.W.2.4, LAFS.1112.W.2.4	
22.05	Understand the process of new employee orientation.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	
23.0	Demonstrate proficiency in applying higher level mathematical skills specific to marketing – the student will be able to:		
23.01	Apply standard industry formulas to determine markup and markdown on merchandise or services.		
23.02	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
23.03	Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.		
23.04	Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.		
23.05	Calculate sales productivity.		
23.06	Calculate sales per hour.		
23.07	Calculate average items and average dollars per transaction.		

24.0	Apply promotional planning techniques and procedures to product/ service marketing – the student will be able to:		
24.01	Analyze role of promotion in marketing and merchandising.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
24.02	Develop a promotion plan for a given product/ service or event.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.W.1.1, LAFS.1112.W.1.1	
24.03	Develop a promotional mix for a product/ service.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	
24.04	Identify the market(s) for the promotional plan.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
24.05	Prepare a promotional calendar of events.	LAFS.910.W.2.4, LAFS.1112.W.2.4	
24.06	Prepare a written advertisement layout.	LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
24.07	Select and evaluate a variety of advertising media to carry the advertising message.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
24.08	Apply steps involved in planning and setting up displays.		
24.09	Identify factors to consider when evaluating completed displays.	LAFS.W.3.7, LAFS.1112.W.3.7	
24.10	Differentiate between promotional displays and institutional displays.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
24.11	Create strategies to be used for public relations.		
24.12	Establish promotion plan sales quotas and incentives.		
24.13	Evaluate the overall promotion plan.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
24.14	Develop a marketing plan.		
25.0	Apply entrepreneurial concepts to marketing – the student will be able to:		
25.01	Describe importance of entrepreneurship to related industries.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2	
25.02	Analyze advantages and disadvantages of business ownership.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2 LAFS.910.W.3.7-8, LAFS.1112.3.7-8	
25.03	Compare and contrast entrepreneurship and intrapreneurship.		

25.04	Discuss future prospects for entrepreneurship and intrapreneurship in marketing.	LAFS.910.SL.1.1, LAFS.910.W.3.7-8 LAFS.1112.SL.1.1, LAFS.1112.W.3.7-8	
25.05	Assess education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs.		
25.06	Assess personal potential to become an entrepreneur and/or intrapreneur.		
25.07	Develop a business plan.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6 LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
26.0	Apply marketing management principles to a business – the student will be able to do:		
26.01	Explain marketing management functions.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.02	Explain how a marketing manager manages people, ideas, time, money, and materials.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.03	Explain the different styles of management.		
26.04	Explain why effective communication is critical to the marketing manager.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.05	Apply the steps in the management problem-solving process.		
26.06	Demonstrate strategies the marketing manager can use to motivate employees.		
26.07	Evaluate how the marketing concept influences marketing.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
26.08	Examine the four phases of the business cycle (peak, contraction/unemployment, trough, expansion/inflation).		
27.0	Analyze global trends in marketing – the student will be able to:		
27.01	Compare and contrast global marketing trends in selected industries.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.02	Analyze impact of global marketing.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.03	Identify foreign markets and distributors.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.04	Analyze multicultural influences on global marketing trends.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	

27.05	Demonstrate methods of researching specific global markets.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.06	Discuss the role of the Internet in facilitating global marketing.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
28.0	Demonstrate applications of technology to marketing – the student will be able to:		
28.01	Demonstrate mastery of computers and technology currently used in marketing.		
28.02	Identify use of virtual means of communication.	LAFS.910.L.3.6, LAFS.1112.L.3.6 LAFS.910.SL.1.2, LAFS.1112.SL.1.2	
28.03	Demonstrate use of the computer and information networks in marketing.	LAFS.910.SL.1.2, LAFS.1112.SL.1.2	
29.0	Apply a career plan to marketing – the student will be able to:		
29.01	Develop a plan for pursuing a specific career in marketing; include training and educational requirements, required skills and abilities, and steps for reaching career goals in the chosen career.	LAFS.W.3.7-8, LAFS.910.W.1.2 LAFS.1112.W.3.7-8, LAFS.1112.W.1.2	
29.02	Identify competencies required for career-sustaining and mid-level management positions in a chosen marketing field.		
29.03	Demonstrate specific technology applications related to the student's marketing career plan.		
29.04	Develop forms of documentation for inclusion in a marketing career portfolio.	LAFS.910.SL.2.5, LAFS.1112.SL.2.5	

**Florida Department of Education
Student Performance Standards**

Course Title: Business Ownership
Course Number: 8812000
Course Credit: 1

Course Description:

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

Abbreviations:

FS-M/LA = Florida Standards for Math/Language Arts
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

Note: This course is pending alignment in the following categories: NGSSS-Sci.

30.0	Analyze changing role of entrepreneurship in the global marketplace – the student will be able to:	
30.01	Evaluate importance of entrepreneurship to the American economy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8
30.02	Analyze business trends created by changes in technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1
30.03	Summarize factors that have led to increased interdependence within the global marketplace.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2
30.04	Analyze the impact of international law on sales transactions.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8
31.0	Compare and contrast management theories – the student will be able to:	
31.01	Identify motivational theories that impact management (e.g., Maslow, Herzberg).	LAFS.910.W.3.7 LAFS.1112.W.3.7
31.02	Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.W.3.7 LAFS.1112.W.3.7
31.03	Discuss reward and punishment theories as they relate to the business setting.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1

31.04	Compare and contrast Theory X, Theory Y, and Theory Z.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
31.05	Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
32.0	Explain role of management in operation of an enterprise – the student will be able to:		
32.01	Evaluate possibility of and procedures for buying an existing business or franchise.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
32.02	Analyze and explain the functions of management.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.03	Prepare an organizational chart and explain its importance.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.04	Discuss various aspects of supervising employees.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
32.05	Interpret the term “control” and explain its importance in operating a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.06	Analyze the relationship between government (federal, state, and local) and small businesses.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
32.07	Provide examples of regulations that affect a small business.	LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	
32.08	Prepare calculations for various types of taxes levied on a small business.	MAFS.912.A-REI.2.3	
32.09	Compare sources of technical assistance for the small business owner.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
33.0	List components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:		
33.01	Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
33.02	Analyze importance of a business plan in developing a business idea and evaluating success.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
33.03	Select data/graphics, maps, and diagrams to be included in a business plan.	LAFS.910.W.3.8 LAFS.1112.W.3.8 MAFS.912.N-Q.1.1	
33.04	Utilize current technology for research and communication in developing a business plan.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
34.0	Prepare an introduction for a business plan – the student will be able to:		

34.01	Identify and describe the type of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
34.02	Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
34.03	Create a business philosophy stating how business is to be run and expected attitude toward customers, employees, and competitors.	LAFS.910.W.1.2 LAFS.1112.W.1.2	
34.04	Compose a description of product/service and advantages and benefits product/service will provide for customers.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
34.05	Substantiate why the business will be successful.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
35.0	Prepare a self-analysis – the student will be able to:		
35.01	Describe personal education, training, strengths, and weaknesses relevant to operation of the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.02	Outline personal development in the business field; include special licenses and/or skills.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.03	Describe personality traits and work habits relevant to operation of the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
36.0	Prepare an analysis of the trading area – the student will be able to:		
36.01	Analyze trading area with respect to geographic, demographic, and economic data.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	
36.02	Assess competition and effects of seasonal fluctuations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	

36.03	Analyze projected growth of trading area.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-ID.2.5	
37.0	Prepare a market segment analysis – the student will be able to:		
37.01	Analyze target market by geographical area, demographics, lifestyle, and product benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.S-IC.2.6	
37.02	Explain importance of market segmentation.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
37.03	Describe customer buying behavior related to the proposed business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
37.04	Profile potential customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.0	Prepare an analysis of potential location – the student will be able to:		
38.01	Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.02	Research cultural, financial, career and technical, age, and mobility characteristics of inhabitants of the potential location.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
38.03	Describe market trends affecting the potential location.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
38.04	Determine advantages and disadvantages of different types of business locations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.05	Determine steps involved in selecting a specific business site.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
39.0	Prepare a description of proposed organization – the student will be able to:		
39.01	Determine type of ownership best suited to the business situation.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
39.02	Identify steps in starting to form a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
39.03	Outline steps in hiring of employees.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
39.04	Prepare an organizational chart.		

39.05	Compose job descriptions of identified positions.	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
40.0	Prepare a description of proposed product(s)/service(s) – the student will be able to:		
40.01	Summarize details of product(s)/service(s) to be offered.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
40.02	Identify potential suppliers/manufacturers.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
40.03	Develop an inventory policy, if applicable.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	
40.04	Identify supplies necessary for operation of the business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
40.05	Compose and develop a customer profile.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
40.06	Evaluate importance of determining a product policy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
41.0	Prepare a proposed pricing policy – the student will be able to:		
41.01	Identify costs and proposed markups.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.1	
41.02	Explain relationship to competitors.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
41.03	Evaluate importance of determining a price line.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	
41.04	Describe profit margin.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	
41.05	Determine how to compute profit margin.	MAFS.912.A-CED.1.1	
41.06	Identify pricing incentive options.	LAFS.910.W.3.7 LAFS.1112.W.3.7 MAFS.912.N-Q.1.2	

41.07 Describe pricing strategy choices.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2 MAFS.912.N-Q.1.2	
41.08 Differentiate between <i>price</i> and <i>non-price competition</i> ; explain how firms engage in price and non-price competition.		
42.0 Prepare a marketing strategy – the student will be able to:		
42.01 Determine and describe appropriate store image.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
42.02 Select a promotional mix for the business.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
42.03 Establish promotional objectives for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
42.05 Develop an advertising plan identifying types and costs of media to be used.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.06 Develop a promotional plan including sales promotion.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.07 Develop ideas for obtaining publicity for the business.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
42.08 Write a press release.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.09 Plan a website for the business.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
42.10 Identify the role of customer service.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
43.0 Develop a financial plan for a small business – the student will be able to:		
43.01 Estimate dollar amount needed to open a business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
43.02 Compare available funding sources, identifying amount of personal financial commitment.		
43.03 Complete a loan application.		
43.04 Prepare a plan to repay borrowed funds or provide return on investment to equity funds.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	

43.05	Project monthly and annual business income for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.06	Estimate monthly and annual cash flow for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.07	Calculate sales volume required for first year of operation to be profitable.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.08	Prepare a statement of opening assets, liabilities, and net worth (balance sheet).	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.09	Prepare a cash flow projection for simulated business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.10	Prepare a five-year financial plan.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.11	Develop summary of key points for supporting financial requests.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
43.12	Explain how employer benefit programs create incentives/disincentives for people to save; explain how the employee's decision to save can depend on the alternatives offered by the employer.		
43.13	Explain the basic functions and characteristics of money; describe the composition of the money supply in the United States.		
43.14	Analyze the impact of capital investments on productivity and economic growth.		
43.15	Explain how employer benefit programs create incentives and disincentives for people to save; identify how an employee's decision to save relates to the alternatives offered by the employer.		
44.0	Demonstrate uses of marketing-related software – the student will be able to:		
44.01	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).		
44.02	Perform marketing spreadsheet data entry and output procedures.		
44.03	Analyze a marketing spreadsheet in a decision-making situation.	MAFS.912.A-SSE.1.1a	
44.04	Design and prepare an advertising brochure.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
44.05	Discuss the importance of e-mail, fax, and an online service to a small business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
45.0	Apply a career plan to entrepreneurship – the student will be able to:		
45.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, required skills and abilities, and steps for reaching career goals.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

45.02 Demonstrate specific technology applications related to a career plan.		
45.03 Develop forms of documentation for inclusion in a career portfolio.		

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Special Notes

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student. Access MyCareerShines by visiting: www.mycareershines.org.

Career and Technical Student Organization (CTSO)

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified

for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Additional Resources

For additional information regarding articulation agreements, Bright Futures Scholarships, Fine Arts/Practical Arts Credit and Equivalent Mathematics and Equally Rigorous Science Courses please refer to:

<http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml>