

EXPLORING BUSINESS & MARKETING

Standards

- Economic Principles-Explore basic economic principles, resources and their effect on business decisions.
- Business Management-explore how the connection between the structure of business ownership, ethics, intellectual property and leadership work together to manage resources and employees.
- Entrepreneurship Principles-Determine skills and characteristics of entrepreneurs and explore entrepreneurial opportunities.
- Marketing Principles-Define the marketing mix (product, price, place, promotion) and understand the concepts needed to market products to achieve a desired outcome.
- Accounting-Understand basic accounting concepts.
- Employability-Develop and demonstrate the skills to gain and keep employment.
- Stock Market- Understand basic principles of investing.

Performance Objectives

- Present to class about a company or a practice that is unethical/illegal.
- Develop a business venture to be used in an entrepreneurial simulation.
- Apply marketing principles learned by creating advertising media such as business cards, blogs, websites, billboards, posters, magazines, brochures, fliers, swag, etc.
- Prepare a budget for income and expenditure for a set period of time.
- Complete employment documents (resume and job application).
- Participate in mock interviews.
- Simulate buying and selling of stock.

