

CTE Marketing 1 and 2

- PS 1 Identify and demonstrate verbal and non-verbal listening skills and cultural differences in communication in the business world.
- PS 2 Demonstrate effective business communication skills in writing.
- PS 3 Name and identify and demonstrate interpersonal skills needed to foster teamwork in the business world.
- PS 4 Identify the differences between goods and service and consumer and industrial markets.
- PS 5 Apply the concepts of utility marketing mix and the marketing concept in business society.
- PS 6 Explain and demonstrate the concepts of target and market segmentation.
- PS 7 Identify the steps in the marketing plan and SWOT analysis.
- PS 8 Identify and explain the factors of production and four phases of the business cycle.
- PS 9 Explain the concepts of scarcity, supply, and demand and the economic systems.
- PS 10 Understand, explain, and demonstrate the 7 steps of selling in business activities.
- PS 11 Identify and demonstrate the various types of promotion.
- PS 12 Distinguish between public relations and publicity and a news release.
- PS 13 Create a window display and store layout using the techniques of visual merchandising.
- PS 14 Identify the different types of advertising media.
- PS 15 Demonstrate the concepts of print ads and components of social media.
- PS 16 Explain branding strategies and demonstrate these strategies in marketing.
- PS 17 Explain and identify the functions of labels and packaging used in the marketplace.
- PS 18 Students will analyze demonstrate and perform leadership skills prevalent in the workplace.
- PS 19 Increase employment potential in the workplace through career exploration and preparation.
- PS 20 Identify and demonstrate business ethics.
- PS 21 Develop a marketing vocabulary.
- PS 22 9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9–10 texts and topics.
- PS 23 9-10.RST.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.
- PS 24 9-10.WHST.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.
- PS 25 9-10.WHST.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation.