

CTE Marketing 3 and 4

- PS 1 Demonstrate effective business communication in written reports and presentations.
- PS 2 Determine the skills needed to start and manage a business.
- PS 3 Analyze the role of scarcity, supply, and demand and price elasticity in the economic process.
- PS 4 Analyze and demonstrate financial tools in budgeting and investing.
- PS 5 Differentiate cultural differences which may play a role in business communications.
- PS 6 Differentiate and coordinate the activities in the promotional mix.
- PS 7 Interpret and explain business ethics and technology in promotion.
- PS 8 Develop a marketing vocabulary.
- PS 9 Design and demonstrate marketing research and data collection used in marketing.
- PS 10 Explain the use of trade promotion including events and media.
- PS 11 Apply and analyze formulas used by business to determine effective market pricing strategies such as markups, discounts, net profit, and loss.
- PS 12 Professional Development and Leadership: Analyze and apply career, college, and professional leadership development in management including punctuality, collaboration, business attire, and complex responsibilities of a leader.
- PS 13 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 14 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 15 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 16 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.

Cross over credit PS for Senior Social Studies

- PS 17 Use inquiry based research.
- PS 18 Deliberate public issues.
- PS 19 Analyze and evaluate how individuals affect and are affected by the distribution of resources and sustainability.
- PS 20 Analyze the short-term and long-term implications of decisions affecting the global community.
- PS 21 Understand civic involvement.
- PS 22 Create a product that uses social studies content to support a thesis and present the product in an appropriate manner to a meaningful audience.