

**Florida Department of Education
Curriculum Framework**

Course Title: Exploration of Marketing Occupations
Course Type: Orientation/Exploratory
Career Cluster: Marketing, Sales & Service

Secondary – Middle School

Course Number	8800210
CIP Number	02089999EX
Grade Level	6-8
Course Length	Semester
Teacher Certification	Refer to the Course Structure section.
CTSO	DECA
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

The purpose of this program is to give students an opportunity to apply knowledge and skills related to the area of Marketing, Sales and Service. This program provides students with initial exposure to the skills and attitudes associated with a broad range of occupations relating to careers in marketing, including job requirements and tasks performed, and assists students in making informed decisions regarding their future academic and occupational goals.

Instruction provides opportunities for students to explore employment opportunities and requirements, job application procedures, tasks performed by workers, as well as leadership and human relations skills in sales and marketing occupations including those that retail or market products and services, and process/manage or distribute materials.

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

Course Structure

The length of this course is one semester. It may be offered for two semesters when appropriate. When offered for one semester, it is recommended that it be at the exploratory level and more in-depth when offered for two semesters.

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

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
8800210	Exploration of Marketing Occupations	BUS ED 1 MKTG 1 MKTG MGMT 7G	Semester

Standards

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

- 01.0 Identify the basic economic environment in marketing.
- 02.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter occupations related to product merchandising.
- 03.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations.
- 04.0 Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations.
- 05.0 Explain the impact of technology on marketing occupations.
- 06.0 Demonstrate computer literacy.
- 07.0 Develop individualized education and career plans related to marketing occupational goals.

**Florida Department of Education
Student Performance Standards**

Course Title: Exploration of Marketing Occupations
Course Number: 8800210
Course Length: Semester

Course Description:

Beginning with a broad overview of the Marketing, Sales and Service career cluster, students are introduced to the terminology, careers, history, required skills, and technologies associated with each pathway in the Marketing, Sales and Service career cluster. Additionally, they will be provided with opportunities to acquire and demonstrate beginning leadership skills and to participate in hands-on activities.

CTE Standards and Benchmarks	
01.0	Identify the basic economic environment in marketing. The student will be able to:
01.01	Explain private enterprise.
01.02	Explain profit motive.
01.03	Identify the relationships between people's wants and needs and marketing activities.
02.0	Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter occupations related to product merchandising and the online marketplace. The student will be able to:
02.01	Identify product merchandising related occupations (e.g., fashion, retailing, food marketing, home furnishings, sporting goods, parts marketing, specialty products, wholesaling, business ownership).
02.02	Identify the basic tasks performed by employees within each of the occupations.
02.03	Identify employment opportunities available in each of the occupations.
02.04	State the educational requirements to prepare a student for entry-level employment in occupations related to product merchandising.
02.05	Identify educational programs available in the state for advanced training in occupations related to product merchandising in secondary through postsecondary education.
03.0	Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations. The student will be able to:
03.01	Identify marketing services occupations (e.g., food service, hospitality, travel and tourism, finance, international marketing, insurance, real estate, entrepreneurship).
03.02	Identify the basic tasks performed by employees within each of the occupations.

CTE Standards and Benchmarks

03.03	Identify employment opportunities available for each of the occupations.
03.04	State the educational requirements to prepare students for entry-level employment in marketing services occupations.
03.05	Identify educational programs available in the state for advanced training in specific occupations related to marketing services in secondary through postsecondary education.
04.0	Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations. The student will be able to:
04.01	Identify the tasks involved in choosing a marketing occupation (self-inventory, interest survey, research, aptitude test batteries).
04.02	List the steps in applying for a job, including the aspects of online job searches.
04.03	Complete a sample job application form using digital apps.
04.04	Demonstrate the necessary communication skills involved in online, virtual/video conferences and in-person interviews.
04.05	Identify those characteristics that help people obtain, hold, and progress in marketing-related occupations (for example, digital citizenship, personal branding, and social media etiquette).
04.06	Develop an individual career plan including a four to six year plan for advanced training in a marketing career.
04.07	Use appropriate social media sites and online portfolios.
05.0	Explain the impact of technology on marketing occupations. The student will be able to:
05.01	Explain how technology, including interactive social media and video storytelling strategies, has changed the way retail businesses operate.
05.02	Explain how technology, including interactive social media and video storytelling strategies, has changed the way wholesale businesses operate.
05.03	Explain how technology, including interactive social media and video storytelling strategies, has changed the way product merchandising businesses operate.
05.04	Explain how technology, including interactive social media and video storytelling strategies, has changed the way marketing services businesses operate.
06.0	Demonstrate computer literacy. The student will be able to:
06.01	Define computer related terms (computer, data input, output, hardware, software, language, processing, memory, program, terminal, peripheral devices, keyboard characters, virtual reality, 3-dimensional devices).
06.02	Operate a computer using online platforms and applications.
06.03	Identify the advantages and disadvantages of the use of different computer formats and operating systems.
06.04	Describe some general uses of computers, smart phones and tablets.

CTE Standards and Benchmarks

06.05	Identify the safety precautions that must be observed in using computer equipment.
06.06	Explain some of the legal and ethical issues involved in using a computer and online/ social media.
06.07	Use the Internet to explore selected occupations.
07.0	Develop individualized education and career plans related to marketing occupational goals. The student will be able to:
07.01	Complete self-assessments and career analysis activities to determine potential success in marketing career fields.
07.02	Research a marketing-related career; identify employment opportunities and educational requirements for advancement.
07.03	Project the career level and earnings required to obtain a desired standard of living.
07.04	Utilize career information to develop an individualized career plan; include a plan to meet educational requirements.

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.

Florida Standards for English Language Development (ELD)

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

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations 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. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

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.