

**Florida Department of Education
Curriculum Framework**

Course Title: Introduction to Marketing, Sales and Service
Course Type: Orientation/Exploratory
Career Cluster: Marketing, Sales and Service

Secondary – Middle School

Course Number	9309350
CIP Number	149309350M
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 course is to assist students in making informed decisions regarding their future academic and occupational goals and to provide information regarding careers in the Marketing, Sales and Service career cluster. The content includes, but is not limited to, topics related to Marketing, Sales and Service. Instruction and learning activities are provided in a laboratory setting using hands-on experiences with the equipment, materials and technology appropriate to the course content and in accordance with current practices.

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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
9309350	Introduction to Marketing, Sales and Service	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 Demonstrate an understanding of the e-Marketing career pathway.
- 02.0 Demonstrate an understanding of the Professional Sales and Marketing career pathway.
- 03.0 Demonstrate an understanding of the Management and Entrepreneurship career pathway.
- 04.0 Demonstrate an understanding of the Distribution and Logistics career pathway.
- 05.0 Demonstrate an understanding of the Marketing Information Management and Research career pathway.
- 06.0 Demonstrate an understanding of the Marketing Communications and Promotion career pathway.
- 07.0 Demonstrate an understanding of the Buying and Merchandising career pathway.
- 08.0 Apply leadership and communication skills.
- 09.0 Describe how information technology is used in the Marketing, Sales and Service career cluster.
- 10.0 Use information technology tools.

**Florida Department of Education
Student Performance Standards**

Course Title: Introduction to Marketing, Sales and Service
Course Number: 9309350
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	Demonstrate an understanding of the e-Marketing career pathway. The student will be able to:
01.01	Define and use proper terminology associated with the e-Marketing career pathway.
01.02	Describe some of the careers available in the e-Marketing career pathway.
01.03	Identify common characteristics of the careers in the e-Marketing career pathway.
01.04	Research the history of the e-Marketing career pathway and describe how the associated careers have evolved and impacted society.
01.05	Identify skills required to successfully enter any career in the e-Marketing career pathway.
01.06	Describe technologies associated with careers in the e-Marketing career pathway.
02.0	Demonstrate an understanding of the Professional Sales and Marketing career pathway. The student will be able to:
02.01	Define and use proper terminology associated with the Professional Sales and Marketing career pathway.
02.02	Describe some of the careers available in the Professional Sales and Marketing career pathway.
02.03	Identify common characteristics of the careers in the Professional Sales and Marketing career pathway.
02.04	Research the history of the Professional Sales and Marketing career pathway and describe how the associated careers have evolved and impacted society.
02.05	Identify skills required to successfully enter any career in the Professional Sales and Marketing career pathway.
02.06	Describe technologies associated with careers in the Professional Sales and Marketing career pathway.

CTE Standards and Benchmarks

03.0	Demonstrate an understanding of the Management and Entrepreneurship career pathway. The student will be able to:
03.01	Define and use proper terminology associated with the Management and Entrepreneurship career pathway.
03.02	Describe some of the careers available in the Management and Entrepreneurship career pathway.
03.03	Identify common characteristics of the careers in the Management and Entrepreneurship career pathway.
03.04	Research the history of the Management and Entrepreneurship career pathway and describe how the associated careers have evolved and impacted society.
03.05	Identify skills required to successfully enter any career in the Management and Entrepreneurship career pathway.
03.06	Describe technologies associated with careers in the Management and Entrepreneurship career pathway.
04.0	Demonstrate an understanding of the Distribution and Logistics career pathway. The student will be able to:
04.01	Define and use proper terminology associated with the Distribution and Logistics career pathway.
04.02	Describe some of the careers available in the Distribution and Logistics career pathway.
04.03	Identify common characteristics of the careers in the Distribution and Logistics career pathway.
04.04	Research the history of the Distribution and Logistics career pathway and describe how the associated careers have evolved and impacted society.
04.05	Identify skills required to successfully enter any career in the Distribution and Logistics career pathway.
04.06	Describe technologies associated with careers in the Distribution and Logistics career pathway.
05.0	Demonstrate an understanding of the Marketing Information Management and Research career pathway. The student will be able to:
05.01	Define and use proper terminology associated with the Marketing Information Management and Research career pathway.
05.02	Describe some of the careers available in the Marketing Information Management and Research career pathway.
05.03	Identify common characteristics of the careers in the Marketing Information Management and Research career pathway.
05.04	Research the history of the Marketing Information Management and Research career pathway and describe how the associated careers have evolved and impacted society.
05.05	Identify skills required to successfully enter any career in the Marketing Information Management and Research career pathway.
05.06	Describe technologies associated with careers in the Marketing Information Management and Research career pathway.

CTE Standards and Benchmarks

06.0	Demonstrate an understanding of the Marketing Communications and Promotion career pathway. The student will be able to:
06.01	Define and use proper terminology associated with the Marketing Communications and Promotion career pathway.
06.02	Describe some of the careers available in the Marketing Communications and Promotion career pathway.
06.03	Identify common characteristics of the careers in the Marketing Communications and Promotion career pathway.
06.04	Research the history of the Marketing Communications and Promotion career pathway and describe how the associated careers have evolved and impacted society.
06.05	Identify skills required to successfully enter any career in the Marketing Communications and Promotion career pathway.
06.06	Describe technologies associated with careers in the Marketing Communications and Promotion career pathway.
07.0	Demonstrate an understanding of the Buying and Merchandising career pathway. The student will be able to:
07.01	Define and use proper terminology associated with the Buying and Merchandising career pathway.
07.02	Describe some of the careers available in the Buying and Merchandising career pathway.
07.03	Identify common characteristics of the careers in the Buying and Merchandising career pathway.
07.04	Research the history of the Buying and Merchandising career pathway and describe how the associated careers have evolved and impacted society.
07.05	Identify skills required to successfully enter any career in the Buying and Merchandising career pathway.
07.06	Describe technologies associated with careers in the Buying and Merchandising career pathway.
08.0	Apply leadership and communication skills. The student will be able to:
08.01	Discuss the establishment and history of the DECA organization.
08.02	Identify the characteristics and responsibilities of organizational leaders.
08.03	Demonstrate parliamentary procedure skills during a meeting.
08.04	Participate on a committee which has an assigned task and report to the class.
08.05	Demonstrate effective communication skills through delivery of a speech, a slide presentation, or by conducting a demonstration.
08.06	Use a computer to assist in the completion of project related to the Marketing, Sales and Service career cluster.

CTE Standards and Benchmarks

09.0	Describe how information technology is used in the Marketing, Sales and Service career cluster. The student will be able to:
09.01	Identify Information Technology (IT) careers in the Marketing, Sales and Service career cluster; include the responsibilities, tasks and skills they require.
09.02	Relate IT project management concepts and terms to careers in the Marketing, Sales and Service career cluster.
09.03	Manage IT components typically used in professions of the Marketing, Sales and Service career cluster.
09.04	Identify security-related ethical and legal IT issues faced by professionals in the Marketing, Sales and Service career cluster.
10.0	Use information technology tools. The student will be able to:
10.01	Identify the functions of web browsers, and use them to access the Internet and other computer resources typically used in the Marketing, Sales and Service career cluster.
10.02	Use email clients to send simple messages and files to other Internet users.
10.03	Demonstrate ways to communicate effectively using Internet technology.
10.04	Use different types of search engines effectively to locate information relevant to the Marketing, Sales and Service career cluster.

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.