

Florida Department of Education
CURRICULUM FRAMEWORK

Program Title: Exploration of Marketing Occupations
Program Type: Exploration
Occupational Area: Marketing

Program Number: Secondary
8800210
CIP Number: 0208.9999EX
Grade Level: 6-9, 30, 31
Length: .5 credit
Certification: TEACH CDE @7
DIST ED @7
BUS ED 1 @2 @4
MKTG 1 @2
MKTG MGMT @7G
CTSO: DECA
COOP Method: No

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to give students 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 to assist 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.

- II. **LABORATORY ACTIVITIES:** Laboratory activities are a part of this course. Students are exposed to as much merchandising equipment as possible and have access to computers to develop computer literacy.

- III. **SPECIAL NOTE:** Marketing education student organization activities are appropriate for providing leadership training experiences and for reinforcing civic consciousness, social intelligence, and career and technical understanding. When provided, these activities should be in-school activities and considered an integral part of this instructional course.

- IV. **INTENDED OUTCOMES:** After successfully completing this course, the student will be able to:

- 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 product merchandising related occupations.
- 03.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter wholesaling occupations.

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

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Program Title: Exploration of Marketing Occupations
Secondary Number: 8800210
Postsecondary Number:

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 PRODUCT MERCHANDISING RELATED OCCUPATIONS--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, and others.
- 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 product merchandising related occupations.
- 02.05 Identify educational programs available in the state for advanced training in product merchandising related occupations in secondary through post-secondary education.

03.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER WHOLESALING OCCUPATIONS--The student will be able to:

- 03.01 Identify wholesaling occupations.
- 03.02 Identify the basic tasks performed by employees within each of the occupations.
- 03.03 Identify employment opportunities available for each of the occupations.
- 03.04 State the educational requirements to prepare a student for entry-level employment in wholesaling occupations.
- 03.05 Identify educational programs available in the state for advanced training in wholesaling related occupations in secondary through post-secondary education.

04.0 IDENTIFY THE EDUCATION NEEDED, TASKS PERFORMED, AND EMPLOYMENT OPPORTUNITIES FOR INDIVIDUALS WHO WISH TO ENTER MARKETING SERVICES OCCUPATIONS--The student will be able to:

- 04.01 Identify marketing services occupations: e.g., food service, hospitality, travel and tourism, finance, international marketing, insurance, real estate, entrepreneurship, and others.

- 04.02 Identify the basic tasks performed by employees within each of the occupations.
 - 04.03 Identify employment opportunities available for each of the occupations.
 - 04.04 State the educational requirements to prepare students for entry-level employment in marketing services occupations.
 - 04.05 Identify educational programs available in the state for advanced training in specific marketing services related occupations in secondary through post-secondary education.
- 05.0 IDENTIFY PROCEDURES INVOLVED IN CHOOSING, APPLYING FOR, KEEPING, AND PROGRESSING IN MARKETING OCCUPATIONS--The student will be able to:
- 05.01 Identify the tasks involved in choosing a marketing occupation; e.g., self-inventory, interest survey, research, and aptitude test batteries.
 - 05.02 List the steps in applying for a job.
 - 05.03 Complete a sample job application form.
 - 05.04 Demonstrate the necessary communication skills involved in a job interview.
 - 05.05 Identify those characteristics that help people obtain, hold, and progress on their jobs in marketing occupations.
 - 05.06 Develop an individual career plan including a four to six year plan for advanced training in a marketing career.
- 06.0 EXPLAIN THE IMPACT OF TECHNOLOGY ON MARKETING OCCUPATIONS--The student will be able to:
- 06.01 Explain how technology has changed the way retailing businesses operate.
 - 06.02 Explain how technology has changed the way wholesaling businesses operate.
 - 06.03 Explain how technology has changed the way product merchandising businesses operate.
 - 06.04 Explain how technology has changed the way marketing services businesses operate.
- 07.0 DEMONSTRATE COMPUTER LITERACY--The student will be able to:
- 07.01 Define computer related terms; e.g., computer, data input, output, hardware, software, language, processing, memory, program, terminal, peripheral devices, and keyboard characters.
 - 07.02 Operate a computer by performing basic software related procedures.
 - 07.03 Identify the advantages and disadvantages in the use of different computer formats and operating systems.
 - 07.04 Describe some general uses of computers.
 - 07.05 Identify the safety precautions that must be observed in using computer equipment.
 - 07.06 Explain some of the legal and ethical issues involved in using a computer.
 - 07.07 Use the computer via an on-line environment to explore selected occupations.
- 08.0 DEVELOP INDIVIDUALIZED EDUCATION AND CAREER PLANS RELATED TO MARKETING OCCUPATIONAL GOALS--The student will be able to:

- 08.01 Complete self-assessments and career analysis activities to determine potential success in marketing career fields.
- 08.02 Research a marketing related career identifying employment opportunities and educational requirements for advancement.
- 08.03 Project the career level and earnings required to obtain desired standard of living.
- 08.04 Utilize career information to develop an individualized career plan, including a plan to meet educational requirements.