

Course Title: Marketing Foundations 1a and 1b

State: WA

State Course Title: Introduction to Marketing

State Standards: Career and Technical Education Program Standards - Preparatory

Date of Standards: 2023

Percentage of Course Aligned: 93%

Standards	Course Title (a or b), if applicable, e.g. Game Design 1a	Unit Name(s)	Lesson(s) Numbers	How Standard is Taught	How Standard is Assessed	Comments	Standard Rating (Fully Met / Partially Met / Not Met)
1. Demonstrate industry identified competencies while integrating state and national core standards comprised of a sequenced progression of multiple courses that are technically intensive and rigorous.							
1.1 Current industry defined standards, as evidenced in the curriculum frameworks, endorsed by a local advisory committee, and approved by the CTE program supervisors at OSPI. 1.1.a The level of competency is defined by industry or national standards. 1.1.b In the absence of national or state standards, locally developed, industry-defined standards will be validated by program-specific advisory committee. 1.1.c Aligns with post-secondary education allowing for articulated credit, where applicable.	Marketing Foundations 1 A and 1B	All Units	All Lessons	This course is built around core national and state standards applicable to Marketing at the middle school level	All Assessments		Fully Met
1.2 Curriculum based on identified need and developed and maintained in consultation with program specific advisory committees.	Marketing Foundations 1A: Introduction	Unit 1: Foundations of Marketing	Lessons 1-5	This first unit presents an overview of the many elements of marketing that will be covered in subsequent lessons, such as defining marketing and related terms; identifying the many processes as goods and services are packaged, promoted, and sold; basic tenets of business management and finance; and much more	Critical Thinking 1,2,3,4,5; Lab; Activity; Discussions 1 & 2		Fully Met
1.3 Safe and appropriate environments that support CTE standards. 1.3.a Facilities and equipment meet or exceed the related federal, state and county safety standards. 1.3.b Laboratories and equipment meet industry training standards and facility safety standards. 1.3.c Learning and training stations are of sufficient quantity to assure safe and appropriate supervision, delivery of instruction and student skill development.	Marketing Foundations 1 a and 1B	All Units	All Lessons	All eDynamic courses are taught online requiring appropriate technology equipment, such as a desktop or laptop computer and access to the internet, as well as providing apps to download when required in a unit of study.	All Assessments		Fully Met
1.4 Certified CTE teachers with appropriate certification, knowledge, skills and occupational experience. 1.4.a After initial certification and five years of teaching, certified CTE teachers should gain additional experience in one or more of the jobs or careers in their teaching area. This experience should take place every five years.	Marketing Foundations 1A and 1B	All Units	All Lessons	All eDynamic courses are taught by certified CTE instructors as per individual state requirements	All Assessments		Fully Met
1.5 Extended learning into the community. 1.5.a Extended learning is managed and/or supervised by certified CTE teachers.	Marketing Foundations 1A: Introduction	Unit 2: The Roles of Function in Marketing and Business	Activity	For this activity, students will research business in their local community and devise marketing strategies that aim to teach, explain, and describe actions that could assist these businesses	Activity		Fully Met
1.6 Assessment of student competency of knowledge and skills as determined by industry defined standards.	Marketing Foundations 1B: Building Your Base	Unit 4: The Art of the Sale	Lab	This lab assignment includes several mini-projects that call on students to illustrate their knowledge of sales presentations, promotional and merchandising plans, non-personal sales techniques, social media use, and more	Lab		Fully Met
1.7 Instruction that develops an understanding of all aspects of an industry associated with a specific CTE course.	Marketing Foundations 1B: Building Your Base	Unit 3: Promotion and Advertising	Activity	Students will explore and demonstrate a range of marketing elements, including explaining advertising purposes, identifying key promotional applications, and discussing the impact of the internet on marketing	Activity		Fully Met
1.8 Work-based learning opportunities as identified in the Washington State work-based learning document.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Lesson 2	Discussing the benefits of starting a career by gaining hands-on experiences, internships, or special classes; researching a career path and opportunities for experience and advancement	Lab	No information that was specific for Washington state	Partially met
1.9 Instruction leads to state/nationally recognized industry assessment or certification necessary for employment or job advancement in that field and/or articulated college credit leading to post-secondary education.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Lessons 1-3	Learning more about marketing careers and requirements needed to secure these positions, including researching educational background, necessary skills, entry requirements, and more	Critical Thinking 5; Lab; Discussion 1		Fully Met
2. Demonstrate leadership skills and employability skills.							
2.1 Leadership and employability skill development for all students is a required and integral component of all CTE courses. 2.1.a These leadership and employability skills are identified in the CTE Core Leadership Skills document, CTE Core Employability Skills document and/or 21st Century Skills document. 2.1.b These leadership and employability skills are integrated in the approved curriculum framework and applied in real-world family, community, business and industry applications. 2.1.c These skills are developed and practiced at the highest professional level through integration of aligned state-recognized Career and Technical Student Organizations (CTSOs). 2.1.d Locally developed leadership plans must demonstrate that these skills are developed and practiced at the highest level through classroom integration of individual, group and community programs and activities.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Lesson 2	Discussing and demonstrating important skills necessary for success in marketing careers, including strong self-management and organization, positive communication abilities, active listening skills, confidence during presentations, and more; using self-assessment tests to inventory skills and area for improvement; understanding the importance of developing critical problem-solving skills; and more	Critical Thinking 1, 2, 3; Activity; Discussion 1	Also covered in 1B Unit 7 Activity	Fully Met
3. Demonstrate employment readiness and/or preparation for postsecondary options using state and local programs of study, including:							
3.1 Information about post-secondary education, training options, industry certifications, and employment.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Lab	Researching and reporting on requirements needed to enter or advance in a marketing career, exploring different opportunities and career ladders, examining needed skills, etc.	Lab		Fully Met
3.2 Articulation with apprenticeship programs and post-secondary education, where feasible.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Lab	Identifying career opportunities and requirements needed or expected in different fields; discussing the benefits of gaining hands-on career experiences or internships	Lab		Fully Met
3.3 Opportunities for nontraditional and special populations to receive training.	Marketing Foundations 1A: Introduction	Unit 5: Legal Issues and Ethics	Lessons 1, 2	Considering ethical issues regarding different demographic groups and the potential for discrimination, in marketing: researching Walmart as a case study in legal matters regarding personnel, workplace management, and more	Critical Thinking 1, 2, 3; Lab	Although ethical matters regarding different workforce parties are discussed, training is not particularly covered	Partially Met
3.4 The utilization of data from student follow-up surveys to improve courses.	Marketing Foundations 1B: Building Your Base	Unit 8: Employability Skills Necessary for a Career in the Marketing World	Discussion	At the end of the course, students discuss the marketing skills they have learned as well as skills they feel they still need to work on	Discussion 1		Fully Met
3.5 The utilization of current national, state or regional labor market information to demonstrate occupational need.	Marketing Foundations 1A: Introduction	Unit 3: Marketing and Economics	Lab	Researching US economic factors and challenges spanning over several decades, including graphics and charts to provide economic snapshots of different eras; discussing elements of market economies and business ownership	Lab; Discussions 1 and 2		Fully Met