



Department of Teaching & Learning
Parent/Student Course Information

Advanced Marketing & Entrepreneurship at Town Center
(ME8130)

One Year, One Credit

Grades 10, 11 or 12

Counselors are available to assist parents and students with course selections and career planning. Parents may arrange to meet with the counselor by calling the school's guidance department.

COURSE DESCRIPTION

Students who have successfully completed Marketing & Entrepreneurship (or another general marketing course) will advance to the hands on learning activities that support managing, and owning your own business. Topics of study include entrepreneurship, management and supervision, human resources, pricing strategies, writing a business plan, staff training and development, event planning and promotion and leadership. In the first semester, these students open a small business, interact with vendors, schedule staff and execute a successful venture! In the spring semester, students are bound for New York City for a field study that includes business appointments and tours. Students prepare for the National Retail Federation Sales and Service Certification. The class meets daily at Pembroke Mall/Town Center, and students are responsible for their own transportation.

CERTIFICATION

Students are eligible to sit for the National Retail Federation Customer Service and Sales Professional exam or the Advanced Customer Service and Sales Professional exam for student-selected verified credit.

COOPERATIVE EDUCATION (CO-OP)

Cooperative Education (CO-OP) is the supervised on-the-job instructional phase of an occupational preparation program. Students attend school for all or part of the day and work in an approved marketing position part of the day. The teacher-coordinator and marketing training sponsor (employer) develop an individualized training plan that identifies learning experiences according to the student's career objective. Transportation is the responsibility of the student. Benefits of the co-op placement include work experience, credit toward graduation and paid employment.

STUDENT ORGANIZATION

DECA-An Association of Marketing Students

DECA is a co-curricular organization for all students enrolled in the marketing program. DECA provides students an opportunity to build upon their marketing skills and knowledge, while developing leadership and teamwork skills. Students are encouraged to be active members of DECA and to participate in local, state, and national competitive events.

PREREQUISITE

Marketing & Entrepreneurship at Town Center

OPTIONS FOR NEXT COURSE

None

REQUIRED STUDENT TEXTBOOK

Marketing Essentials 2016

Entrepreneurship: Building a Business 2016

COMPETENCIES FOR ADVANCED MARKETING & ENTREPRENEURSHIP

Demonstrating Workplace Readiness Skills: Personal Qualities and People Skills

- 1 Demonstrate positive work ethic.
- 2 Demonstrate integrity.
- 3 Demonstrate teamwork skills.
- 4 Demonstrate self-representation skills.
- 5 Demonstrate diversity awareness.
- 6 Demonstrate conflict-resolution skills.
- 7 Demonstrate creativity and resourcefulness.

Demonstrating Workplace Readiness Skills: Professional Knowledge and Skills

- 8 Demonstrate effective speaking and listening skills.
- 9 Demonstrate effective reading and writing skills.
- 10 Demonstrate critical-thinking and problem-solving skills.
- 11 Demonstrate healthy behaviors and safety skills.
- 12 Demonstrate an understanding of workplace organizations, systems and climates.
- 13 Demonstrate lifelong-learning skills.
- 14 Demonstrate job-acquisition and advancement skills.
- 15 Demonstrate time-, task- and resource-management skills.
- 16 Demonstrate job-specific mathematics skills.
- 17 Demonstrate customer-service skills.

Demonstrating Workplace Readiness Skills: Technology Knowledge and Skills

- 18 Demonstrate proficiency with technologies common to a specific occupation.
- 19 Demonstrate information technology skills.
- 20 Demonstrate an understanding of Internet use and security issues.
- 21 Demonstrate telecommunications skills.

Examining All Aspects of an Industry

- 22 Examine aspects of planning within an industry/organization.
- 23 Examine aspects of management within an industry/organization.
- 24 Examine aspects of financial responsibility within an industry/organization.
- 25 Examine technical and production skills required of workers within an industry/organization.
- 26 Examine principles of technology that underlie an industry/organization.
- 27 Examine labor issues related to an industry/organization.
- 28 Examine community issues related to an industry/organization.
- 29 Examine health, safety and environmental issues related to an industry/organization.

Addressing Elements of Student Life

- 30 Identify the purposes and goals of the student organization.
- 31 Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.
- 32 Demonstrate leadership skills through participation in student organization activities, such as meetings, programs and projects.
- 33 Identify Internet safety issues and procedures for complying with acceptable use standards.

Examining Marketing and Business

- 34 Examine current events and trends that impact marketing.

- 35 Analyze the impact of marketing trends on a selected business or product.
- 36 Describe the impact of environmental issues on marketing.
- 37 Explain elements of ethical decision making.
- 38 Identify unfair business practices.

Communicating in the Workplace

- 39 Report information/data in a written document.
- 40 Report information/data in an oral presentation accompanied by visual presentation software or printed aides.
- 41 Demonstrate examples of professional verbal/nonverbal communication skills.

Developing Professionalism in the Workplace

- 42 Apply time-management strategies.
- 43 Identify the steps in negotiation and their use in the workplace.
- 44 Identify the characteristics of leaders.
- 45 Identify the importance of continuing professional development activities for all employees.

Understanding Entrepreneurship

- 46 Explain the concept of entrepreneurship.
- 47 Describe the need for entrepreneurial innovation.

Understanding Economics

- 48 Explain the effects of economic change on business and employment.
- 49 Analyze the role of government in business and the economy
- 50 Describe the impact of global marketing on businesses in America.
- 51 Describe the phases of the business cycle.
- 52 Explain productivity and its effects on individual businesses and the economy as a whole.

Developing Management Skills

- 53 Describe the functions and levels of management.
- 54 Explain the process of hiring, orienting, and training employees.
- 55 Identify strategies for motivating employees.
- 56 Explain appropriate methods of communicating with employees.
- 57 Explain the importance of managing a diverse workforce.
- 58 Explain the process of handling employee complaints.
- 59 Explain the process of remedial action.
- 60 Outline a procedure for conducting an employee evaluation.
- 61 Describe legal aspects of personnel management.
- 62 Apply decision-making skills to management situations.
- 63 Describe challenges of managing a global business.
- 64 Explain the roles of financial statements and their importance in decision making.
- 65 Interpret financial statements.
- 66 Explain the nature and importance of a budget.
- 67 Create a marketing budget, using a spreadsheet/template.

Managing Marketing Information

- 68 Explain the nature of sales forecasts.
- 69 Conduct research using search engines and keywords.
- 70 Use trade journals, periodicals, and electronic resources for research and professional development.
- 71 Conduct research using search engines and keywords.
- 72 Prepare a marketing research report.
- 73 Present marketing research findings and recommendations.

Developing Product/Service Planning Skills

- 74 Analyze the life cycle of an existing product or service.
- 75 Analyze a product line and a brand extension, using case studies.
- 76 Create a product extension for an existing product.

Understanding Product/Service Positioning

- 77 Describe the competitive positioning of an existing product or service.
- 78 Conduct a SWOT analysis to analyze the effects of competition on the selected product/service.
- 79 Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product or service.

Examining Channel Management

- 80 Explain the inventory handling process.
- 81 Explain inventory control systems.
- 82 Compare common shipping and storing methods.
- 83 Trace the channels of distribution for a selected product and service.

Pricing Products and Services

- 84 Identify the psychological effects of pricing.
- 85 Explain the impact of price on profitability.
- 86 Explain the concept of markup/markdown and how it relates to profit and loss.
- 87 Apply formulas for pricing to calculate markup and markdown.
- 88 Calculate break-even point in units and dollars.
- 89 Calculate gross and net profit.
- 90 Explain how pricing is determined in not-for-profit organizations.
- 91 Describe the roles of laws and ethics in pricing.

Applying the Promotional Mix

- 92 Identify internal and external methods of promoting sales for a selected product or service.
- 93 Identify communications channels to reinforce company image and support financial investment.
- 94 Develop a promotional plan or campaign for a business-to-business or consumer product or service.
- 95 Explain strategies for developing media outreach and relations.
- 96 Identify types of social media that can be used to promote a business or products.
- 97 Create a plan for introducing social media promotion.

Purchasing Products and Services

- 98 Explain the role of a merchandising plan in the purchasing of products and services.
- 99 Explain the elements of a merchandising plan.
- 100 Compare merchandising strategies of two stores with similar products and different target markets.
- 101 Analyze forms used in purchasing.

Implementing Risk Management

- 102 Develop strategies for reducing shrinkage both from internal and external sources.
- 103 Explain the importance of copyright, registered service mark, registered trademarks, and brand name protection.
- 104 Describe legal aspects of marketing management.

Selling Products and Services

- 105 Use buying motives of businesses as bases for sales presentations.
- 106 Analyze methods used in developing long-term sales relationships.
- 107 Explain key factors in building and retaining a clientele.

- 108 Explain the uses of a prospect list.
- 109 Analyze innovative customer service through the use of case studies.

Examining Financing

- 110 Identify the legal considerations in granting credit.
- 111 Identify the benefits and costs of granting credit.
- 112 Explain cost analysis.

Preparing for Business Operations

- 113 Analyze the components of a marketing plan.
- 114 Develop a marketing plan for a selected product or service.
- 115 Analyze the component of a business plan
- 116 Develop a business plan

Developing a Career

- 117 Research career trends and opportunities in marketing.
- 118 Prepare a career development plan.
- 119 Explore postsecondary training and educational opportunities.
- 120 Update an electronic résumé.
- 121 Update a cover letter.
- 122 Tailor interview techniques to a variety of companies.
- 123 Describe the role of professional/trade organizations in career development.
- 124 Demonstrate networking skills for professional development.

Aaron C. Spence, Ed.D., Superintendent
Virginia Beach City Public Schools
2512 George Mason Drive, Virginia Beach, VA 23456-0038

Produced by the Department of Media and Communications for the
Department of Teaching and Learning.
For further information please call (757) 263-1070.

Notice of Non-Discrimination Policy

Virginia Beach City Public Schools does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation/gender identity, pregnancy, childbirth or related medical condition, disability, marital status, age, genetic information or veteran status in its programs and activities and provides equal access to the Boy Scouts and other designated youth groups. School Board policies and regulations (including, but not limited to, Policies 2-33, 4-4, 5-7, 5-19, 5-20, 5-44, 6-7, 6-33, 7-48, 7-49, 7-57 and Regulations 2-33.1, 4-4.1, 4-4.2, 4-4.3, 4-6.1, 5-44.1, 7-11.1, 7-17.1 and 7-57.1) provide equal access to courses, programs, counseling services, physical education and athletic, vocational education, instructional materials and extracurricular activities.

To seek resolution of grievances resulting from alleged discrimination or to report violations of these policies, please contact the Title VI/Title IX Coordinator/Director of Student Leadership at (757) 263-2020, 1413 Laskin Road, Virginia Beach, Virginia, 23451 (for student complaints) or the Section 504/ADA Coordinator/Chief Human Resources Officer at (757) 263-1133, 2512 George Mason Drive, Municipal Center, Building 6, Virginia Beach, Virginia, 23456 (for employees or other citizens). Concerns about the application of Section 504 of the Rehabilitation Act should be addressed to the Section 504 Coordinator/ Executive Director of Student Support Services at (757) 263-1980, 2512 George Mason Drive, Virginia Beach, Virginia, 23456 or the Section 504 Coordinator at the student's school. For students who are eligible or suspected of being eligible for special education or related services under IDEA, please contact the Office of Programs for Exceptional Children at (757) 263-2400, Laskin Road Annex, 1413 Laskin Road, Virginia Beach, Virginia, 23451.

Alternative formats of this publication which may include taped, Braille, or large print materials are available upon request for individuals with disabilities. Call or write The Department of Teaching and Learning, Virginia Beach City Public Schools, 2512 George Mason Drive, P.O. Box 6038, Virginia Beach, VA 23456-0038. Telephone 263-1070 (voice); fax 263-1424; 263-1240 (TDD) or email at Gina.Mancuso-Sidhu@vbschools.com.

vbschools.com
your virtual link to Hampton Roads' largest school system



VIRGINIA BEACH CITY PUBLIC SCHOOLS
CHARTING THE COURSE

No part of this publication may be produced or shared in any form without giving specific credit to Virginia Beach City Public Schools.

(Revised August 2018)