

FLORIDA DEPARTMENT OF EDUCATION 2019 ADOPTION

HOW TO REVIEW



www.icevonline.com/florida-19



Step 1: Go to Reviewer Instructions to view a video outlining the layout of iCEV's online curriculum platform and review tips.

Reviewer Instructions

Prior to review, please view the video to learn the layout of iCEV's online platform as well as tips and tricks you can use while reviewing iCEV's materials.

Also, you can utilize the How to Review Guide as a reference during the review process.

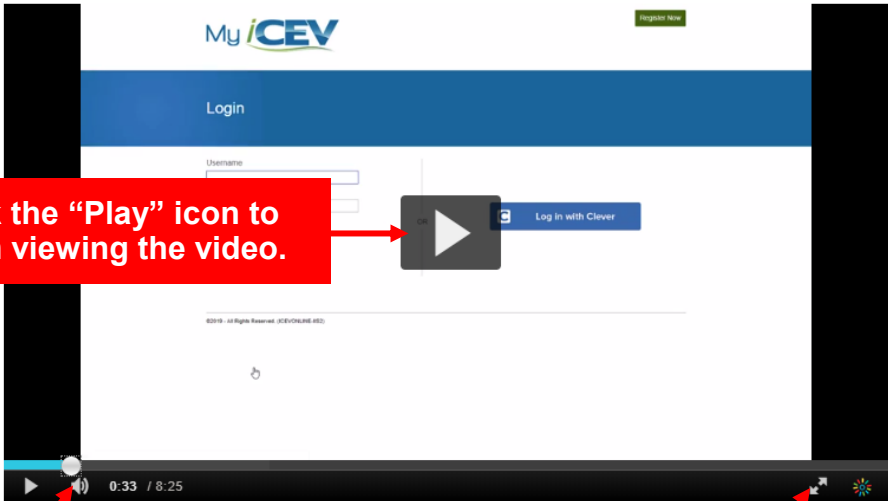
[How To Review Guide](#)

[Log In Now](#)

Click the "Play" icon to begin viewing the video.

Adjust the volume, if needed.

Open the video full screen, if needed.

The image shows a screenshot of the 'Reviewer Instructions' page on the iCEV platform. On the left, there is a green button labeled 'How To Review Guide' and a blue button labeled 'Log In Now'. The main content area features a video player. A red arrow points to the 'Play' button in the video player's control bar, with a red box containing the text 'Click the "Play" icon to begin viewing the video.' Another red arrow points to the volume icon in the control bar, with a red box containing the text 'Adjust the volume, if needed.' A third red arrow points to the full-screen icon in the control bar, with a red box containing the text 'Open the video full screen, if needed.' The video player itself shows a login screen for 'My iCEV' with fields for 'Username' and 'Password', a 'Log In' button, and a 'Log in with Clever' button. The video player's progress bar shows 0:33 / 8:25.

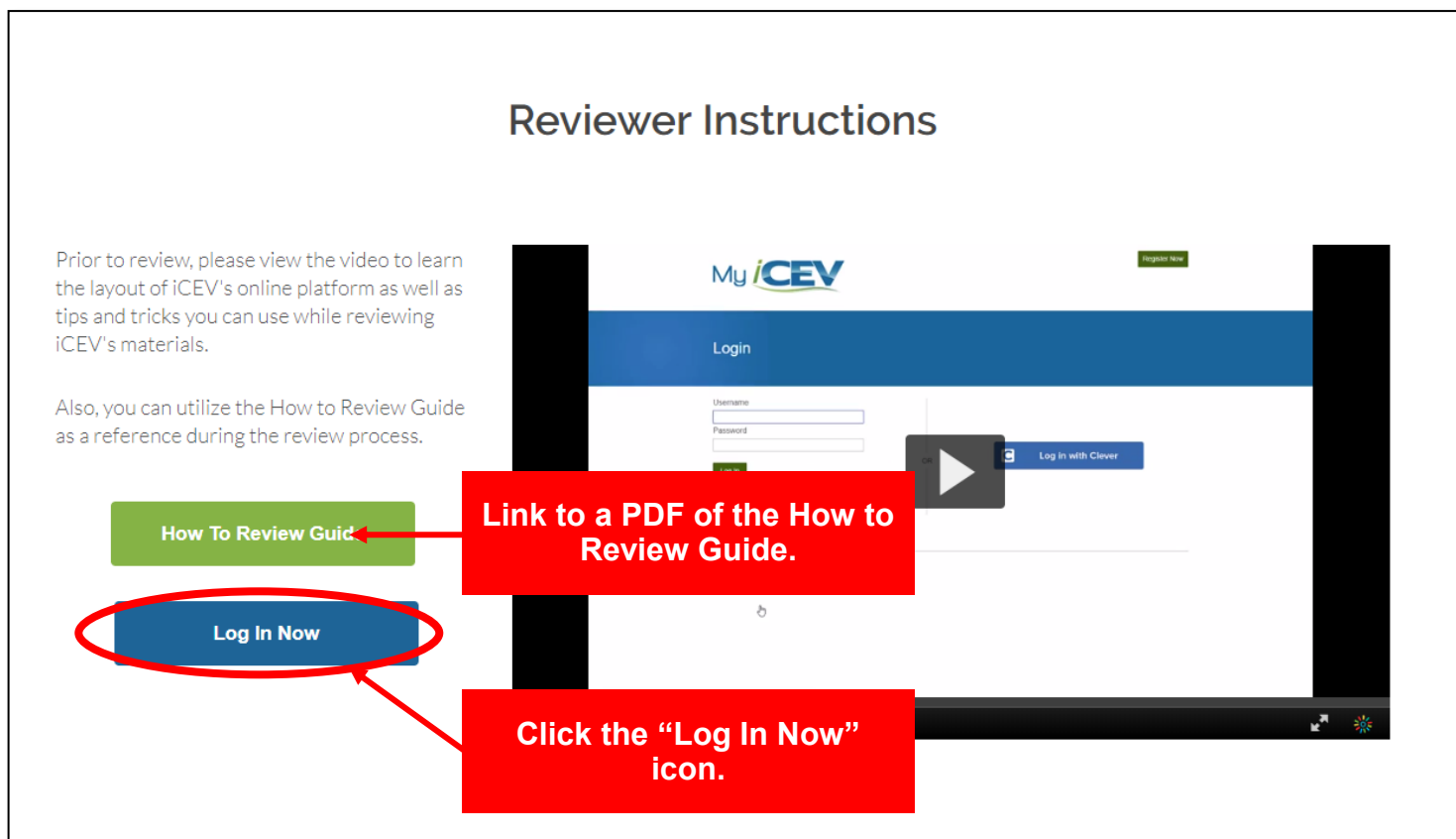
PLEASE NOTE: The video provides an overview of the layout of the iCEV online curriculum platform as well as explains how to review the various curriculum components.

Step 2: Log in to the iCEV online curriculum platform using the issued reviewer username and password.

Reviewer Instructions

Prior to review, please view the video to learn the layout of iCEV's online platform as well as tips and tricks you can use while reviewing iCEV's materials.

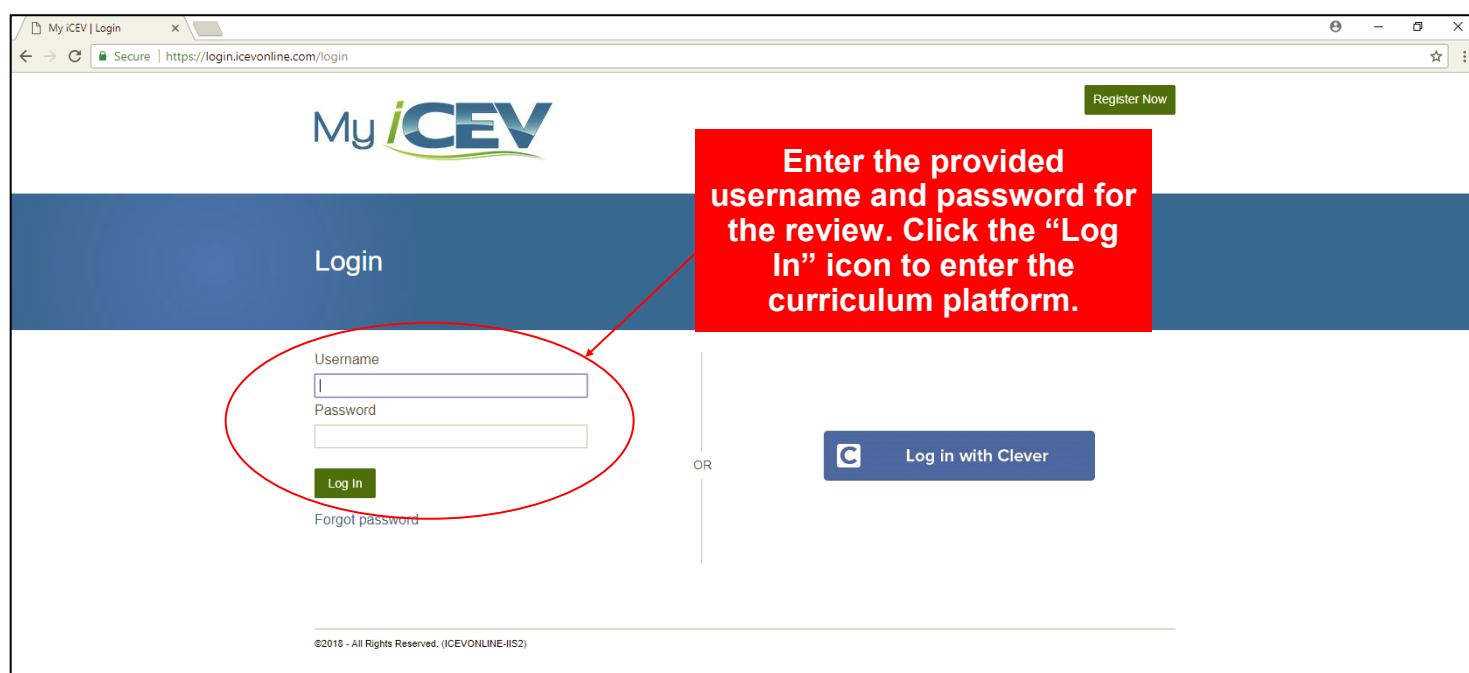
Also, you can utilize the How to Review Guide as a reference during the review process.



The screenshot shows the 'Reviewer Instructions' page. On the left, there is a green button labeled 'How To Review Guide' and a blue button labeled 'Log In Now'. The 'Log In Now' button is circled in red. A red arrow points from a red text box to the 'Log In Now' button. Another red arrow points from a red text box to the 'How To Review Guide' button. The background of the page shows a video player with the iCEV logo and a 'Login' button.

Link to a PDF of the How to Review Guide.

Click the "Log In Now" icon.



The screenshot shows the 'My iCEV Login' page. The page has a blue header with the 'My iCEV' logo and a 'Register Now' button. Below the header is a 'Login' section with a blue background. In the center, there are two input fields: 'Username' and 'Password'. The 'Username' field is circled in red. A red arrow points from a red text box to the 'Username' field. To the right of the input fields is a 'Log In' button. Below the 'Log In' button is a link that says 'Forgot password'. To the right of the 'Log In' button is a 'Log in with Clever' button. The page also has a footer with the text '©2018 - All Rights Reserved. (ICEVONLINE-IIS2)'.

Enter the provided username and password for the review. Click the "Log In" icon to enter the curriculum platform.

Step 3: On the My Courses page, choose the course to review and open the Lessons page.

My iCEV

Welcome, FL Official Sample 2019

This is your "My Courses" page, where you can manage courses, rosters, student certification progress and add new courses. Click and drag the arrows on the left side to reorder your courses. The order will be saved automatically.

Certification season is here! Teachers, please click here for important information regarding receiving certificates, press releases and wa mounts.

+ Add New Course/Certification

My Courses Last Viewed Lesson ?

Course Name	Keyboarding Basics	View
FL_Administrative Office Technology I (8212110)		

Roster Management | My Archived Courses | Student Certifications | Student Certifications Summary

Open the course by clicking the "View" icon next to the course name and the Lessons page will open.

My iCEV

FL Official Sample 2019 Reviewer | My Profile | Tutorials | Log Out

FL_Administrative Office Technology I (8212110)

My Courses > FL_Administrative Office Technology I (8212110)

Lessons

How To Review New	View
Keyboarding Basics	View
Workplace Communication - NEW ITEM	View
Listening 101	View
Written Communication Practices	View
English Applications	View
Presentation Strategies & Tactics	View
Mathematics in the Workplace	View
Introduction to Microsoft® Office 2016 - Unit 3 (Excel)	View
Researching Strategies & Tactics	View
Introduction to Microsoft® Office 2016 - Unit 2 (PowerPoint®)	View
Introduction to Public & Community Relations	View
Public & Community Relations	View

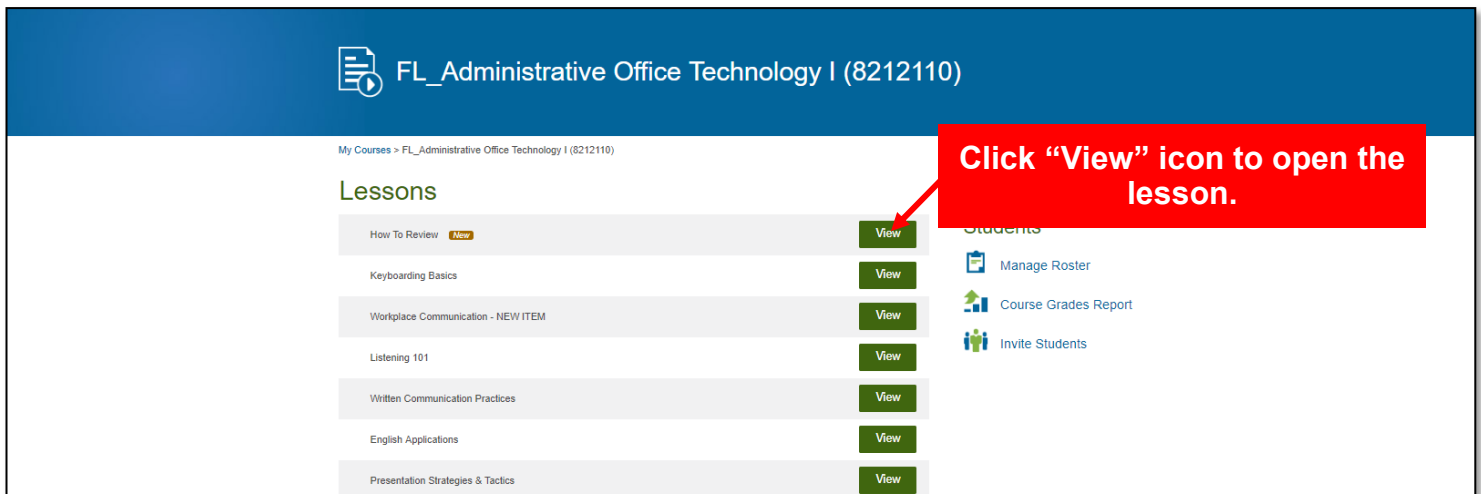
Invite Students

The Lessons page lists all of the lessons included in a course playlist. You can think of the lessons in the course as the chapters of the course.

REVIEW TIP:

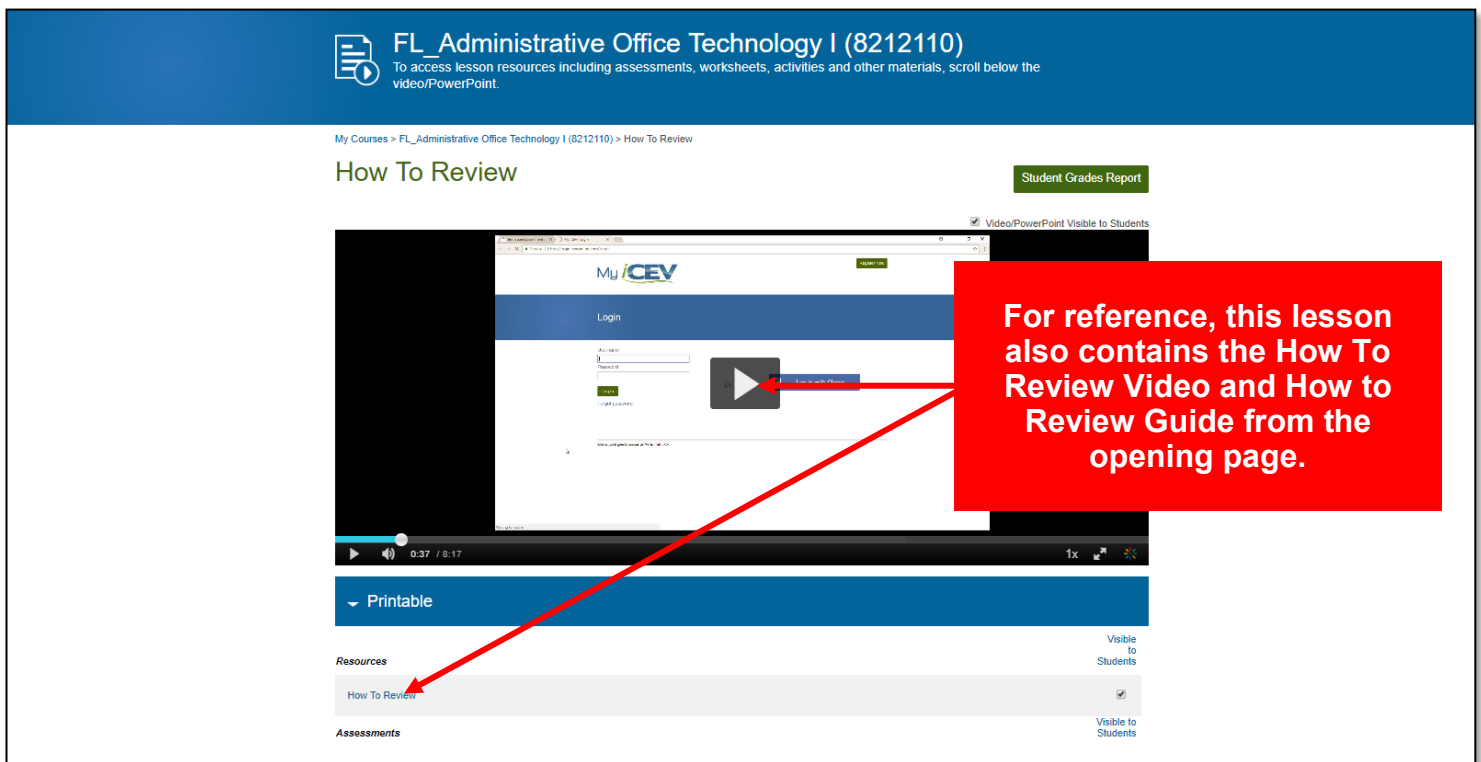
HOW TO REVIEW LESSON

For your convenience, a lesson containing the “How to Review” video and “How to Review” PDF guide is listed first in each playlist.



The screenshot shows the course page for FL_Administrative Office Technology I (8212110). Under the 'Lessons' section, there is a list of lessons: 'How To Review' (marked as 'New'), 'Keyboarding Basics', 'Workplace Communication - NEW ITEM', 'Listening 101', 'Written Communication Practices', 'English Applications', and 'Presentation Strategies & Tactics'. Each lesson has a green 'View' button to its right. A red arrow points from a red text box to the 'View' button for 'How To Review'.

Click “View” icon to open the lesson.



The screenshot shows the 'How To Review' lesson page. At the top, there is a video player showing a login screen for MyICEV. Below the video player, there is a 'Printable' button and a 'Resources' section. The 'Resources' section lists 'How To Review' as a resource. A red arrow points from a red text box to the 'How To Review' resource link. Another red arrow points from the same text box to the video player.

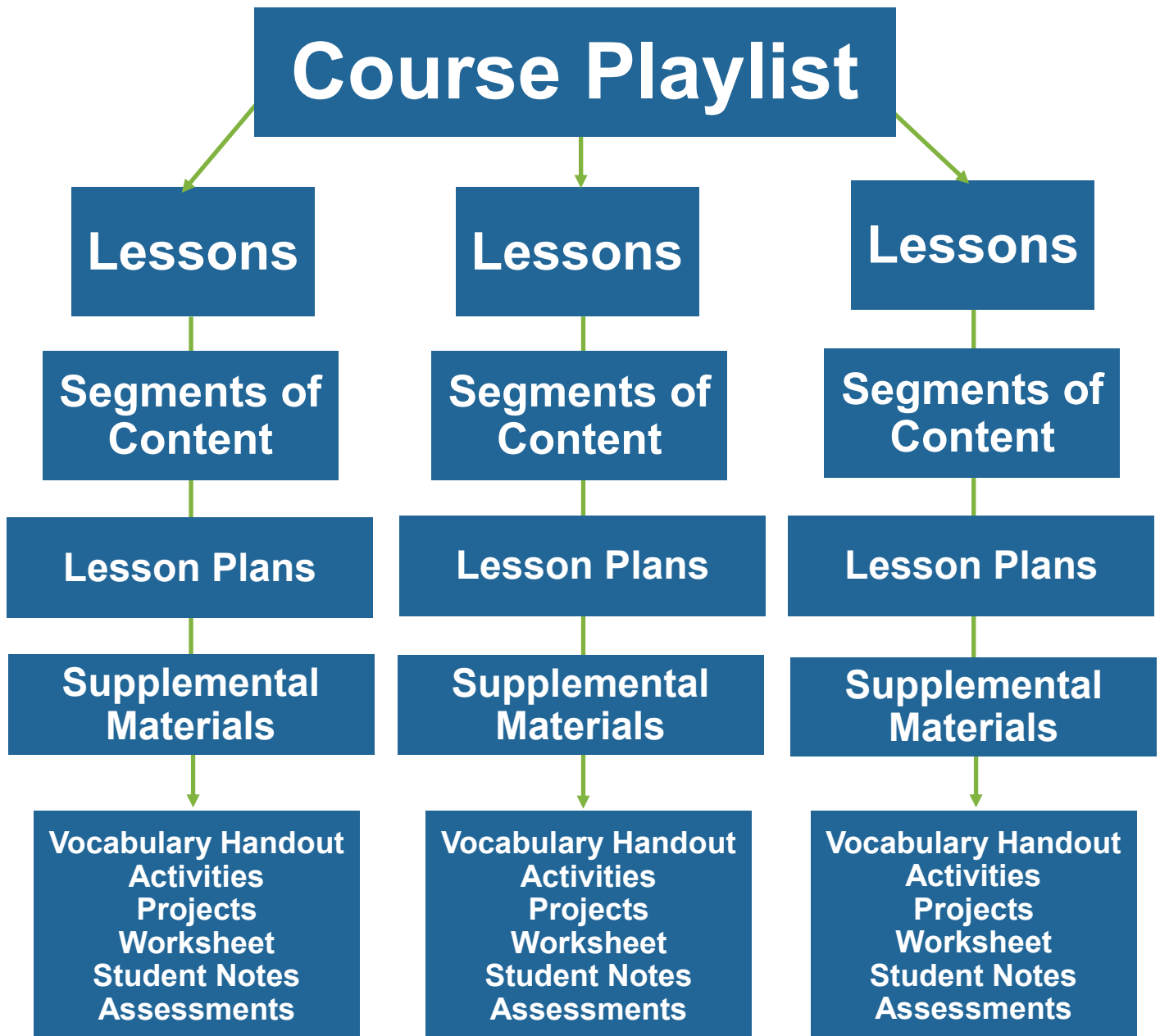
For reference, this lesson also contains the How To Review Video and How to Review Guide from the opening page.

PLEASE NOTE: This lesson is for review purposes only.

REVIEW TIP:

iCEV LAYOUT OVERVIEW

iCEV curriculum is organized into course playlists which contain all of the materials for a course. Each course playlist is composed of video and PowerPoint® lessons which can be thought of as the chapters of the course playlist. Each lesson is comprised of smaller learning objective based segments. Additionally, each lesson is accompanied by a lesson plan as well as pre-made supplemental materials, such as vocabulary handouts, activities, projects, worksheets, student notes, student handouts and assessments. (See *appendix* for a more in-depth explanation.)



Step 4: Click the “Standards Alignment” link to view a pacing guide and correlations to the course. *

- * This PDF is an electronic copy of the printed correlations you should have received for the course.
- * Regardless of the course you are reviewing, the general layout of the Lessons page and the iCEV Standards Alignment are the same.

The screenshot shows the iCEV interface for the course "FL Administrative Office Technology I (8212110)". The page is divided into two main sections: "Lessons" on the left and "Students" on the right. The "Lessons" section lists 17 topics, each with a "View" button. The "Students" section includes links for "Manage Roster", "Course Grades Report", and "Invite Students". A red callout box in the top right corner contains the text: "Click the 'Standards Alignment' link to open a PDF of the Pacing Guide and Correlations for the course." An arrow points from this box to the "Standards Alignment" link in the top right navigation area.

FL Administrative Office Technology

My Courses > FL Administrative Office Technology I (8212110)

Lessons

- How To Review New [View](#)
- Keyboarding Basics [View](#)
- Workplace Communication - NEW ITEM [View](#)
- Listening 101 [View](#)
- Written Communication Practices [View](#)
- English Applications [View](#)
- Presentation Strategies & Tactics [View](#)
- Mathematics in the Workplace [View](#)
- Introduction to Microsoft® Office 2016 - Unit 3 (Excel) [View](#)
- Researching Strategies & Tactics [View](#)
- Introduction to Microsoft® Office 2016 - Unit 2 (PowerPoint®) [View](#)
- Introduction to Public & Community Relations [View](#)
- Public & Community Relations [View](#)
- Employability Skills [View](#)
- Conflict Management [View](#)
- Coaching & Motivating Employees [View](#)

Students

- [Manage Roster](#)
- [Course Grades Report](#)
- [Invite Students](#)

Standards Alignment

PLEASE NOTE: The Standards Alignment document which opens follows this outline:

1. Cover Page
2. Pacing Guide
3. Correlations to Florida State Standards

This document only includes the pacing guide and correlations for the course you are reviewing.

REVIEW TIP:

PACING GUIDES

The Pacing Guide is the suggested order of teaching the lessons in the playlist. Notice, some lessons meet multiple standards within the course. It is important to understand the lessons that meet multiple standards are designed to aid in making connections between the standards and in the natural progression of the course and student learning. Additionally, the order the lessons appear in the Pacing Guide is the same as the order of the lessons in the playlist.

Administrative Office Technology 1

Scope & Sequence	Lesson Title	CTE Standards and Benchmarks	Days of Teaching
1	Keyboarding Basics	15.01	3
2	Workplace Communication	15.02; 18.01; 18.04; 20.01; 20.02; 21.01	8
3	Listening 101	16.01; 18.05	3
4	Written Communication Practices	16.01	17
5	English Applications	16.01; 16.02; 18.02	11
6	Presentation Strategies & Tactics	16.03; 18.03	6
7	Mathematics in the Workplace	17.01; 17.02	9
8	Introduction to Microsoft Office 2016- Unit 3 (Excel)	17.03; 18.06	7
9	Researching Strategies & Tactics	18.02	7
10	Introduction to Microsoft Office 2016- Unit 2 (PowerPoint)	18.06	5
11	Introduction to Public & Community Relations	18.07	3
12	Public & Community Relations	18.07	4
13	Employability Skills	19.01	15
14	Conflict Management	19.02; 26.02	6
15	Coaching & Motivating Employees	19.03	3
16	Evaluating Employees	19.03; 22.01	4
17	Strategies & Solutions: Keys to Solving Business Problems	19.04	4
18	Marketing Research	19.04	6
19	Multicultural Workplace	21.01	4
20	Workplace Technology	21.01; 29.03	6
21	Introduction to Microsoft Office 2016- Unit 1 (Word)	21.02	6
22	Business Letters & Memos	21.02	6
23	Business Reports & Newsletters	21.02	6
24	Steps to Superior Customer Service	23.01	3
25	Successful Business Operations	23.02; 24.01	6
26	Safe Working Environment	24.02; 24.03	10
27	Workplace Issues	24.03; 24.04	9
28	Career Advancement Strategies	25.01; 25.02	5
29	Leadership & Team Dynamics	26.01	5
30	Teamwork & Collaboration	26.01	8
31	Administrative Tasks	27.01; 27.02; 27.03; 27.04; 27.05; 27.06; 29.01; 29.02	4
32	Electronic Communication & Scheduling	27.01	7
33	Payroll Procedures	27.03	4
34	Records & Filing	27.05	5
35	Business Mailing Procedures	27.06	5
36	Ethics in Business	28.01; 28.02	6
37	Introduction to Computers	29.03	5
38	Organizational Structures	29.04	4

Lesson Name

Standards met by the lesson.

ICEV Standards Alignment & Suggested Pacing Guide

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PLEASE NOTE: These alignments are included in the document which appears when the “Standards Alignment” link is clicked.

REVIEW TIP: DECIPHERING CORRELATIONS

Each South Carolina State Standard has a corresponding location in an iCEV lesson listed in the Lesson Title column as well as the Activity/Project column if applicable.

Florida Department of Education Student Performance Standards			Administrative Office Technology 1
Administrative Office Technology 1			
Course Number	8212110		
Course Credit	1		
Course Description	This course is designed to assist with administrative and general office duties in a support capacity. This course explores and expands the core competencies in the areas of personal and professional development and promotes application of higher level office procedures tasks and communications skills through the use of technology.		
CTE Standards and Benchmarks		Lesson Title	Location
15.0 Demonstrate knowledge, skill, and application of information systems to accomplish job objectives and enhance workplace of performance. Apply ergonomic principles applicable to the configuration of computer workstations – the student will be able to:			
15.01	Enhance proficiency with touch keyboarding skills (speed and accuracy to enter and manipulate data.	Keyboarding Basics	All Slides; Activity- Keyboarding Cheat Sheet, Project- Practice Typing
15.02	Use communications and networking to perform tasks and solve problems in business environments.	Workplace Communication	All Slides; Activity- Communication in TV Shows, Project- Communication Dos & Don'ts, Project- Nonverbal Communication Forms
16.0 Demonstrate language arts knowledge and skills – the students will be able to:			
16.01	Locate, comprehend and evaluate key elements of oral and written information.	Listening 101	All Slides; Activity- Draw What You Hear, Project- Newsletter
		Written Communication Practices	All Slides; Project- Informative Pamphlet
		English Applications	All Slides; Activity- Connecting Ideas, Activity- Decoding an Assignment Sheet, Project- Annotated Bibliography, Project- Class Notes
16.02	Draft, revise, and edit written documents using correct grammar, punctuation and vocabulary.	English Applications	Slides 4-24 and 45-82; Activity- Grammar Worksheet, Activity- Spelling Test, Activity- Spelling with IPA, Activity- Vocabulary
<u>English Applications</u>		<u>Slides 4-24 and 45-82; Activity- Grammar Worksheet, Activity- Spelling Test, Activity- Spelling with IPA, Activity- Vocabulary Catchphrase, Project- Vocabulary Comic</u>	
17.02	Analyze and apply data and measurements to solve problems and interpret documents.	Mathematics in the Workplace	Life Math All Slides; Student Handout- Data Analysis Examples, Activity- Math Worksheet, Activity- Real-
Lesson Name (Location in Lesson) Location in Supplemental Materials of the Lesson			
18.0 Use oral and written communication skills in creating, expressing and interpreting information and ideas – the students will be able to:			
18.01	Select and employ appropriate communication concepts and strategies to enhance oral and written communication in the workplace.	Workplace Communication	All Slides; Activity- Communication in TV Shows, Project- Communication Dos & Don'ts, Project- Nonverbal Communication Forms
18.02	Locate, organize and reference written information from various sources.	Researching Strategies & Tactics	All Slides; Activity- Automatic, Activity- Get Cited, Activity- Opinion vs. Fact, Activity- Who's Your Source, Project- Historical Figure Essay, Project- Poster
		English Applications	Slides 25-82; Project- Annotated Bibliography
18.03	Design, develop and deliver formal and informal presentations using appropriate media to engage and inform diverse audiences.	Presentation Strategies & Tactics	All Segments; Student Handout- Multimedia Presentation Tips, Activity- Good vs Bad, Activity- Presentation Development, Project- Career Opportunities Speech, Project- Presentation Tips

iCEV Standards Alignment & Suggested Pacing Guide

3 of 6

iCEV Standards Alignment & Suggested Pacing Guide

3 of 6

PLEASE NOTE:

Some standards required multiple correlations to fulfill the requirements. Changes in lessons will be noted by having a line separating the lessons.

Listening 101	All Slides; Activity- Draw What You Hear, Project- Newsletter
Written Communication Practices	All Slides; Project- Informative Pamphlet
English Applications	All Slides; Activity- Connecting Ideas, Activity- Decoding an Assignment Sheet, Project- Annotated Bibliography, Project- Class Notes

Step 5: Review correlations to Florida State Standards.*

* All iCEV lessons are either Microsoft® PowerPoint® or video lessons which contain the content of the standard in a segment of slides or video. Below is an example of a PowerPoint® lesson.

The screenshot shows the iCEV interface for a lesson titled "Keyboarding Basics". At the top, there are two buttons: "View Lesson Plan" and "Student Grades Report". Below them is a dropdown menu labeled "Select Playlist" with "Keyboarding Basics" selected. The main content area displays a slide with an illustration of hands on a keyboard and the title "Keyboarding Basics". At the bottom of the slide, it says "SLIDE 1 OF 25". Below the slide, there is a blue bar with a "Printable" heading and a list of resources. The resources listed are: "PowerPoint - Keyboarding Basics (Downloadable Version)", "Action Plan", "Academic Grading Rubric", "Activity - Career Connections", "Activity - Keyboarding Cheat Sheet", and "Project - Practice Typing".

Correlations listed in (Location in Lesson) are correlated to content within the PowerPoint® or video portion of a lesson.

To see how all of the materials work together, view the Lesson Plan.

Use the arrows to move from slide to slide.

Open in Full Screen mode.

PLEASE NOTE: When you open a lesson, the Printable heading will be collapsed. To open this section, click on the Printable header.

The **Location in Supplemental Materials of the Lesson** correlations will appear beneath the Printable heading. You may need to scroll through the list to locate each item. To open the item listed, click on the link. When clicked, each link will open a PDF of the file in another tab.

All supplemental materials are included here such as Student Handouts, Activities, Projects, Vocabulary Handouts and Assessments. See Appendix for more information.

Step 5: Review correlations to Florida State Standards.*

* All iCEV lessons are either Microsoft® PowerPoint® or video lessons which contain the content of the standard in a segment of slides or video. Below is an example of a video lesson.

The screenshot shows a video player for a lesson titled "Presentation Strategies & Tactics". The video features a host, Hannah Crossen, standing at a podium. To the right of the video is a table of contents with five segments: 1. Introduction, 2. Develop, 3. Deliver, 4. Review, and 5. Example Presentation. Below the video player is a "Printable" section with a list of resources including "Academic Grading Rubric", "Action Plan", "Activity - Career Connections", "Activity - Good vs Bad", and "Activity - Presentation Development".

Correlations listed in (Location in Lesson) are correlated to content within the PowerPoint® or video portion of a lesson.

To see how all of the materials work together, view the Lesson Plan.

The segments listed in the correlations can be found listed in the video player.

PLEASE NOTE: When you open a lesson, the Printable heading will be collapsed. To open this section, click on the Printable header.

The **Location in Supplemental Materials of the Lesson** correlations will appear beneath the Printable heading. You may need to scroll through the list to locate each item. To open the item listed, click on the link. When clicked, each link will open a PDF of the file in another window.

All supplemental materials are included here such as Student Handouts, Activities, Projects, Vocabulary Handouts and Assessments. See Appendix for more information.

REVIEW TIP: LOCATING VIDEO SEGMENTS

All video lessons are segmented into small learning objectives. Each segment can be played separately by clicking on the desired segment, or you can click play on the first segment and watch each segment in order. Once a segment finishes playing, the next segment will automatically load and begin playing.

The screenshot shows a video player interface for 'Presentation Strategies & Tactics'. The main video area displays a woman, Hannah Crossen, at a podium. To the right is a list of five video segments: 1. Presentation Strateg... (Introduction, 4:07), 2. Presentation Strateg... (Develop, 12:27), 3. Presentation Strateg... (Deliver, 10:00), 4. Presentation Strateg... (Review, 1:38), and 5. Presentation Strateg... (Example Presentation, 10:07). The video player has a 'Play' button, a 'Volume' icon, and a 'Full Screen' icon. Below the video player is a 'Printable' button and a 'Resources' section with a list of activities: Academic Grading Rubric, Action Plan, Activity - Career Connections, Activity - Good vs Bad, and Activity - Presentation Development. The interface also includes buttons for 'View Lesson Plan' and 'Student Grades Report' at the top right.

Annotations:

- Play:** Points to the play button in the video player controls.
- Move from segment to segment:** Points to the 'Next' button in the video player controls.
- Volume:** Points to the volume icon in the video player controls.
- Full Screen:** Points to the full screen icon in the video player controls.
- Video Segments:** Points to the list of video segments on the right side of the interface.

Step 6: Return to the Lessons page to continue the review.

Click the Course Name to go back to the Lessons page.

Administrative Office Technology I (8212110)

Lesson resources including assessments, worksheets, activities and other materials, scroll below the PowerPoint.

My Courses > FL_Administrative Office Technology I (8212110) > Keyboarding Basics

Keyboarding Basics

View Lesson Plan

Student Grades Report

Select Playlist Keyboarding Basics

Video/PowerPoint Visible to Students



Keyboarding Basics

SLIDE 1 OF 25

Printable

FL_Administrative Office Technology I (8212110)

Edit title

My Courses > FL_Administrative Office Technology I (8212110)

Lessons

Customize this Course

Standards Alignment

Students

Manage Roster

Course Grades Report

Invite Students

How To Review New

View

Keyboarding Basics

View

Workplace Communication - NEW ITEM

View

Listening 101

View

Written Communication Practices

View

English Applications

View

Presentation Strategies & Tactics

View

Mathematics in the Workplace

View

Introduction to Microsoft® Office 2016 - Unit 3 (Excel)

View

Researching Strategies & Tactics

View

Introduction to Microsoft® Office 2016 - Unit 2 (PowerPoint®)

View

Introduction to Public & Community Relations

View

Public & Community Relations

View

Employability Skills

View

Click the “View” icon next to the lesson name needed for review.

Appendix

All multimedia lessons are accompanied by the following:

- Lesson plan
- Student activities and projects
- Segment and final assessments
- Vocabulary handout

Lesson Plan

Fundamentals of Marketing

Select Playlist: Fundamentals of Marketing

View Lesson Plan | Student Grades Report

Video/PowerPoint Visible to Students

1. Fundamentals of Marketing Defined 5:29

2. Fundamentals of Marketing: The Marketing Mix 2:04

3. Fundamentals of Marketing: Mass Marketing & Market Segmentation 6:44

4. Fundamentals of Marketing: Marketing Research 12:32

5. Fundamentals of Marketing: Marketing Planning 7:14

Printable

Resources

Resource	Visible to Students
Activity - Career Connections	<input checked="" type="checkbox"/>
Activity - Media Comparison	<input checked="" type="checkbox"/>
Activity - Segmenting Your School	<input checked="" type="checkbox"/>
Activity - Seven Functions of Marketing	<input checked="" type="checkbox"/>
Activity - Seven Functions of Marketing Answer Key	<input type="checkbox"/>
Activity - Vocabulary Flash Cards	<input checked="" type="checkbox"/>
Project - Marketing Planning Paper	<input checked="" type="checkbox"/>
Project - Research Design	<input checked="" type="checkbox"/>
Project - The Marketing Mix Applied	<input checked="" type="checkbox"/>
Vocabulary Handout	<input checked="" type="checkbox"/>
Worksheet	<input checked="" type="checkbox"/>
Worksheet Answer Key	<input type="checkbox"/>

Assessments

Assessment	Visible to Students
Assessment I - Marketing Defined	<input type="checkbox"/>
Assessment I - Marketing Defined Answer Key	<input type="checkbox"/>
Assessment II - The Marketing Mix	<input type="checkbox"/>
Assessment II - The Marketing Mix Answer Key	<input type="checkbox"/>
Assessment III - Mass Marketing and Market Segmentation	<input type="checkbox"/>
Assessment III - Mass Marketing and Market Segmentation Answer Key	<input type="checkbox"/>
Assessment IV - Marketing Research	<input type="checkbox"/>
Assessment IV - Marketing Research Answer Key	<input type="checkbox"/>
Assessment V - Marketing Planning	<input type="checkbox"/>
Assessment V - Marketing Planning Answer Key	<input type="checkbox"/>
Assessment VI - Final Assessment	<input type="checkbox"/>
Assessment VI - Final Assessment Answer Key	<input type="checkbox"/>

Interactive

The Interactive heading, if clicked, will open a set of interactive activities and assessments.

These interactive options are duplicates of printable materials and are not necessary for the review process.

Appendix

Lesson Plan

Fundamentals of Marketing

Media Type: Video
Duration: 36 minutes

Each lesson is multimedia based, either a PowerPoint® Slide Series or a Video. This is listed on each Lesson Plan.

Goal: To illustrate the marketing concept and communicate the basic elements which contribute to successful marketing.

Description: Marketing is an important component of business. One must understand how marketing can influence and enhance business operations. This presentation outlines the marketing concept and discusses how a business can successfully market to customers.

Objectives:

1. To define marketing and discuss its seven functions.
2. To describe the marketing mix and how each element of the marketing mix contributes to successful marketing.
3. To differentiate mass marketing and market segmentation.
4. To illustrate the importance of target markets.
5. To discuss the types of market research and their importance to marketing.
6. To demonstrate types of customer motivation and decision-making.
7. To discuss goals, objectives, strategies and tactics and way they contribute to marketing success.

Each lesson plan provides an overview of the scope and sequence of the skills and concepts presented in each lesson.

Horizontal Alignment

Core-Subject Area	Foundation Concept	Basic Understanding
Math	<i>Logical Skills</i>	<ul style="list-style-type: none"> Reasoning Problem solving Real-life applications
Language Arts	<i>Application of Writing Skills</i>	<ul style="list-style-type: none"> Editing/proofreading Descriptive, informative, creative and persuasive writing Organizing Brainstorming Vocabulary
	<i>Analysis of Text, Literature and Information</i>	<ul style="list-style-type: none"> Critical thinking Creative thinking Expression Communication skills Developing listening and comprehension skills Creating visual representations
	<i>Technology Applications in Literature</i>	<ul style="list-style-type: none"> Utilizing document processing software Utilizing presentation processing software Internet-based research
Science	<i>Scientific Thinking and Investigating</i>	<ul style="list-style-type: none"> Critical thinking and scientific problem solving Analytical skills Collecting data Technology-based research Classification/organization skills

Each lesson contains a list of Horizontal Alignments to show how the lesson impacts core subject areas.

Appendix

Lesson Plan

Fundamentals of Marketing

Each Lesson Plan provides the teacher with instructional strategies for each lesson as well as a daily schedule of progression.

Lesson Plan

Class 1: Begin class by asking students how they define marketing. Distribute the *Vocabulary Handout* and *Worksheet* for students to use as reference materials. Show the *Marketing Defined* segment. Have students complete the *Seven Functions of Marketing Activity* and the *Assessment*.



6 min.

Class 2: Begin class by asking what elements students think play a role in marketing. Remind students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *The Marketing Mix* segment. Assign the *The Marketing Mix Applied Project* to be turned in during Class 5. Have students complete the *Assessment*.



3 min.

Class 3: Begin class by reminding students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Mass Marketing & Market Segmentation* segment. Have students complete the *Segmenting Your School Activity* and the *Assessment*.



7 min.

Class 4: Begin class by reminding students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Marketing Research* segment. Assign the *Research Design Project* to be presented during Class 6. Have students complete the *Media Comparison Activity*.



13 min.

Class 5: Begin class by collecting the *Marketing Mix Applied Project*. Remind students to use the *Vocabulary Handout* and *Worksheet* for reference. Show the *Marketing Planning Paper* segment. Assign the *Marketing Planning Paper Project* to be turned in at the end of Class 7. Have students complete the *Assessment*.



7 min.

Class 6: Have students present their *Research Design Projects*. If time allows, give students the opportunity to work on the *Marketing Planning Paper Project*.

Class 7: Begin class by allowing students time to work on the *Marketing Planning Paper Project*. Have students complete the *Final Assessment* and turn in the *Marketing Planning Paper Project* at the end of class.

Lesson

American Marketing Association

- <http://www.marketingpower.com>

Center for Strategic Planning

- <http://www.planonline.org>

Marketing Teacher

- <http://www.marketingteacher.com>

Each lesson contains activities, projects and assessments to provide opportunities for the review and practice of retaining and acquiring information.

Career & Technical Student Organizations

Business Professionals of America

- Global Marketing Team
- Management/Marketing/Human Resources Concepts—Open Event

DECA

- Principles of Marketing
- Marketing Communications Team Decision
- Marketing Management Series
- Creative Marketing Project

Future Business Leaders of America

- Marketing—Modified
- Introduction to Business Communication

Each lesson aligns to Career & Technical Student Organization competitions to enhance student learning of the career-ready standards through application.

Career Connections

Using the *Career Connections Activity*, allow students to explore the various careers associated with this lesson. See the *Activity* for more details. If *licenses have been purchased*: Students will see interviews to watch based on your directions. If *teacher license is purchased*: Show students career interviews and instruct them to only complete the interview form for the required number of interviews.

- iCEV50116, Tanya Bishop, Assistant Vice President & Marketing Director, First AG Credit Union
- iCEV50527, David Werner, Vice President of Marketing, Ben E. Keith
- iCEV50357, Jane Bodman-Converse, President/Owner, Converse Marketing
- iCEV50174, Javier Moreno, Communications and Marketing, Toyota

Each lesson lists career interviews from industry professionals which apply to the content of the lesson and encourage career exploration.

Appendix

Fundamentals of Marketing

LESSON PLAN



Lab Activities

Seven Functions of Marketing

Directions:

Students must understand how marketing contributes to business. Students will match each of the seven functions of marketing to its definition. Then students will choose a product or service and identify how each function of marketing applies to it.

Segmenting Your School

Directions:

Students should be able to apply their knowledge concerning market segmentation. Students will work in pairs. Considering the school as the mass market, students will identify at least five possible methods of segmenting the student population. Each pair will then create a poster describing each method and an advantage and disadvantage of each method. Posters should be displayed in the classroom after being turned in.

Vocabulary Flash Cards

Directions:

Understanding marketing terms is an important part of being able to apply the marketing concept. Students will work in pairs. index cards to class, and will use them to create flash cards for the vocabulary terms. Students will write a vocabulary term on one side of each card and the term's definition on the other side. Have students get in pairs of two or three to practice identifying the definition when shown the word and the word when shown the definition.

Media Comparison

Directions:

Students will write a brief description of various types of media they would use to research and impact a target audience.



Projects

The Marketing Mix Applied

Directions:

It is important for students to understand the marketing mix as it applies to various products and services. Students will imagine they are starting a new company. They will each write a 400-word paper which outlines the marketing mix for the four Ps, for the business. Discussion of how each element of the marketing mix will contribute to the business should be included, as well as any possible pitfalls of each element. They should also research and identify the marketing mix of at least one existing company which would be a competitor.

Research Design

Directions:

Research design allows students to apply their market research knowledge. Students will work in groups of four. Each group will choose a local business for which they will pretend to market. They should identify the business's target market and determine what they need to know about this target market to successfully market to it. They will design a project to discover something specific about the target market (for example, attitudes, behaviors or motivations). Each group will make a Microsoft® PowerPoint® presentation which includes the question to be answered by the research, the methodology to be used, the research instrument, instructions for proper execution, and a method for evaluating the results. Each group will then present their project to the class.

Marketing Planning Paper

Directions:

Goals, objectives, strategies and tactics play a large role in marketing planning, so students should be able to construct each. Students will work in the same groups of four from the *Research Design Project* and will consider the same business chosen for the *Research Design Project*. They will determine two marketing goals for this business and expand on each goal with at least two objectives. Each objective should have a corresponding strategy for accomplishing it, and each strategy should be detailed with two tactics. Students will present their decisions in a 750-word paper which describes goals, objectives, strategies and tactics, as well as the justification for each.



Each lesson includes projects and activities which serve as learning objectives and opportunities for learners to practice lesson objectives and skills.

The activities and projects offer options for differentiated instruction.

By utilizing the activities and projects accompanying each lesson, technology and manipulatives are incorporated into each lesson.

The activities and projects provide project-based learning scenarios and require students to use critical and higher level thinking skills as well as creativity and innovation.

Appendix

Vocabulary Handout

Fundamentals of Marketing

STUDENT VOCABULARY HANDOUT

Marketing

the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large

American Marketing Association. (2012). *Definition of marketing*. Retrieved from American Marketing Association website <http://www.marketingpower.com/AboutAMA/Pages/DefinitionofMarketing.aspx>

Marketing Mix

mix of variables marketers control to influence a business' success; the four Ps: price, product, place, promotion

Marketing Plan

document which outlines a business's marketing problems and how they will be addressed and solved

Mass Marketing

marketing aimed at the masses without consideration of differences among them

Market Segmentation

division of the mass market based on shared characteristics

Target Market

specific group for which a business's products, services and marketing efforts are intended

Market Research

organized effort to gather and interpret information about a market

Secondary Research

past research which has already been performed and often already available

Primary Research

research done firsthand for the first time

Qualitative Research

exploratory, in-depth research involving flexible, open-ended questions; includes: interviews, observation and focus groups

Accompanies: Fundamentals of Marketing

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Marketing

standardized
questionnaires,

used in decision-

STUDENT VOCABULARY HANDOUT

Each lesson includes a vocabulary handout which serves as a reference to support student learning as a glossary and word list.

The vocabulary handout highlights career and technical vocabulary which appears in each lesson to facilitate student learning.

Accompanies: Fundamentals of Marketing

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