

# Advanced Marketing

## At-A-Glance - Lamar CISD

Professional Standards/Employability Skills/Technical Skills			
<b>Ongoing Skills Imbedded All Year</b>	<b>Communication Skills</b> AM 6(A) The student will communicate effectively in a business management setting. AM 6(B) The student will understand appropriate protocol in a business meeting.		
	<b>Product Laws &amp; Regulations</b> AM 13(A) The student will differentiate among laws, regulations, and self-regulatory measures for products. AM 13(B) The student will clarify how business is affected by government regulation of consumer protection.		
<b>Ongoing Skills Imbedded All Year</b>	<b>Customer Service</b> AM 17(A) The student will identify employee management actions and attitudes that result in customer satisfaction. AM 17(B) The student will describe how customer service and follow-up are major factors for success in marketing. AM 17(C) The student will demonstrate effective communication with customers to foster positive relationships that enhance company image.		
	<b>Marketing Research</b> AM 10(A) The student will express the importance of marketing research. AM 10(B) The student will describe areas of marketing research such as advertising, product, market, and sales. AM 10(C) The student will explain the purpose of test marketing. AM 10(D) The student will identify trends affecting marketing research. AM 10(E) The student will communicate benefits and limitations of marketing research.		
Grading Period	Unit Name	Estimated Time Frame	TEKS
<b>Grading Period 1 29 Days</b>	<b>Professional Standards/Employability Skills</b>	<b>10 Days</b>	1A, 1B, 1C, 1D, 1E, 1F, 1G
	AM 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. AM 1(B) The student will demonstrate collaboration skills through teamwork. AM 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. AM 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. AM 1(E) The student will show integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. AM 1(F) The student will demonstrate time-management skills by prioritizing tasks, following schedules, and tending to goal-relevant activities in a way that uses time wisely and optimizes efficiency and results. AM 1(G) The student will demonstrate leadership skills by participating in activities such as career and technical student organizations.		
	<b>Communication Skills</b>	<b>4 Days</b>	6A, 6B
	AM 6(A) The student will communicate effectively in a business management setting. AM 6(B) The student will understand appropriate protocol in a business meeting.		
	<b>Teamwork, Leadership &amp; Organizational Skills</b>	<b>5 Days</b>	22A, 22B, 22C, 22D, 22E, 22F, 22G, 22H, 22I
	AM 22(A) The student will specify how teams function. AM 22(B) The student will use teamwork to solve problems. AM 22(C) The student will differentiate between the roles of team leaders and team members. AM 22(D) The student will analyze characteristics of good leaders. AM 22(E) The student will identify employers' expectations and appropriate work habits. AM 22(F) The student will define discrimination, harassment, and inequality. AM 22(G) The student will demonstrate time-management techniques to develop and maintain schedules and meet deadlines. AM 22(H) The student will illustrate how teams measure their results. AM 22(I) The student will demonstrate methods to recognize and reward team performance.		
<b>Management Roles</b>	<b>5 Days</b>	4A, 4B, 4C, 4D, 4E, 4F	
AM 4(A) The student will differentiate among levels of management. AM 4(B) The student will compare and contrast management styles. AM 4(C) The student will identify effective recruitment, selection, training and development, and performance evaluation techniques. AM 4(D) The student will demonstrate an understanding of the process used to train and monitor employees to ensure compliance with laws, regulations, and self-regulatory measures. AM 4(E) The student will model techniques to use in difficult customer relations situations. AM 4(F) The student will analyze factors involved in facilities design, maintenance, and improvement.			

	<b>Professional &amp; Career Development</b>	<b>5 Days</b>	5A, 5B
	AM 5(A) The student will identify types of media available such as LinkedIn and industry-specific publications. AM 5(B) The student will explain the role of professional organizations and networking.		
<b>Grading Period 2 27 Days</b>	<b>Ethics</b>	<b>5 Days</b>	21A, 21B, 21C, 21D
	AM 21(A) The student will weigh alternative responses to workplace situations based on legal responsibilities and employer policies. AM 21(B) The student will weigh alternative responses to workplace situations based on personal or professional ethical responsibilities. AM 21(C) The student will identify and explain personal and long-term consequences of unethical or illegal behaviors. AM 21(D) The student will identify the most appropriate response to workplace situations based on legal and ethical considerations.		
	<b>Product Laws &amp; Regulations</b>	<b>6 Days</b>	13A, 13B
	AM 13(A) The student will differentiate among laws, regulations, and self-regulatory measures for products. AM 13(B) The student will clarify how business is affected by government regulation of consumer protection.		
	<b>Customer Service</b>	<b>10 Days</b>	17A, 17B, 17C
	AM 17(A) The student will identify employee management actions and attitudes that result in customer satisfaction. AM 17(B) The student will describe how customer service and follow-up are major factors for success in marketing. AM 17(C) The student will demonstrate effective communication with customers to foster positive relationships that enhance company image.		
	<b>Project</b>	<b>6 Days</b>	2A, 2B, 2C
AM 2(A) The student will identify a topic to investigate or research. AM 2(B) The student will consult with an expert to investigate and discover possible solutions to an issue. AM 2(C) The student will present findings to an audience that includes experts in the field.			
<b>Grading Period 3 28 Days</b>	<b>Trends and Technology</b>	<b>5 Days</b>	7A, 7B
	AM 7(A) The student will discuss trends affecting marketing. AM 7(B) The student will research emerging technologies in marketing.		
	<b>Marketing Research</b>	<b>5 Days</b>	10A, 10B, 10C, 10D, 10E
	AM 10(A) The student will express the importance of marketing research. AM 10(B) The student will describe areas of marketing research such as advertising, product, market, and sales. AM 10(C) The student will explain the purpose of test marketing. AM 10(D) The student will identify trends affecting marketing research. AM 10(E) The student will communicate benefits and limitations of marketing research.		
	<b>Marketing Research Process</b>	<b>7 Days</b>	11A, 11B, 11C, 11D, 11E, 11F, 11G
	AM 11(A) The student will state the marketing research process. AM 11(B) The student will identify methods of collecting data. AM 11(C) The student will describe ways technology is used in research. AM 11(D) The student will design and implement a study. AM 11(E) The student will analyze and interpret data collected. AM 11(F) The student will develop a research report. AM 11(G) The student will make recommendations based on the research report.		
	<b>Diversity</b>	<b>5 Days</b>	8A, 8B
AM 8(A) The student will portray how cultural diversity affects marketing. AM 8(B) The student will discover legal responsibilities regarding diversity.			
<b>International Business</b>	<b>6 Days</b>	9A, 9B, 9C, 9D, 9E, 9F, 9G, 9H, 9I	
AM 9(A) The student will identify strategies for entering international markets. AM 9(B) The student will illustrate cultural, economic, and political factors to consider when engaging in international trade. AM 9(C) The student will distinguish between imports and exports. AM 9(D) The student will explain the interdependence of nations. AM 9(E) The student will analyze advantages and disadvantages of international trade.			

	<p>AM 9(F) The student will determine the impact of global trade on business decision making.  AM 9(G) The student will describe the determinants of exchange rates and their effects on the domestic economy.  AM 9(H) The student will discuss the impact of cultural and social environments on global trade.  AM 9(I) The student will interpret labor issues associated with global trade.</p>		
<b>Grading  Period 4  31 Days</b>	<b>Purchasing Process</b>	<b>9 Days</b>	15A, 15B, 15C, 15D, 15E
	<p>AM 15(A) The student will explain the process of identifying needs.  AM 15(B) The student will describe the process of selecting suppliers and sources.  AM 15(C) The student will explain the negotiation process.  AM 15(D) The student will explain how goods and services are ordered.  AM 15(E) The student will distinguish strategies used in evaluating purchases.</p>		
	<b>Branding</b>	<b>10 Days</b>	12A, 12B, 12C
	<p>AM 12(A) The student will define branding elements.  AM 12(B) The student will distinguish between warranties and guarantees.  AM 12(C) The student will design a product package, brand, and label.</p>		
	<b>Publicity</b>	<b>12 Days</b>	14A, 14B, 14C
	<p>AM 14(A) The student will prepare publicity materials.  AM 14(B) The student will distinguish among activities that would encourage positive public relations.  AM 14(C) The student will analyze potential impact of publicity and offer possible strategies for dealing with the impact.</p>		
<b>Grading  Period 5  30 Days</b>	<b>Mathematics in Marketing</b>	<b>6 Days</b>	20A, 20B, 20C, 20D, 20E
	<p>AM 20(A) The student will demonstrate use of relational expressions such as equal to, not equal to, greater than, and less than.  AM 20(B) The student will apply data and measurements to solve a problem.  AM 20(C) The student will analyze mathematical problem statements for missing or irrelevant data.  AM 20(D) The student will construct charts, tables, and graphs from functions and data.  AM 20(E) The student will analyze data when interpreting operational documents.</p>		
	<b>Buying Plan</b>	<b>10 Days</b>	16A, 16B, 16C
	<p>AM 16(A) The student will describe and calculate merchandising-related discounts.  AM 16(B) The student will interpret vendor terms and policies.  AM 16(C) The student will calculate the final cost of a product.</p>		
	<b>Selling Activities</b>	<b>8 Days</b>	18A, 18B, 18C
	<p>AM 18(A) The student will explain sales and financial quotas.  AM 18(B) The student will identify types of information contained in sales records.  AM 18(C) The student will exhibit proper procedures for maintaining sales records.</p>		
	<b>SWOT</b>	<b>6 Days</b>	3A, 3B, 3C
<p>AM 3(A) The student will perform a market analysis.  AM 3(B) The student will conduct a Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for use in the marketing planning process.  AM 3(C) The student will create a marketing plan.</p>			
<b>Grading  Period 6  27 Days</b>	<b>Careers</b>	<b>27 Days</b>	19A, 19B
	<p>AM 19(A) The student will identify training, education, and certification requirements for occupational choice.  AM 19(B) The student will research career-related training or degree programs.</p>		