

2010/2011 Marketing & Entrepreneurship

PTB501 - 18 weeks

DoDEA Course Description and Competencies

About the Program

Marketing & Entrepreneurship prepares students for careers in business. The course sequence focuses on duties and tasks performed by professionals interested in operating their own business as well as pre-employment and employment skills.

Major Concepts/Content: The marketing course enables students to gain a basic understanding of marketing principles, techniques, and career opportunities. Instruction will include the relationship of products, prices, promotions to the marketing of goods and services to consumers. Ethics and social responsibilities of free enterprise will be included.

Major Instructional Activities: Instruction will be provided in a lab setting utilizing individualized instruction and instruction guidance. A combination of text materials, reference materials, simulations, electronic research, team projects, and computer activities will be used. Students should develop a complete marketing plan for a product or service. A plan may be developed jointly with another Marketing or Management student.

Major Evaluative Techniques: Students will be required to demonstrate an understanding of marketing by passing objective/problem-solving tests, successful complete class activities and research projects.

The table below is a competency list for the Marketing & Entrepreneurship course. The competencies are considered essential and are required of all students.

PTB501 18 weeks	Marketing & Entrepreneurship TASKS/COMPETENCIES
Implementing DoDEA's CTE Course Requirements	
• 001	Demonstrate DoDEA's Workplace Readiness Skills in course activities.
• 002	Identify issues related to this field of study that affect the environment and impact local and global communities.
• 003	Identify Internet safety issues and procedures for complying with acceptable use standards.
Understanding the Role of Economics in a Global Economy	
• 004	Identify the three basic economic questions answered by any economy.
• 005	Describe the decision-making process.
• 006	Identify characteristics of free enterprise.
• 007	Explain the impact of supply and demand on a free enterprise system.
• 008	Analyze principles of marketing in the global economy.
Exploring the Core Concepts of Business and Marketing	
• 009	Compare major types of business ownership.
• 010	Identify the functions of management.
• 011	Compare the types of leadership styles.
• 012	Explain the marketing concept.
• 013	Describe the marketing functions and their importance.
• 014	Explain how market segmentation is used to identify a target market.

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• 015	Determine the social and environmental responsibilities of a business to the community and of the community to a business.
• 016	Describe the elements of the marketing mix.
• 017	Describe the steps of the selling process.
Investigating Technological Trends in Business and Marketing	
• 018	Explain the impacts of technology on employment, business operations, and global activities.
• 019	Explain the impacts of electronic commerce on business and marketing.
Developing Communication and Interpersonal Skills	
• 020	Describe communication media used in the business/marketing workplace.
• 021	Differentiate between professional and personal communication.
• 022	Identify ethical and unethical business practices.
• 023	Explain the importance of nonverbal communication in the workplace.
• 024	Describe the impact of cultural diversity on business communication.
• 025	Explain the importance of teamwork in the workplace.
Consumer Protections	
• 026	Identify rights and responsibilities of consumers.
• 027	Identify major consumer protection agencies and their purposes.
• 028	Identify methods of resolving a variety of consumer complaints.
• 029	Identify the elements of a valid contract.
• 030	Explain the importance of product labeling.
Developing Entrepreneurial Skills	
• 031	Assess individual interests and aptitudes.
• 032	Explore careers in business and marketing.
• 033	Identify characteristics of entrepreneurs.
• 034	Identify basic skills required of entrepreneurs.
• 035	Explain the benefits and risks of starting a business.
• 036	Evaluate risk and risk management.
• 037	Compare types of business ownership.
Conducting a Needs Assessment	
• 038	Identify customer needs and wants.
• 039	Conduct market research.
• 040	Analyze competitive environment.
Planning the Product or Service	
• 041	Select product or service.
• 042	Identify helpful resources, mentors, and professional advisers.
Identifying the Need for a Business Plan	
• 043	Explain the purpose of a business plan.
• 044	Describe the components of a business plan.
• 045	Write a business plan.

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Preparing a Marketing Strategy	
• 046	Select target market.
• 047	Determine the product/service price.
• 048	Select distribution method(s).
• 049	Identify innovative marketing strategies.
• 050	Develop a promotional campaign.
Developing the Financial Plan	
• 051	Estimate business income and expenses.
• 052	Create a budget.
• 053	Identify break-even point.
• 054	Set profit goal.
• 055	Identify sources of capital.
Planning Business Operations	
• 056	Identify staffing needs of business.
• 057	Evaluate job descriptions.
• 058	Analyze work-flow process.
• 059	Identify quality-control procedures.
Staffing the Business	
• 060	Select employees based on recommended hiring practices.
• 061	Identify the components of an employee training plan.
• 062	Evaluate staffing needs periodically.
Developing Employability Skills	
• 063	Create or update a portfolio containing representative samples of student work.