



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 12: Career Planning

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and apply successful techniques for seeking successful employment			
Unit Objectives			
◆ Describe current employment trends and opportunities and occupational areas in marketing			
◆ Complete a career assessment			
◆ Develop a career plan			
◆ Write a letter of application			
◆ Complete an application form			
◆ Write a cover letter			
◆ Prepare for a job interview			
Text	Marketing Essentials		
Resources	Unit 12 Chapters 41-42-43 Student Activity Workbook Student Templates		
Time Frame	hours (suggested)		

CHAPTER 41: CAREERS IN MARKETING

_____	READ TEXT	pp. 548-551
_____	DO CRITICAL THINKING--question 1	p. 556
_____	DO WORKBOOK	pp. 264-265
_____	READ TEXT	pp. 552-555
_____	DO FACT and IDEA-questions 6, 7, 8, 9 & 10	p. 556
_____	DO CRITICAL THINKING--question 3	p. 556
_____	DO WORKBOOK	p. 263
_____	DO WORKBOOK (Computer Activity)	pp. 267-268

Turn in work as instructed

CHAPTER 42: MAKING YOUR CAREER DECISION

_____	READ TEXT	pp. 558-561
_____	DO WORKBOOK	p. 265
_____	READ TEXT	pp. 562-566
_____	DO CRITICAL THINKING--question 3	p. 572
_____	DO WORKBOOK	p. 266
_____	READ TEXT	pp. 567-571
_____	DO CRITICAL THINKING--questions 7 & 8	p. 572
_____	DO ACADEMIC SKILLS-COMM.-question 6	P. 572
_____	DO WORKBOOK-Computer Application	pp. 267-268
_____	DO APPLICATION PROJECTS--App. # 3	p. 573
_____	DO WORKBOOK	pp. 269-274
_____	DO WORKBOOK (Computer Activity)	pp. 275-276

Turn in work as instructed

CHAPTER 43: FINDING AND APPLYING FOR A JOB

_____	READ TEXT	pp. 574-578
_____	READ TEXT	pp. 579-586
_____	DO FACT and IDEA--question 6	p. 590
_____	READ TEXT	pp. 587-589
_____	DO FACT and IDEA--questions 12, 13 & 15	p. 590
_____	DO CRITICAL THINKING--questions 3, 4, 5 & 7	p. 590
_____	DO ACADEMIC SKILLS-COMM.-question 2	P. 590
_____	DO ACADEMIC SKILLS-Hum Rel.-question 4	P. 590
_____	DO APPLICATION PROJECTS--App. # 3	p. 591
_____	DO PUBLIC SPEAKING	p. 591
_____	DO WORKBOOK	pp. 277-280
_____	DO WORKBOOK (Computer Activity)	pp. 281-282

Turn in work as instructed

Self Assessment – “I can/do...”	LAP 12
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- describe current employment trends in marketing
- complete a career assessment
- develop a career plan
- write a letter of application
- complete an application form
- write a cover letter
- prepare for a job interview

ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS