

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Career & Professional Development

Course Code: **040002**

CIP Code: **52.1402**

### **COURSE INTRODUCTION:**

An instructional program for students who are preparing for a career in the field of marketing and management. Instruction will prepare students to perform one or more of the marketing functions, such as selling, buying, pricing, promoting, market research, and management. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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<b>UNIT DESCRIPTION:</b> Students will learn the traits of successful employees, the role of human resource management, and opportunities available in marketing careers.		<b>SUGGESTED UNIT TIMELINE:</b> 1 week <b>CLASS PERIOD (min.):</b> 50 min				
<b>ESSENTIAL QUESTIONS:</b>  <ol style="list-style-type: none"> <li>1. What tools are used in marketing career decision making?</li> <li>2. How will marketing impact your career?</li> <li>3. What marketing skills can you use to promote yourself in your career search?</li> </ol>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES		CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS			
			GLEs/CLEs	PS	CCSS	MBA Research Standards
1. Research career trends and opportunities in marketing.				RI 11-12.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	<b>2</b>
2. Identify requirements for professional certifications in marketing.				W 11-12.2b	Understands concepts, tools, and strategies used to explore, obtain, and develop in a	<b>2</b>

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					business career.	
3. Update (or create) an (electronic) resume.				W 11-12.6	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	<b>2</b>
4. Update (or create) a cover letter.				W 11-12.5	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	<b>2</b>
5. Tailor interview techniques to a variety of companies.				SL 11-12.1c	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	<b>2</b>
6. Assess the services provided by professional trade organizations.				SL 11-12.1a	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	<b>2</b>
7. Discuss networking skills for professional development.				W 11-12.2b	Understands concepts, tools, and strategies used to explore, obtain,	<b>2</b>

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						and develop in a business career.
<p><b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )</p> <p><b>Formative:</b> Web Search presentation</p> <p><b>Summative:</b> Resume, Cover Letter, Mock Interview video presentation</p> <p><b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b></p>						
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>					
3, 4	1. Show sample resumes and cover letters (good and bad) and discuss formatting options, word choice, and necessary components. Guided practice, independent learning, cooperative learning.					
5	2. Cooperative Learning					
1	3. Student research, independent learning					
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>					
3, 4	1. Collaborative Assignment for Resume and Resume Scoring Guide.					
5	2. Mock Interviews					
1	3. Career Tri-Fold Assignment					
2, 6, 7	4 American Marketing Association Web Search					
<p><b>UNIT RESOURCES:</b> (include internet addresses for linking)</p> <p>American Marketing Association Resource Library <a href="http://www.marketingpower.com/ResourceLibrary/Pages/default.aspx">http://www.marketingpower.com/ResourceLibrary/Pages/default.aspx</a></p> <p>Resources @ MCCE:</p>						

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### **MCE 11.0000 JIST1 - Your Career and Life Plan Portfolio-Instructor's Guide, 2nd Edition**

Editors at JIST

INDIANAPOLIS, IN, JIST PUBLISHING, INC, 2003.

BOOK — Instructor's Guide. Practical guidance and teaching suggestions for instructors using the Your Career and Life Plan Portfolio workbook with adult students and clients, such as at a community college, at a vocational school, or in a job search or job counseling program. The instructor's guide saves class preparation time and helps the instructor lead students through the workbook and through portfolio development. The guide includes presentation suggestions, extra activities, discussion/quiz questions, and transparency masters.

### **MCE CD ROM 3 - ProTech Career Planner**

MarkED/Career Paths

COLUMBUS, OH, MARKED/CAREER PATHS, 2003.

CD ROM — Support for Portfolios, Assessment, Training plans, Competency lists, DECA prep, Resource ID, Curriculum planning. For users of Windows 9X, 2K, Me, XP, NT.

### **MCE VIDEO 100 - Careers: Marketing**

CEV Multimedia

LUBBOCK, TX, CEV MULTIMEDIA, 2004.

VIDEO — Professionals involved in management, retail marketing and non-profit marketing are featured. Different job opportunities as well as educational requirements, skills and talent needed for each position. Expected salaries and employment opportunity. The experts offer advice and suggestions that can help students pursue a specific position. 25 minutes.

### **MCE VIDEO 81 - Who Would You Hire?**

C.W. Publications

STERLING, IL, C.W. PUBLICATIONS, 2003.

VIDEO — The "dos" and "don'ts" of interviewing are demonstrated through six less-than-perfect interviewees. Viewers evaluate and decide who Ms. Baker should hire as a sales representative at her travel agency. This program is full of great examples for those just beginning or making a re-entry into the world of work. 25 minutes.

### **BE DVD ROM 21.1 - You're Fired! The Ten Quickest Ways to Lose Your Job and How to Avoid Them**

JIST Publishing

ST. PAUL, MN, JIST PUBLISHING, 2006.

DVD ROM — This program uses vignettes to help viewers better understand how not to behave on the job. It explains the top 10 reasons that people lose their jobs and how people can easily avoid making those mistakes. The program also features break points for discussion and has

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comments from employers to give viewers an idea of what employers expect from their workers. 30 minutes.

### **C&E 10.0050 CDJS46 - Learning for Earning: Your Route to Success**

John Wanat, E. Weston Pfeiffer, Richard VAn Gulik

TINLEY PARK, IL, THE GOODHEART-WILLCOX COMPANY, 2006.

BOOK — Introduction to the skills needed to succeed in school, on the job and on your own. Provides an understanding of the world of work. Tips on how to find a suitable job for you, and how to keep a job and advance in your career. Responsibility to manage a paycheck; budgeting; banking services; housing and transportation needs.

### **C&E 10.0050 CDJS47A - Learning for Earning: Your Route to Success- Teacher's Resource Guide**

John Wanat, E. Weston Pfeiffer, Richard Van Gulik

TINLEY PARK, IL, THE GOODHEART-WILLCOX COMPANY, 2006.

BOOK — Introduction to the skills needed to succeed in school, on the job and on your own. Provides an understanding of the world of work. Tips on how to find a suitable job for you, and how to keep a job and advance in your career. Responsibility to manage a paycheck; budgeting; banking services; housing and transportation needs.

### **C&E 10.0050 P2669 - Focus on the Future: A Career Development Curriculum for Secondary School Students**

Nancy Perry and Zark VanZandt

NEW YORK, NY, INTERNATIONAL DEBATE EDUCATION ASSOCIATION, 2006.

BOOK — This curriculum focuses on career development for secondary school students. Through a series of 36 lesson plans, students learn about their interests, abilities, values, and aspirations, and relate them to occupational choices. They explore career and educational options and develop a career plan that outlines the educational and occupational preparation required to pursue their career choice. Assists students in answering Who am I?, Where am I going? and How do I get there? Each lesson plan contains learning objectives, materials needed, teacher prep tips, step-by-step activities, activity or resource sheets, and discussion questions.

### **C&E 12.0000 C316 - What You Must Do to Optimize Your Professional Digital Presence: E-Habits**

Elizabeth Charnock

NEW YORK, NY, MCGRAW-HILL, 2010.

BOOK — The purpose of this book is to help the reader begin to experience the "Digital You" as others do. This book is an image makeover guide that empowers the reader to present oneself in the best possible light, with every electronic action--whether on the Internet or within their own organization.

### **C&E 12.0000 K417 - The Hard Truth About Soft Skills**

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Peggy Klaus

NEW YORK, NY, COLLINS BUSINESS, 2007.

BOOK — The lessons in this book are organized into eight chapters, each covering an aspect in which soft skills play an especially significant role: career management, getting the job done, communication, handling critics, office politics, self-promotion, dealing with differences, and leadership.

### **C&E DVD ROM 45.1 - Career Advantage: Strategies for Success-The Changing Workplace: Technology and Globalization**

Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2004.

DVD ROM — This program focuses on how technology has changed work, and outlines basic concepts of how and where work can happen. Students are introduced to the principles of global business and the skills essential to stay employable in a global economy. 27 minutes.

### **C&E DVD ROM 47 - Ready For Work: Qualities That Count with Employers**

Human Relations Media

MT. KISCO, NY, HUMAN RELATIONS MEDIA, 1995.

DVD ROM — A recent census survey reveals that attitude and communication skills are the most important qualities sought by today's employers. This program helps viewers recognize people skills are essential in any career, regardless of the field. Going behind the scenes at various real-world job sites, this documentary-style video offers an opportunity for students to hear candid interviews with real employers looking for real workers. This video reminds students that even part-time, summer, and volunteer work experiences can provide them with valuable people skills. Grades: 9 - College. 27 minutes.

### **C&E DVD ROM 5 - First Impressions: Etiquette and Work Habits for New Employees**

Cambridge Educational

PRINCETON, NJ, CAMBRIDGE EDUCATIONAL, 2005.

DVD ROM — A bad first impression is hard to shake-something Jason, Marita, and Chris are about to find out on their first day at work. This program will save your students from common workplace blunders by showing them how to present a polished appearance, use positive body language, and demonstrate a can-do work ethic. Donna Panko, a professional corporate image consultant, shares her knowledge while the Wall of Wasted Opportunities-an animated rogues "gallery of employees who blew their first impression memorably drives the program's message home. Correlates to the career standards from the National Occupational Information Coordinating Committee. 22-minutes.

### **C&E DVD ROM 63 - Connect the Dots: How School Skills Become Work Skills**

Human Relations Media

MT. KISCO, NY, HUMAN RELATIONS MEDIA, 2006.

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DVD ROM — This program helps answer the question "why do I need to learn this?" by exploring the connection between what one learns in school and what employees do at work. Looks at a group of five basic school-to-work skills: personal self-management; creative thinking, computer literacy, communications, and reading, writing, arithmetic (basic literacy skills). Explores how school skills contribute to a person's ability to think critically and solve problems, and how mastering these skills in school help make for a successful career. Helps motivate students to tackle tough subjects even though their careers may be well into the future. Grades: 6 - 8. 16 minutes.

### **C&E DVD ROM 63.1 - Workplace Basics: Essential Skills for Success**

Sunburst Visual Media

PLAINVIEW, NY, SUNBURST VISUAL MEDIA, 2006.

DVD ROM — This program is designed to help students recognize the connection between the skills they learn in school and their success in the workplace. Two young hosts introduce vignettes and a short on-screen quiz after each section. Grades 7 - 12. 25 minutes.

### **C&E DVD ROM 63.2 - What's School Got to Do With It?**

Human Relations Media

MOUNT KISCO, NY, HUMAN RELATIONS MEDIA, 1994.

DVD ROM — This program features students talking about their career aspirations and their views on education. Each interview is juxtaposed with a profile of an accomplished professional working in the field that the student aspires to. This program helps the viewer better understand the correlation between the life skills learned in school and those applied in the workplace. Grades 7-12. Includes teacher resource guide. 30 minutes.

### **C&E GAME 3 - Keep That Job! The Game**

Manno Gust Enterprises

NEW YORK, NY, MANNO GUST ENTERPRISES, 1991.

GAME — Suggested by and designed for high school youth. Can also be used by young adults and takes at least one-half hour to play. Can be played by as few as three people or as many as 25. Reinforces job-keeping skills such as teamwork, preparation, follow through, honesty, and communication, and leaving the job gracefully.

### **C&E KIT 3 - Enhancing Workplace Readiness Skills**

Department of Education - Virginia

VA, DEPARTMENT OF EDUCATION - VIRGINIA, 2001.

KIT — This is an instructional activity unit designed to help students gain awareness of the skills they will need once they begin jobs and careers. These activities address all 13 of the Virginia Workplace Readiness Skills (derived from Virginia's Changing Workplace: Employers Speak, 1997), which are listed in an appendix to this activity unit. Contains instructional activities, Virginia's Workplace Readiness Skills, matrix and handouts.



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### **C&E ONLINE VIDEO 15 - What's Your Plan? Marketing, Sales and Service Segment**

Missouri Department of Elementary and Secondary Education

JEFFERSON CITY, MO, MISSOURI DEPARTMENT OF ELEMENTARY AND SECONDARY EDUCATION, 2008.

ONLINE VIDEO — This video is an introduction to the Marketing, Sales and Service career cluster from the "What's Your Plan?" Career Clusters video produced by the Missouri Department of Elementary and Secondary Education in 2008. For more information, visit the Missouri Connections video room at [http://dese.mo.gov/divcareered/missouri\\_connections\\_video\\_room.htm](http://dese.mo.gov/divcareered/missouri_connections_video_room.htm)

### **C&E VIDEO 40 - Life After High School: Succeeding in the Workplace**

Meridian Education Corp.

BLOOMINGTON, IL, MERIDIAN EDUCATION CORP., 2000.

VIDEO — Taking a place in the workforce, people need to become proficient at certain work-related behaviors/skills: attendance/punctuality, hygiene, respect for supervisors/co-workers, follow company guidelines, communication skills, time management, appropriate dress. It's important to understand what employers expect. 21 minutes