

DESE Model Curriculum

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

Course Code: **040001**

CIP Code: **52.1401**

COURSE INTRODUCTION:

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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UNIT DESCRIPTION: Students will learn the traits of successful employees, the role of human resource management, and opportunities available in marketing careers.		SUGGESTED UNIT TIMELINE: 2 WEEKS CLASS PERIOD (min.): 50 MIN.				
ESSENTIAL QUESTIONS: 1. What are important traits of successful employees? Why are these traits necessary? 2. What is human resources management and how does it relate to career and professional development? 3. What are the career opportunities available in communications, retail and merchandising and professional selling?						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
1. Describe traits important to the success of employees in the marketing communications				SL.11-12.4	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
2. Describe employment opportunities in the marketing communications industry (structure, jobs in, structures in different size agencies, key departments in)				WHST.9-10.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a	2

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					business career.	
3. Explain factors affecting the growth and development of the marketing communications industry				WHST.11-12.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
4. Discuss the economic and social effects of marketing communications				WHST.11-12.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
5. Analyze marketing communications careers to determine careers of interest				WHST.11-12.8	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	4
6. Identify career opportunities in retailing				WHST.11-12.8	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	1
7. Explain career opportunities in merchandising				WHST.11-12.8	Understands concepts, tools, and strategies used to explore, obtain,	1

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					and develop in a business career.	
8. Describe the role of merchandisers in retailing				SL.11-12.4	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
9. Explain the nature of professional selling				SL.11-12.4	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	2
10. Explain employment opportunities in professional selling				SL.11-12.4	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	1
11. Discuss the economic and social effects of professional selling				WHST.11-12.7	Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.	3
12. Discuss the nature of human resources management					Understands the tools, techniques, and systems that	2

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					businesses use to plan, staff, lead, and organize its human resources.	
ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.) E Portfolio Rubric (summative) “Your Future Story” Rubric or Career Brochure Rubric for research project (Summative) Mock Interview Rubric (summative) Career Summative Assessment – Quiz/Test (Summative) *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 #.)						
Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)					
1, 5, 6, 7, 8, 9, 10, 11, 12	1. Lecture on employment documents. Teacher models how to create employment documents. Use class starters to reinforce learning about various employment documents, including resumes, cover letters, employment letters, job applications, portfolios, e-portfolios, etc.					
1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12	2. Independent learning. Teacher can reinforce research practices using internet research in learning about employment documents and researching the local Chamber of Commerce.					
1, 2, 4, 5	3. Role plays/mock interviews, cooperative learning.					
Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)					

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1, 5, 6, 7, 8, 9, 10, 11, 12	1. Students will complete class activities to learn about employment documents. Students also create employment documents.
1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12	2. Students will research and create a career research project using a format of their choice (“Your Future Story” presentation or Career Brochure).
1, 2, 4, 5	3. Students will be engaged in role plays and mock interviews.
<p>UNIT RESOURCES: (include internet addresses for linking)</p> <p>www.deca.org</p> <p>Glencoe Marketing Essentials textbook</p> <p>http://jobsearch.about.com/od/interviewsnetworking/a/after-job-interview.htm and</p> <p>http://jobsearchtech.about.com/od/resumesandletters/a/letrofresign.htm</p> <p>http://www.docstoc.com/docs/3615990/The-Rules-for-Filling-Out-Job-Applications-ALWAYS-print-or</p> <p>http://www.wisebread.com/how-to-answer-23-of-the-most-common-interview-questions</p> <p>http://www.bls.gov/oco/</p> <p>http://jobsearch.about.com/od/jobsearchglossary/g/personal-reference.htm</p> <p>Resources @ MCCE:</p> <p>MCE 11.0000 JIST1 - Your Career and Life Plan Portfolio-Instructor's Guide, 2nd Edition</p> <p>Editors at JIST</p>	

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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 instruction'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 11.0113 B67 - Take This Job and Thrive

Anita Bruzzese

MANASSAS PARK, VA, IMPACT PUBLICATIONS, 2000.

BOOK — Are you struggling with workplace blues? If so, this book is for you! One of the nation's leading syndicated career and workplace writers shares her advice on key workplace issues, from dealing with office politics to business etiquette, entertaining, and obnoxious co-workers. Filled with informative and fascinating stories of real-life job triumphs and catastrophes, based on interviews with hundreds of employers and employees. It also shows readers how to improve and balance personal life so that their work life is more rewarding and productive. Reinvent your career with this rich resource for dealing with today's challenging workplace.

MCE DVD ROM 30 - Brian Tracy LIVE: Secrets of Self-Made Millionaires

Better Life Media, Inc.

PLYMOUTH, MN, BETTER LIFE MEDIA, INC., 2005.

DVD ROM — Self-made millionaires have been studied extensively throughout the years. The good news is that success is not an accident. Success can be learned and it leaves tracks. The great news is that you can follow the tracks of successful people to arrive at your ultimate

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destination. In this upbeat presentation, personal development expert Brian Tracy teaches learnable skills and qualities that can turn you into a millionaire. DVD & Audio CD.

BE DVD ROM 100 - Career Clusters 4: Business, Management & Administration

Cambridge Educational

HAMILTON, NJ, CAMBRIDGE EDUCATIONAL, 2007.

DVD ROM — This program profiles a corporate accounting assistant, an administrative assistant, an account director, and a principal at a commercial real estate services firm. They discuss the challenges and rewards of their work, providing information on necessary skills, educational credentials, and personal qualities. 23 minutes.

BE 12.0000 B45 - 202 Great Resumes

Jay A. Block and Michael Betrus

NEW YORK, NY, MCGRAW-HILL, 2004.

BOOK — This comprehensive resume guide offers tips, strategies, and real-world examples needed for resume writing. Contains traditional formats and new cutting-edge styles. This guide includes: Ways to research a company to uncover their needs; How to get in the door, to network, and get exposed to the hiring managers; Methods to articulate your value to hiring managers; and street-smart tips to help job-search, negotiate salary, interview, and much more.

BE 12.0000 D24 - 24 Hours to the Perfect Interview

Matthew J. Deluca and Nanette F. Deluca

NEW YORK, NY, MCGRAW-HILL, 2004.

BOOK — The authors provide a system that takes the reader step-by-step through pre-interview preparation. . Included are: End-of-chapter checklists and insider's tips; Putting together a professional look; Gathering important documents; Researching the company; Preparing responses to difficult questions; and Brainstorming stories that illustrate experience.

BE CD ROM 18 - The Resume Resource: Creating the Perfect Resume

Jaguar Educational

CHARLESTON, WV, JAGUAR EDUCATIONAL, 2004.

CD ROM — A comprehensive reference that includes tutorials, expert advice, and practice tests, as well as sample resumes and cover letters. Topics range from the general (History and Purpose of Resumes, Main Types of Resumes) to the specific (7 Musts of Cover Letters, Presenting Your Portfolio. Requires Windows 95 or higher.

BE DVD ROM 22 - Interview to Win Your First Job

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JIST Works

INDIANAPOLIS, IN, JIST WORKS, 2005.

DVD ROM — This program shows a variety of mock interviews that allow students and first-time job seekers to master the primary aspects of interviewing. High School and Post Secondary. 32 minutes.

BE DVD ROM 23 - Common Mistakes People Make in Interviews

Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2003.

DVD ROM — An informative and effective program that helps job seekers anticipate what employers are looking for. Using a wrong way/right way format, the video illustrates the things to do and not to do in an interview. A teacher's guide. 25 minutes

BE DVD ROM 24 - Who Would You Hire?

C.W. Publications

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

DVD ROM — 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 24.1 - Who Would You Hire? First Impressions

C.W. Publications

STERLING, IL, C.W. PUBLICATIONS, 2008.

DVD ROM — Students will learn the importance of making a strong first impression as the manager of a video store interviews eight young individuals for a part-time position. Students will evaluate the applicants, make a decision and then see what happens. 25 minutes.

BE DVD ROM 27 - Your Resume: First They Must See You in Writing!

LINX Educational

JACKSONVILLE BEACH, FL, LINX EDUCATIONAL, 2003.

DVD ROM — This video helps viewers choose the right action words and phrases to design effective resumes. It includes outlines for the following formats: chronological, functional, and combination, and when each is appropriate. It also has special signs for sending electronic resumes that will get read, not deleted! A segment on cover letters gives specifics on ways to tailor the letter using the right words and phrases so that the employer moves on to your resume. Grades 8 thru adult. 22 minutes