

VoCATS Course Blueprint

Marketing Education

6621 Marketing

*Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Curriculum and School Reform Services
Division of Secondary Education*

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This blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry. Contact marketingeducation@dpi.state.nc.us for more information.

VoCATS Course Blueprint

A course blueprint is a document laying out the framework of the curriculum for a given course.

Shown on the blueprint are the units of instruction, the core competencies in each unit, and the specific objectives for each competency. The blueprint illustrates the recommended sequence of units and competencies and the cognitive and performance weight of the objective within the course.

The blueprint should be used by teachers to plan the course of work for the year, prepare daily lesson plans, construct instructionally valid interim assessments. Statewide assessments are aligned directly with the course blueprint.

For additional information about this blueprint, contact program area staff. For additional information about the VoCATS Competency Achievement Tracking System, contact program area staff or VoCATS, Career-Technical Education, Division of Secondary Education, North Carolina Department of Public Instruction, 6359 Mail Service Center, Raleigh, North Carolina 27699-6359, VoCATS@dpi.state.nc.us.

Interpretation of Columns on VoCATS Course Blueprints

No.	Heading	Column information
1	Comp# Obj.#	Comp=Competency number (two digits); Obj.=Objective number (unique course identifier plus competency number and two-digit objective number).
2	Unit Titles/Competency and Objective Statements	Statements of unit titles, competencies per unit, and specific objectives per competency. Each competency statement or specific objective begins with an action verb and makes a complete sentence when combined with the stem "The learner will be able to. . ." (The stem appears once in Column 2.) Outcome behavior in each competency/objective statement is denoted by the verb plus its object.
3	Time Hrs	Space for teachers to calculate time to be spent on each objective based on the course blueprint, their individual school schedule, and analysis of students' previous knowledge on the topic.
4&5	<u>Course Weight</u> Cognitive Performance	Shows the relative importance of each objective, competency, and unit. Weight is broken down into two components: cognitive and performance. Add the cognitive and performance weights shown for an objective in columns 4 and 5 to determine its total course weight. Course weight is used to help determine the percentage of total class time that is spent on each objective. The breakdown in columns 4 and 5 indicates the relative amount of class time that should be devoted to cognitive and performance activities as part of the instruction and assessment of each objective. Objectives with performance weight should include performance activities as part of instruction and/or assessment.
6	Type Behavior	Classification of outcome behavior in competency and objective statements. (C=Cognitive; P=Performance)
7	Integrated Skill Area	Shows links to other academic areas. Integrated skills codes: A=Arts; E=English Language Arts; CD=Career Development; CS=Information/Computer Skills; H=Healthful Living; M=Math; SC=Science; SS=Social Studies.
8	Core Supp	Designation of the competencies and objectives as Core or Supplemental. Competencies and objectives designated "Core" must be included in the Annual Planning Calendar and are assessed on the statewide assessments..

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Marketing Education
COURSE BLUEPRINT for 6621 MARKETING
(Recommended hours of instruction: 135-180)

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2	3	4	5	6	7	8
	Total Course Weight		82%	18%			
A	MARKETING AND THE ECONOMY		30%	0%			
MA01.00	Understand the components of the Marketing course.		0%	0%			
MA01.01	Understand the basic content of the Marketing course as part of the Marketing Education program.		SUPPLEMENTAL				
MA01.02	Understand the value of DECA as an integral part of the Marketing course.		SUPPLEMENTAL				
MA02.00	Understand marketing foundations.		15%	0%	C2	E/SS	Core
MA02.01	Recognize the importance of marketing.		2%	0%	C1	E/SS	Core
MA02.02	Classify the functions of marketing and the marketing mix.		7%	0%	C2	E/SS	Core
MA02.03	Summarize ways to reach markets.		6%	0%	C2	E/SS	Core
MA03.00	Understand economic principles and concepts fundamental to marketing.		15%	0%	C2	E/SS	Core
MA03.01	Recognize terminology related to economics.		4%	0%	C1	E/SS	Core
MA03.02	Interpret the theory of supply and demand.		2%	0%	C2	E/SS	Core
MA03.03	Explain economic measurements and the business (economic) cycle.		2%	0%	C2	E/SS	Core
MA03.04	Compare economic systems.		2%	0%	C2	E/SS	Core
MA03.05	Summarize characteristics of a free enterprise system.		2%	0%	C2	E/SS	Core
MA03.06	Classify the forms of business ownership.		3%	0%	C2	E/SS	Core
B	COMMUNICATION, SALES, AND PROMOTION		39%	8%	C2		
MA04.00	Understand communication skills and the impact on human relationships.		10%	0%	C2	E/CD/CS/SS	Core
MA04.01	Summarize verbal and non-verbal communication.		3%	0%	C2	E/CD/SS	Core
MA04.02	Classify techniques to manage emotional reactions in human relationships.		4%	0%	C2	E/CD/SS	Core
MA04.03	Summarize technology used in communication.		3%	0%	C2	E/CD/CS/SS	Core
MA05.00	Apply effective selling techniques.		15%	3%	C3P	E/M/SS	Core
MA05.01	Understand the importance of selling.		3%	0%	C2	E/SS	Core
MA05.02	Understand preliminary activities associated with selling.		3%	0%	C2	E/SS	Core
MA05.03	Summarize the sales process.		7%	0%	C2	E/M/SS	Core
MA05.04	Execute sales transactions.		2%	3%	C3P	E/M/SS	Core

Comp # Obj #	Unit Titles/Competency and Objective Statements (The Learner will be able to:)	Time Hours	Course Weight		Type Behavior	Integrated Skill Area	Core Supp
			Cognitive	Performance			
1	2	3	4	5	6	7	8
MA06.00	Apply promotional strategies.		14%	5%	C3P	A/CS/E/SS	Core
MA06.01	Understand promotion and the promotional mix.		2%	0%	C2	A/CS/E/SS	Core
MA06.02	Exemplify advertising.		4%	0%	C2	A/CS/E/SS	Core
MA06.03	Exemplify visual merchandising.		3%	0%	C2	A/CS/E/SS	Core
MA06.04	Exemplify sales promotions.		3%	0%	C2	A/CS/E/SS	Core
MA06.05	Exemplify public relations.		2%	0%	C2	A/CS/E/SS	Core
MA06.06	Apply effective promotional techniques.		0%	5%	C3P	A/CS/E/SS	Core
C	DISTRIBUTION AND PROFESSIONAL DEVELOPMENT		13%	10%			
MA07.00	Understand distribution of products.		5%	0%	C2	E/SS	Core
MA07.01	Summarize the channels of distribution.		2%	0%	C2	E/SS	Core
MA07.02	Classify the activities of physical distribution.		3%	0%	C2	E/SS	Core
MA08.00	Analyze career options in marketing.		3%	5%	C3P	CD/E/SS	Core
MA08.01	Interpret the resources in career decision making.		3%	0%	C2	CD/E/SS	Core
MA08.02	Apply strategies for career exploration in marketing.		0%	5%	C3P	CD/E/SS	Core
MA09.00	Create strategies for job attainment.		5%	5%	C3P	CD/E/SS	Core
MA09.01	Understand procedures to obtain a job.		5%	0%	C2	CD/E/SS	Core
MA09.02	Create a career portfolio.		0%	5%	C3P	CD/E/SS	Core