

Warren County School District
PLANNED INSTRUCTION

COURSE DESCRIPTION

Course Title: **Multimedia Marketing Design**

Course Number: 00912 AM & 00962 PM

Course Prerequisites: A student should have earned at least six (6) credits to be enrolled in Multimedia Marketing Design

Course Description:

52.1801 Sales, Distribution and Marketing Operations, General

Multimedia Marketing Design provides instruction in the fields of marketing, sales, merchandising, distribution, management and entrepreneurship. The program is designed around six related components: Sales Management, Small Business Entrepreneurship, Multimedia/Web Design, Sports/Entertainment & Recreation Marketing, Principles of Leadership and International/Cyber Marketing. The classes prepare students for selling, buying, pricing, advertising and owning their own businesses. In addition, the class covers technical knowledge of products and services marketed, related communication, math skills and attitudes associated with human relations. Professionalism is developed through Distributive Education Club of America (DECA) national organization and related activities. Students will be prepared for entry-level positions in retailing, wholesale trade, banking, entertainment, travel, hospitality, food service, communications and operating their own businesses. The program provides an excellent business foundation for a post-secondary degree in marketing, advertising, business management, merchandising, sports and entertainment marketing and other related fields.

Suggested Grade Level: **Grades 10-12**

Length of Course: _____ One Semester X Two Semesters _____ Other (Describe)

Units of Credit: Three (3) Elective credits per year [up to nine (9) credits with Optional COOP]

PDE Certification and Staffing Policies and Guidelines (CSPG) Required Teacher Certification(s): CSPG #13: Emergency Certification, #66: Vocational Instruction & Vocational Intern Certification, #7: Level II (Permanent Certification), or Code: 1666 Marketing Distributive Education

Certification verified by WCSD Human Resources Department:

 X Yes _____ No

Board Approved Textbooks, Software, Materials:

Title: International Marketing
Publisher: South-Western Cengage
ISBN #: 13:978-0-538-72915-4
Copyright Date: 2007

Title: Adobe InDesign CC Classroom in a Book
Publisher: Adobe Press
ISBN #: 978-0-13-466409-5
Copyright Date: 2015

Title: Sports Entertainment Marketing
Publisher: Glencoe
ISBN #: 978-0-07-86140109
Copyright Date: 2005

Title: Adobe Photoshop CC Classroom in a Book
Publisher: Adobe Press
ISBN #: 978-0-13-466345-6
Copyright Date: 2017

Title: E-Commerce
Publisher: Glencoe
ISBN #: 978-0-07-868543-9
Copyright Date: 2008

Title: Adobe Dreamweaver CC Classroom in a Book
Publisher: Adobe Press
ISBN #: 978-0-13-466428-6
Copyright Date: 2017

Title: Succeeding in the World of Work
Publisher: Glencoe
ISBN #: 978-007-895-9448
Copyright Date: 2005

Title: Marketing Research
Publisher: Pearson
ISBN #: 978-0134167404
Copyright Date: 2017

Title: The Teen Entrepreneur
Publisher: Business Education Publishing
ISBN #: 0-9721331-8-6
Copyright Date: 2006

Title: Retailing
Publisher: Glencoe
ISBN #: 0-07-861400-7
Copyright Date: 2005

Title: Soft Skills for the Workplace
Publisher: Goodheart-Wilcox
ISBN #: 978-0-1-63126-826-7
Copyright Date: 2018

Title: Adobe Illustrator CC Classroom in a Book
Publisher: Adobe Press
ISBN: 13: 978-0-13-466344-9
Copyright Date: 2017

Date of WCSD Board Approval: March 13, 2017

BOARD APPROVAL:

Date Written: February 2005, Revised February 15, 2017

Date Approved: March 13, 2017

Implementation Year: 2017 – 2018

SPECIAL EDUCATION AND GIFTED REQUIREMENTS

The teacher shall make appropriate modifications to instruction and assessment based on a student’s Individual Education Plan (IEP) or Gifted Individual Education Plan (GIEP).

COURSE OUTLINE

List the units to be taught throughout the course. Provide a brief description of what will be taught in each unit.

For standards, essential questions, content, and skills see Curriculum Map – See Task Grid

PA Academic Standards: Aligned with PA Standards

PA Standard 13.1.11 Career Awareness and Preparation A, B, C, D, E, F, H

Performance Indicators

- A. Relate careers to individual interests, abilities and aptitudes
- B. Analyze career options base on personal interests, abilities, aptitudes, achievements and goals.
- C. Analyze how the changing roles of individuals in the workplace relate to new opportunities within career choices.
- D. Evaluate school-based opportunities for career awareness/preparation
- E. Justify the selection of a career.
- F. Analyze the relationship between career choices and career opportunities, such as, but not limited to: Associate degree, Baccalaureate degree, Certificate/licensure, Immediate part/full time employment, entrepreneurship.
- H. Review personal high school plan against current personal career goals and select post-secondary opportunities based upon personal career interests.

PA Standard 13.2.11 Career Retention (Getting a job) A, B, C, E

Performance Indicators

- A. Apply effective speaking and listening skills used in a job interview.
- B. Apply research skills in searching for a job.
- C. Develop and assemble, for career portfolio placement, career acquisition documents, such as, but not limited to job application, letter of appreciation and application and resume.
- E. Demonstrate, in the career acquisition process, the application of essential workplace skills/knowledge.

PA Standard 13.3.11 Career Retention and Advancement A, B, C, D, E, F, G

Performance Indicators

- A. Evaluate personal attitudes and work habits that support career retention and advancement.
- B. Evaluate team member roles to describe and illustrate active listening techniques.
- C. Evaluate conflict resolution skills as they relate to the workplace.
- D. Develop personal budget based on career choice.
- E. Evaluate time management strategies and their application to both personal and work situations.
- F. Evaluate strategies for career retention and advancement in response to the changing global workplace.
- G. Evaluate the impact of lifelong learning on career retention and advancement

PA Standard 13.4.11 Entrepreneurship A, B, C

Performance Indicators

- A. Analyze entrepreneurship as it relates to personal career goals and corporate opportunities
- B. Analyze entrepreneurship as it relates to personal character traits
- C. Develop a business plan for an entrepreneurial concept of personal interest and identify available resources.

COURSE SEQUENCE AND TIMELINE

Marketing and Retailing & Economic Fundamentals	15 hours
Basic Math Skills	5 hours

Basic Communication Skills	5 hours
Types of Retail Business	15 hours
Management Skills	5 hours
Merchandise Planning and Distribution	15 hours
Buying and Pricing Merchandise	15 hours
Store Design, Visual Merchandising and Display	20 hours
Promotion	20 hours
Sales	20 hours
Customer Service Certification Preparation	25 hours
Management	10 hours
Career Opportunities	10 hours
Introduction to Business Planning	20 hours
Generating New Business Ideas	20 hours
Analyzing Markets and Competitors	20 hours
Introduction to Financials	15 hours
Planning a New Enterprise	15 hours
Marketing the Product and/or Service	30 hours
Business Management and Operations	25 hours
Financing the Business	25 hours
Executive Summary	5 hours
Presenting the Business Plan	5 hours
Power of Advertising	5 hours
Advertising Industry	10 hours
Analyzing Customers	5 hours
Principles of Visual Design	20 hours
Planning the Advertising Campaign	10 hours
Creating the Advertisements	30 hours
Placing the Advertisement	10 hours
Fundamentals of Web Design	25 hours
Designing Web Sites	20 hours
Enhancing a Web Site	20 hours
Web Site Development Process	25 hours
Marketing Fundamentals	5 hours
History of Sports Marketing	10 hours
Sports Market	10 hours
Sport Products	10 hours
Sports Marketing Mix	20 hours
Sports Promotion	15 hours
Careers in Sports Marketing	10 hours
Entertainment Market	5 hours
Entertainment Products	10 hours
Entertainment Marketing Mix	20 hours
Entertainment Promotions (simulation)	30 hours
Career Opportunities	5 hours
Recreation Market	5 hours
Recreation Products	10 hours

Recreation Promotion	10 hours
Recreation Careers	5 hours
Self-Assessment	10 hours
Characteristics of Leadership	5 hours
Communication	20 hours
Ethical Behavior	20 hours
School and Community Leaders	5 hours
Developing and Demonstrating Leadership	5 hours
Teams and Team Work	5 hours
Effective Groups and Organizations	15 hours
Career and Technical Student Organizations (CTSO)	20 hours
Recognizing Diversity	5 hours
Personal Characteristics	5 hours
Human Relations	15 hours
Developing a Career Plan	10 hours
Finding and Retaining a Job	15 hours
Workplace Health and Safety	5 hours
Professional Development	10 hours
Balancing Work and Personal Life	5 hours
Adapting to Change	5 hours
Cultural and Social Influences and Communication	15 hours
International Trade and Legal Influences	10 hours
Economic and Geographical Influences	5 hours
Business Ownership and Entrepreneurship	25 hours
Marketing and Promotion	15 hours
Accounting and Financing Practices	5 hours
Human Resource Management	5 hours
International Career Planning	5 hours
Technology and the Future Global Economy	5 hours
E-Commerce and E-Retailing	20 hours
Career Opportunities	10 hours
Business Structure and the E-Commerce Business Plan	10 hours
Web Site Development	25 hours
Marketing in the Digital World	25 hours
TOTAL	1080 hours
COOP	Varied @ 36 weeks

ASSESSMENT

Summative Assessments: Individual Business Plan
NOCTI Written and Performance Test (2nd or 3rd year students) developed by the National Occupational Competency Testing Institute. Students who score advanced will receive the PA Skills Certificate in Retail Trades signed by the Governor of Pennsylvania. Students who score advanced and successfully complete the Program of Study Task Grid will earn SOAR PA state-wide articulated credit and any additional approved articulated college credit.

Formative Assessments: The teacher will develop and use standards-based assessments throughout the program.

Portfolio Assessment: _____ Yes No

District-wide Common Final Examination Required: Yes No

Course Challenge Assessment (Describe): N/A

WRITING TEAM: Cathie Cummings and James Evers and reviewed by current School Board approved OAC Membership.

WCSD STUDENT DATA SYSTEM INFORMATION

1. Is there a required final examination? Yes No
**Warren County School District Policy 9741 and 9744 state, "All classes in grades 9-12 shall have a final exam".*
2. Does this course issue a mark/grade for the report card?
 Yes No
3. Does this course issue a Pass/Fail mark? Yes No
4. Is the course mark/grade part of the GPA calculation?
 Yes No
5. Is the course eligible for Honor Roll calculation? Yes No
6. What is the academic weight of the course?
 No weight/Non credit Standard weight
 Enhanced weight (Describe) AP