

**Sales, Distribution and Marketing Operations, Classification of Instructional Program (CIP) 52.1801
Units of Instruction and Task Grid Linked to Pennsylvania Core Standards**

Secondary Competency Task List with Unit and Task Numbers	Common Career Technical Core Standards	Pennsylvania Core Standards for Reading for Technical Subjects Standard 3.5	Pennsylvania Core Standards for Writing for Technical Subjects Standard 3.6	Pennsylvania Core Standards for Mathematics Standard 2.0
100 INTERPRET MARKETING AND BUSINESS FUNDAMENTALS.				
101 Identify and explain seven functions of marketing. 102 Identify and explain economic utilities. 103 Identify and explain the components of the marketing mix. 104 Explain the free enterprise system. 105 Illustrate the relationship between business and social responsibility. 106 Recognize multicultural markets. 107 Develop and present a plan to form a business.	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7 C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4 D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8 E. <u>Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12. A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific</p>	

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	<p>Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).</p> <p>Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem.</p> <p>Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.</p> <p>Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.</p> <p>Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p>	<p>purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem.</p> <p>Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.</p> <p>Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	

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		RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.		
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200 SOLVE MATHEMATICAL PROBLEMS IN MARKETING.				
201 Complete sales and charge sales slips. 202 Make correct change for customer transaction. 203 Calculate miscellaneous charges and discounts for purchases. 204 Prepare an opening/closing cash drawer till. 205 Process customer returns. 206 Identify and calculate profit, markup and markdown on merchandise. 207 Calculate prices for merchandise using pricing strategies. 208 Calculate employee and customer discounts.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7 C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4 D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8 E. <u>Professional Sales</u> (Choose Standards) 1-2-3	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12.C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing,	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

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	<p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).</p> <p>Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem.</p> <p>Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.</p> <p>Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.</p> <p>Standard CC.3.5.11-12. I</p>	<p>rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem.</p> <p>Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.</p> <p>Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and</p>	

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		<p>Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.</p>	<p>shorter time frames for a range of tasks, purposes and audiences...etc.</p>	
300 EXPLORE CAREER DEVELOPMENT OPPORTUNITIES.				
<p>301 Prepare a résumé for a specific job in marketing or business.</p> <p>302 Prepare a letter of application for a specific job in the field of marketing or business.</p> <p>303 Complete a job application for a specific job in the field of marketing or business.</p> <p>304 Prepare for a job interview in the field of marketing and business.</p> <p>305 Explore and compare job/career opportunities in marketing or business education.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10</p> <p>PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5</p> <p>B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7</p> <p>C. Marketing Research (Choose Standards) 1-2-3-4</p> <p>D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc.</p> <p>Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc.</p> <p>Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words.</p> <p>Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content.</p> <p>Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience.</p> <p>Standard CC.3.6.9-10 D</p>	

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	<p>E. Professional Sales (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data,</p>	<p>Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12</p>	

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<p>400 PERFORM COMPUTER APPLICATIONS.</p>				
<p>401 Prepare marketing documents using word processing software.</p> <p>402 Identify the significance of customer/product database.</p> <p>403 Use desktop publishing to prepare projects.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10</p> <p>PATHWAY(S)</p> <p>A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5</p> <p>B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7</p> <p>C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4</p> <p>D. <u>Merchandising</u> (Choose Standards)</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc.</p> <p>Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc.</p> <p>Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content.</p> <p>Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience.</p>	

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<p>500 DEMONSTRATE SKILL IN COMMUNICATIONS IN MARKETING.</p>				
<p>501 Identify and apply effective communications to include telephone, fax, email, letters, memos and newsletters.</p> <p>502 Demonstrate effective staff communication.</p> <p>503 Demonstrate ability to read and comprehend written communications.</p> <p>504 Identify a variety of written business communications utilized in the workplace.</p> <p>505 Demonstrate ability to speak effectively to customers, supervisors and vendors using proper grammar and terminology.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10</p> <p>PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5</p> <p>B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7</p> <p>C. <u>Marketing Research</u> (Choose Standards)</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C</p>	

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<p>506 Discuss the importance of developing networking skills.</p> <p>507 Prepare and deliver a marketing related presentation.</p> <p>508 Demonstrate positive customer relations.</p>	<p>1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8</p> <p>E. Professional Sales (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author's claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple</p>	<p>Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support</p>	

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		<p>sources of information presented in diverse formats...to solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.</p>	<p>analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	
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<p>600 PARTICIPATE IN CTSO.</p>				
<p>601 Identify what DECA/CTSO represents.</p> <p>602 Identify which CTSOs are available to marketing students.</p> <p>603 Demonstrate appropriate business attire.</p> <p>604 Identify and demonstrate leadership qualities.</p> <p>605 Participate maturely in a CTSO meeting.</p> <p>606 Participate in a problem solving discussion at a CTSO meeting.</p> <p>607 Explain the importance of initiative and taking</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing</u> <u>Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing</u> <u>Management</u> (Choose Standards) 1-2-3-4-5-6-7</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF</p>	

**Sales, Distribution and Marketing Operations, Classification of Instructional Program (CIP) 52.1801
Units of Instruction and Task Grid Linked to Pennsylvania Core Standards**

Secondary Competency Task List with Unit and Task Numbers	Common Career Technical Core Standards	Pennsylvania Core Standards for Reading for Technical Subjects Standard 3.5	Pennsylvania Core Standards for Writing for Technical Subjects Standard 3.6	Pennsylvania Core Standards for Mathematics Standard 2.0
responsibility as an employee.	<p>C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4</p> <p>D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8</p> <p>E. <u>Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words.</p> <p>Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc.</p> <p>Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).</p> <p>Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem.</p> <p>Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G</p>	<p>WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience.</p> <p>Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem.</p> <p>Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.</p> <p>Standard CC.3.6.9-10.H.</p>	

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700 MANAGE MARKETING INFORMATION. 701 Develop a product specific project to demonstrate a market success. 702 Identify and define methods of conducting marketing research.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing Management</u> (Choose Standards)	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION &	

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	<p>1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE</p>	<p>DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.</p>	

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		<p>& IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.</p> <p>Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.</p> <p>Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.</p>	<p>Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	
<p>800 DEMONSTRATE KNOWLEDGE OF ISSUES IN BUSINESS MANAGEMENT.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards)</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including</p>	
<p>801 Define the different forms of business ownership.</p> <p>802 Identify safety concerns as related to the sales and marketing industry.</p> <p>803 Explain loss prevention.</p> <p>804 Develop a business plan including a financial plan.</p>				

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<p>900 SELL GOODS AND SERVICES.</p> <p>901 Illustrate and explain the steps of a sales presentation.</p> <p>902 Demonstrate greeting and approaching a customer.</p> <p>903 Utilize probing questions to determine customer needs.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12. A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B</p>	<p>NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems.</p>

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904 Demonstrate feature benefit selling. 905 Demonstrate add on sales techniques. 906 Close a customer sale. 907 Demonstrate a sales presentation for a good or service. 908 Distinguish between telemarketing, personal selling and self service. 909 Define various terms pertaining to selling. 910 Handle difficult customers in a professional manner. 911 Follow and interpret business policies to customers. 912 Analyze methods for handling sales objections.	<p><u>Communications</u> (Choose Standards) 1-2-3-4-5</p> <p><u>B. Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7</p> <p><u>C. Marketing Research</u> (Choose Standards) 1-2-3-4</p> <p><u>D. Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8</p> <p><u>E. Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for</p>	<p>Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information</p>	<p>Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.</p>

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		<p>solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.</p>	<p>from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	
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1000 ADVERTISE AND PROMOTE GOODS AND SERVICES.				
1001 Explain the importance of promotion, advertising and how it serves consumers.	CAREER CLUSTER Marketing Career Cluster - (Choose	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A	TEXT TYPES AND PURPOSE GRADES 9-10-11-12	NUMBERS AND OPERATIONS

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<p>1002 Design visual merchandising projects that utilize principles of color, line and design effectively for displays.</p> <p>1003 Explain the different types of advertising media.</p> <p>1004 Write a promotional plan for a business.</p> <p>1005 Illustrate a print advertisement.</p> <p>1006 Prepare a product development project.</p> <p>1007 Write a small business proposal.</p> <p>1008 Write advertising slogans for products.</p> <p>1009 Define promotional advertising and institutional advertising.</p> <p>1010 Identify the objectives of retail advertising.</p> <p>1011 Distinguish between sales promotion and public relations.</p> <p>1012 Identify the major elements of a printed advertisement.</p> <p>1013 Identify the major elements of a newspaper advertisement.</p> <p>1014 Design a draft layout of product and services.</p>	<p>Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7 C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4 D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8 E. <u>Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or</p>	<p>Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F</p>	<p>Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.</p>

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Secondary Competency Task List with Unit and Task Numbers	Common Career Technical Core Standards	Pennsylvania Core Standards for Reading for Technical Subjects Standard 3.5	Pennsylvania Core Standards for Writing for Technical Subjects Standard 3.6	Pennsylvania Core Standards for Mathematics Standard 2.0
		<p>chart).</p> <p>Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem.</p> <p>Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.</p> <p>Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.</p> <p>Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.</p>	<p>Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem.</p> <p>Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.</p> <p>Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	

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1100 PREPARE FOR CERTIFICATION: PROVIDE PERSONALIZED CUSTOMER SERVICE.				
<p>1101 Describe the advantages of customer service in servicing the customer and building a loyal customer base.</p> <p>1102 Describe how data is collected to improve customer service.</p> <p>1103 Demonstrate the use of effective face to face communication with customers.</p> <p>1104 Identify the ways a customer service representative can develop a rapport with customers.</p> <p>1105 Demonstrate techniques to solve customer problems.</p> <p>1106 Explain the importance of putting extra effort into satisfying customers.</p> <p>1107 Explain techniques used to calm upset customers.</p> <p>1108 Explain effective techniques to overcome sales objections.</p> <p>1109 Utilize the team approach to deliver superior customer service.</p>	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10</p> <p>PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5</p> <p>B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7</p> <p>C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4</p> <p>D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8</p> <p>E. <u>Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.</p> <p>INTEGRATE KNOWLEDGE</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce,</p>	<p>NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.</p>

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		<p>& IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend</p>	<p>publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	

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		technical texts independently and proficiently.		
1200 DEMONSTRATE KNOWLEDGE OF PURCHASING AND DISTRIBUTION.				
1201 Identify and explain the channels of distribution. 1202 Distinguish and select channel of distribution for a product. 1203 Describe types of inventory control.	<p>CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10</p> <p>PATHWAY(S)</p> <p>A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5</p> <p>B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7</p> <p>C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4</p> <p>D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8</p> <p>E. <u>Professional Sales</u> (Choose Standards) 1-2-3</p> <p>NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for</p>	<p>KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc.</p> <p>Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc.</p> <p>Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.</p> <p>CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words.</p> <p>Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc.</p> <p>Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author’s purpose in providing an explanation, describing a procedure...and</p> <p>Analyze the structure of the relationships among concepts in a text.</p>	<p>TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content.</p> <p>Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.</p> <p>PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12.C Produce clear and coherent writing...appropriate to task, purpose, and audience.</p> <p>Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.</p> <p>Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.</p>	<p>NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems.</p> <p>Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems.</p> <p>Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.</p> <p>Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.</p>

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	<p>your local geographic area.</p>	<p>INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to support the author’s claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.</p> <p>INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.</p> <p>RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J</p>	<p>Use technology, including the internet, to produce, publish, and update individual or shared writing products.</p> <p>RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research.</p> <p>RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.</p>	

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		Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.		
1300 DEMONSTRATE KNOWLEDGE OF OPERATIONS IN A RETAIL BUSINESS.				
1301 Describe how store design relates to store image. 1302 Explain the three C's of credit. 1303 Describe the basic steps in receiving and inspecting merchandise. 1304 Identify and explain a "Planogram."	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3 NOTE: Please refer to the	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation,	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

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1400 PERFORM MERCHANDISING OPERATIONS. 1401 Identify the difference between national and private brands. 1402 Discuss concept of economic goods and services. 1403 Discuss concept of economic resources and activities. 1404 Identify and discuss the supply and demand factors in pricing. 1405 Identify business ethics. 1406 Identify the purpose and importance of purchasing procedures.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. <u>Marketing Communications</u> (Choose Standards) 1-2-3-4-5 B. <u>Marketing Management</u> (Choose Standards) 1-2-3-4-5-6-7 C. <u>Marketing Research</u> (Choose Standards) 1-2-3-4 D. <u>Merchandising</u> (Choose Standards) 1-2-3-4-5-6-7-8 E. <u>Professional Sales</u> (Choose Standards) 1-2-3	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writing...appropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing,	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

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