

# Practicum in Marketing

## At-A-Glance - Lamar CISD

Ongoing Skills Imbedded All Year	Professional Standards/Employability Skills/Technical Skills		
	PM 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. PM 1(B) The student will demonstrate collaboration skills through teamwork. PM 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. PM 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. PM 1(E) The student will demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. PM 1(F) The student will demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results. PM 1(G) The student will demonstrate leadership skills by participating in activities such as career and technical student organizations.		
Grading Period	Unit Name	Estimated Time Frame	TEKS
Grading Period 1 <b>28 Days</b>	<b>Professional Standards/Employability Skills</b>	<b>8 Days</b>	1A, 1B, 1C, 1D, 1E, 1F, 1G
	PM 1(A) The student will communicate effectively with others using speaking, listening, and writing skills. PM 1(B) The student will demonstrate collaboration skills through teamwork. PM 1(C) The student will demonstrate professionalism by conducting oneself in a manner appropriate for the profession and workplace. PM 1(D) The student will demonstrate a positive, productive work ethic by performing assigned tasks as directed. PM 1(E) The student will demonstrate integrity by choosing the ethical course of action and complying with all applicable rules, laws, and regulations. PM 1(F) The student will demonstrate time-management skills such as prioritizing tasks, following schedules, and tending to goal-relevant activities in ways that use time wisely and optimize efficiency and results. PM 1(G) The student will demonstrate leadership skills by participating in activities such as career and technical student organizations.		
	<b>Nature of Business &amp; Its Contribution to Society</b>	<b>3 Days</b>	2A, 2B, 2C, 2D, 2E, 1F
	PM 2(A) The student will distinguish ways that businesses contribute to society. PM 2(B) The student will explain the importance of social responsibility. PM 2(C) The student will describe types of business activities. PM 2(D) The student will explain the organizational design of businesses. PM 2(E) The student will discuss the global environment in which businesses operate. PM 2(F) The student will depict factors that affect the business environment and how businesses can respond.		
	<b>Functions of Marketing</b>	<b>3 Days</b>	3A, 3B
	PM 3(A) The student will explain the marketing concept. PM 3(B) The student will describe each marketing function and how it relates to the marketing concept.		
	<b>Target Market</b>	<b>5 Days</b>	5A, 5B, 5C, 5D
	PM 5(A) The student will explain the importance of target markets. PM 5(B) The student will compare and contrast advantages and disadvantages of market segmentation and mass marketing. PM 5(C) The student will distinguish among geographic, demographic, psychographic, and behavioral segmentation. PM 5(D) The student will explain the nature of marketing planning.		
	<b>Mathematical Concepts in Marketing</b>	<b>3 Days</b>	6A, 6B, 6C, 6D, 6E, 6F, 6G
	PM 6(A) The student will execute calculations involving money, time, space, materials, and data. PM 6(B) The student will interpret charts and graphs to make informed marketing decisions. PM 6(C) The student will use formulas and equations to determine price, profit, costs, and break-even point. PM 6(D) The student will perform mathematical operations. PM 6(E) The student will predict reasonable estimations. PM 6(F) The student will create mathematical models from real-life situations. PM 6(G) The student will determine rate of change mathematically.		
<b>Interpersonal Skills</b>	<b>3 Days</b>	7A, 7B, 7C, 7D	
PM 7(A) The student will identify and practice effective interpersonal and team-building skills involving situations with coworkers, managers, and customers. PM 7(B) The student will develop short- and long-term personal goals. PM 7(C) The student will identify and use time-management principles. PM 7(D) The student will participate in leadership and career development activities.			

<b>Grading Period 2 25 Days</b>	<b>Information Technology</b>	<b>3 Days</b>	8A, 8B, 8C, 8D, 8E, 8F
	PM 8(A) The student will identify social media trends in marketing. PM 8(B) The student will identify ways that technology impacts business. PM 8(C) The student will apply web-search skills. PM 8(D) The student will demonstrate word-processing skills. PM 8(E) The student will use database applications. PM 8(F) The student will execute spreadsheet applications.		
	<b>Careers – Self-Assessment Research</b>	<b>9 Days</b>	9A, 9B, 9C
	PM 9(A) The student will develop a working portfolio containing components such as resume, cover letter, thank you letter, references, letter of recommendation, and work samples. PM 9(B) The student will analyze personal social media accounts for potential employability. PM 9(C) The student will demonstrate interview skills.		
	<b>Customer Relations</b>	<b>3 Days</b>	26A, 26B, 26C, 26D, 26E, 26F
	PM 26(A) The student will explain the nature of positive customer relations. PM 26(B) The student will describe a customer service mindset. PM 26(C) The student will explain the management role in customer relations. PM 26(D) The student will identify a company brand promise. PM 26(E) The student will explore ways of reinforcing company image through employee performance. PM 26(F) The student will describe the use of technology in customer relationship management.		
	<b>Ethics</b>	<b>4 Days</b>	28A, 28B, 28C, 28D
	PM 28(A) The student will evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities. PM 28(B) The student will identify personal and long-term workplace consequences of unethical or illegal behaviors. PM 28(C) The student will investigate the most appropriate response to workplace situations based on legal and ethical considerations. PM 28(D) The student will demonstrate responsible behavior, honesty, integrity, and ethical work habits.		
	<b>Economic Concepts</b>	<b>2 Days</b>	12A, 12B, 12C, 12D, 12E
	PM 12(A) The student will discuss characteristics of economic goods and services. PM 12(B) The student will identify economic needs and wants. PM 12(C) The student will explain the concept of utility and cite examples of types of utility. PM 12(D) The student will describe the function of prices in markets. PM 12(E) The student will clarify how the interaction of supply and demand affects price.		
	<b>Economic System</b>	<b>1 Day</b>	13A, 13B, 13C
	PM 13(A) The student will compare and contrast how economies answer basic economic questions. PM 13(B) The student will explain why most economies are mixed. PM 13(C) The student will determine the relationship between government and business.		
	<b>Private Enterprise</b>	<b>2 Days</b>	14A, 14B, 14C
	PM 14(A) The student will determine characteristics of a private enterprise system. PM 14(B) The student will explain the advantages and disadvantages of private enterprise. PM 14(C) The student will identify examples of competitive business situations such as price or nonprice competition.		
	<b>Economic Factors</b>	<b>2 Days</b>	15A, 15B, 15C, 15D, 15E, 15F
	PM 15(A) The student will identify economic measurements used to analyze an economy. PM 15(B) The student will research how economic measures are used in a market economy. PM 15(C) The student will describe the concept of price stability as an economic measure. PM 15(D) The student will interpret the measure of consumer spending as an economic indicator. PM 15(E) The student will examine the impact of a nation's unemployment rates. PM 15(F) The student will describe the economic impact of inflation on business.		
<b>Business Cycle</b>	<b>2 Days</b>	16A, 16B	
PM 16(A) The student will explain the concept of business cycle. PM 16(B) The student will describe the impact that phases of a business cycle have on an economy.			

<b>Grading Period 3 25 Days</b>	<b>Distribution System</b>	<b>5 Days</b>	17A, 17B, 17C
	PM 17(A) The student will understand channels of distribution. PM 17(B) The student will identify physical distribution activities. PM 17(C) The student will examine costs associated with distribution.		
	<b>International Business</b>	<b>3 Days</b>	11A, 11B
	PM 11(A) The student will explain how diversity affects marketing. PM 11(B) The student will probe the impact of multiculturalism and multigenerationalism on marketing activities.		
	<b>Financial Services</b>	<b>2 Days</b>	18A, 18B
	PM 18(A) The student will illustrate types of financial services. PM 18(B) The student will explain the purpose of a credit contract.		
	<b>Laws</b>	<b>15 Days</b>	27A, 27B, 27C, 27D, 27E, 27F, 27G, 27
PM 27(A) The student will apply ethics to demonstrate trustworthiness. PM 27(B) The student will explain the nature of business ethics. PM 27(C) The student will describe legal issues affecting businesses. PM 27(D) The student will defend the nature of human resources regulations. PM 27(E) The student will explain the nature of workplace regulations such as Occupational Safety and Health Administration and statutes such as the Americans with Disabilities Act. PM 27(F) The student will discuss employment relationships. PM 27(G) The student will illustrate the nature of trade regulations. PM 27(G) The student will describe the impact of antitrust legislation.			
<b>Grading Period 4 33 Days</b>	<b>Marketing History</b>	<b>10 Days</b>	10A, 10B
	PM 10(A) The student will discuss trends affecting marketing. PM 10(B) The student will research emerging technologies in marketing.		
	<b>Marketing Mix</b>	<b>10 Days</b>	4A, 4B
	PM 4(A) The student will explain how each component of the marketing mix contributes to successful marketing. PM 4(B) The student will illustrate the importance of marketing strategies in the marketing mix.		
	<b>Product Planning</b>	<b>13 Days</b>	30A, 30B, 30C
PM 30(A) The student will explain the nature and scope of product planning. PM 30(B) The student will relate product-mix strategies to meet customer expectation. PM 30(C) The student will define the product life cycle.			
<b>Grading Period 5 34 Days</b>	<b>Pricing Math</b>	<b>7 Days</b>	19A, 19B, 19C, 19D, 19E, 19F, 19G
	PM 19(A) The student will state goals of pricing. PM 19(B) The student will identify factors affecting pricing. PM 19(C) The student will explain how pricing affects product, place, and promotion decisions. PM 19(D) The student will compare and contrast pricing policies. PM 19(E) The student will calculate a product's price. PM 19(F) The student will describe the role of business ethics in pricing. PM 19(G) The student will analyze legal considerations for pricing.		
	<b>Purchase Influences</b>	<b>7 Days</b>	24A, 24B, 24C, 24D, 24E
	PM 24(A) The student will differentiate among a feature and a benefit. PM 24(B) The student will compare and contrast between consumer and organizational buying behavior. PM 24(C) The student will determine customer needs and wants. PM 24(D) The student will classify buying motives. PM 24(E) The student will analyze how customers and organizations apply the decision-making process.		
	<b>Selling Process</b>	<b>10 Days</b>	25A, 25B
PM 25(A) The student will locate product information. PM 25(B) The student will illustrate the sale process.			

	<b>Training &amp; Certification</b>	<b>10 Days</b>	29A, 29B		
	PM 29(A) The student will identify training, education, and certification requirements for occupational choice. PM 29(B) The student will participate in career-related training or degree programs.				
<b>Grading Period 6 28 Days</b>	<b>Promotional Concepts &amp; Strategies</b>	<b>15 Days</b>	20A, 20B, 20C, 20D, 20E, 20F, 20G, 20H, 20I	20 days	
	PM 20(A) The student will explain the communication processes as used in promotional activities. PM 20(B) The student will evaluate types of promotion. PM 20(C) The student will understand the concept of promotional mix. PM 20(D) The student will define the role of promotion as a marketing function. PM 20(E) The student will describe the use of business ethics in promotion. PM 20(F) The student will explore the regulation of promotion. PM 20(G) The student will explain the nature of direct marketing channels. PM 20(H) The student will model communication channels used in sales promotion. PM 20(I) The student will describe communication channels used in public relations activities.				
	<b>Advertising</b>	<b>6 Days</b>	21A, 21B, 21C		
	PM 21(A) The student will illustrate types of advertising media. PM 21(B) The student will differentiate between product and institutional advertising. PM 21(C) The student will identify and evaluate elements of an advertisement.				
	<b>Business Risk and Risk Management</b>	<b>7 Days</b>	22A, 22B, 23A, 23B		
PM 22(A) The student will categorize business risks. PM 22(B) The student will interpret how various types of risks impact business activities. <b>Risk Management</b> PM 23(A) The student will evaluate security precautions. PM 23(B) The student will demonstrate knowledge of safety precautions in the workplace.					