

Haddon Township High School
Course Overview

Subject Area: Business Education

Course Name: Marketing Cooperative Education

Summary: This course consists of occupational instruction in the marketing field and various other occupational fields as well as a reinforcement of the competencies needed to enter into those fields. They will deal with such topics as entrepreneurship, human relations, management operations, career opportunities, legal guidelines and safety topics for employees, job training, teambuilding, interpersonal and life skills. Every effort will be made to place the students in jobs consistent with their career objectives.

Unit Title	Student Learning Target	Standards	Resources	Assessment
Work-Based Learning	<ul style="list-style-type: none"> Identify what should be considered when trying to make a career decision. Explain how a work-based learning program is organized. List the purpose and types of work-based learning programs available. Describe the benefits of the work-based learning programs. Identify the career knowledge and skills that should be 	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and</p>	<p>"From School To Work" 8th Ed.; Littrell, Lorenz & Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p> <p>"Own Your Own" and "Family Financial" Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	<p>They will write their work schedule, reflect on their daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on problem solving and critical thinking, ethical and legal responsibilities, employability and career development, and interpersonal and communication skills. Included in these assignments will be a primary focus on Career Clusters, OSHA safety information, and Work-based learning programs.</p>

	<p>developed.</p> <ul style="list-style-type: none"> • Explain what the expectations are of a student in a work-based learning program. • Summarize the effects of the Fair Labor Standards Act on workers. • Identify ways to improve their learning skills. • Explain what the employer expects of you as a worker. • Identify things that can be done to promote good working relationships between supervisors and co-workers. 	<p>strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.</p>		
Skills For Success	<ul style="list-style-type: none"> • Describe the importance of teamwork in the workplace. • Recognize how teams develop and work effectively • Explain the problem- 	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both</p>	<p>"From School To Work" 8th Ed.; Littrell, Lorenz & Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p>	<p>They will write their work schedule, reflect on their daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on teamwork in the workplace, conflict resolution, and written,</p>

	<p>solving process</p> <ul style="list-style-type: none"> • Demonstrate how to manage conflict. • Determine how well they listen and how they can perfect this skill. • Identify ways they can improve their reading and comprehension skills. • Write business letters, memorandums and reports. • Identify ways they can improve their speaking skills when interacting with others. • Describe technological tools in the workplace that aid communications with others. • Explain how their health habits, grooming habits and clothes influence their appearance and they way other people see them. • Explain the guidelines 	<p>global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.</p>	<p>“Own Your Own” and “Family Financial” Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	<p>speaking, verbal and non-verbal communication skills. Other activities will include healthy lifestyle choices, dressing appropriately and eating properly. The OSHA safety curriculum will include activities that are required by law and a formal assessment will be given. Other activities will focus on good leadership skills and how to develop them.</p>
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	<p>they need to follow to develop and maintain a healthful lifestyle.</p> <ul style="list-style-type: none">• Evaluate their wardrobe and make wise clothing selections for school, work and other occasions.• Demonstrate how to care for clothes properly and follow the clothing care labels.• Describe the causes of accidents on the job.• Describe how the costs of accidents can affect them, the employer and the company.• Identify safety procedures workers can follow to avoid and prevent accidents.• Define workplace violence and describe possible steps for prevention.• Explain what the Occupational Safety			
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	<p>and Health Administration Environmental Protection Agency and Center for Disease Control and Prevention do to protect people's health and safety.</p> <ul style="list-style-type: none"> • Explain the different types of authority leaders possess. • Identify the skills and qualities of a good leader. • Explain group dynamics and the effect of good leadership. • Describe the school groups and career and technical student organizations in which you can participate and develop good leadership skills. • Explain the value of good leadership and group dynamics in the workplace. 			
Career Planning	<ul style="list-style-type: none"> • Explain how their self-concept and a self- 	9.1 21st-Century Life and Career Skills: All	"From School To Work" 8 th Ed.; Littrell, Lorenz &	They will write their work schedule, reflect on their

	<p>assessment help them understand themselves better.</p> <ul style="list-style-type: none"> • Identify how personalities may influence life choices. • Describe several personality traits and explain how they may influence life choices. • Analyze how identifying your values, goals standards, ethics, and resources can help you understand themselves better. • Identify myths regarding employment in nontraditional jobs. • Explain the differences among the career clusters. • Describe the wide range of jobs within career clusters. • Select careers and occupations that interest them. • List occupations with the greatest number 	<p>students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order</p>	<p>Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p> <p>"Own Your Own" and "Family Financial" Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	<p>daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on self-concept, self-assessment and the 16 career clusters. These activities include interest inventory surveys and "Get a Life" activities.</p>
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	of job openings and their educational requirements.	to navigate the globally competitive work environment of the information age.		
The Job Hunt	<ul style="list-style-type: none"> • Explain how to find job openings. • Create job resumes, letters of application and portfolios. • Prepare job application forms correctly. • Explain why employers give pre-employment tests commonly given to prospective employees. • Prepare for pre-employment tests. • Prepare for an interview. • Explain how to make a good impression on the interviewer. • Write a follow-up letter after an interview. • Describe the factors to consider before accepting or rejecting a job offer. 	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and</p>	<p>"From School To Work" 8th Ed.; Littrell, Lorenz & Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p> <p>"Own Your Own" and "Family Financial" Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	<p>They will write their work schedule, reflect on their daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on how to find job openings, create resumes, portfolios and complete a job application correctly (hard copy or electronically). Also, the activities will include how to prepare for a pre-employment test and preparing for the interview. Mock interviews will be conducted.</p>

		Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.		
Job Satisfaction	<ul style="list-style-type: none"> • Explain how getting along with others can help the student succeed on the job. • Identify the rules of proper workplace conduct. • Describe ways to recognize and handle stress. • Evaluate your job performance and the job itself. • Explain the purpose of job performance reviews. • Describe the options for changing your job status. • Recognize the signs of a stalled career and 	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning,</p>	<p>"From School To Work" 8th Ed.; Littrell, Lorenz & Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p> <p>"Own Your Own" and "Family Financial" Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	They will write their work schedule, reflect on their daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on workplace conduct, how to handle stress, evaluating job performance and the pros/cons of unions. Also, activities will include workplace diversity, discrimination laws, and sexual harassment.

	<p>the best way to change jobs.</p> <ul style="list-style-type: none"> • Debate the pros and cons of union membership. • Relate current population trends to their effect on workplace diversity. • Provide examples of employment discrimination forbidden by law. • Explain how to take action against any sexual harassment or discrimination directed at the student in the workplace. 	<p>savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.</p>		
Managing Your Income	<ul style="list-style-type: none"> • Describe the different forms of income and fringe benefits and employee can receive for doing a job. • Distinguish between gross pay and net pay. • Describe paycheck deductions. • Identify the various 	<p>9.1 21st-Century Life and Career Skills: All students will demonstrate the creative, critical thinking, collaboration, and problem-solving skills needed to function successfully as both global citizens and workers in diverse</p>	<p>"From School To Work" 8th Ed.; Littrell, Lorenz & Smith, Glencoe</p> <p>"Clue In: Real Work Life Skills Series"</p> <p>"Get A Life" Career Cluster DVD Series</p> <p>"Own Your Own" and</p>	<p>They will write their work schedule, reflect on their daily work responsibilities and use math skills to calculate their pay stubs. They will complete various assignments focusing on managing your income which includes understanding income and taxes, managing spending, using credit, banking</p>

	<p>services and facilities provided by tax dollars.</p> <ul style="list-style-type: none"> • Describe how consumers are taxed and the types of taxes they pay. • Simulate filing a federal income tax return. • Describe the purpose of, and benefits provided by, the Social Security program, Medicaid, Medicare, workers' compensation, and unemployment insurance. • Prepare a budget to help manage their money wisely. • Identify and use reliable sources of consumer information. • Explain the methods businesses use to promote goods and services. • Make decisions about where and how to 	<p>ethnic and organizational cultures.</p> <p>9.2 Personal Financial Literacy: All students will develop skills and strategies that promote personal and financial responsibility related to financial planning, savings, investment, and charitable giving in the global economy.</p> <p>9.3 Career Awareness, Exploration, and Preparation: All students will apply knowledge about and engage in the process of career awareness, exploration, and preparation in order to navigate the globally competitive work environment of the information age.</p>	<p>"Family Financial" Simulations</p> <p>Wall Street Journal Classroom edition</p> <p>OSHA Safety Curriculum</p>	<p>institutions, investments, insurance and citizenship roles.</p>
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	<p>shop.</p> <ul style="list-style-type: none">• Describe your consumer rights and responsibilities.• Explain how your consumer rights are protected.• Demonstrate ways to avoid consumer fraud.• Compare the advantages and disadvantages of using credit.• Distinguish between the different types of credit.• Identify how to establish a credit rating.• Describe the laws that control credit use.• Analyze the importance of using credit wisely.• Select the financial institutions and banking services that will best meet your financial needs.			
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