Everett Public Schools



|  |
| --- |
| Marketing Operations Framework |
| **Course:** Marketing Operations | **Total Framework Hours up to:** 180 |
| **CIP Code:** 521801 | **[ ] Exploratory [x] Preparatory**  | **Date Last Modified:** 03/18/2012 |
| **Career Cluster:** Marketing Operations  | **Cluster Pathway:** Marketing Communications |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Product/Service Management Assessment |
| **Leadership Alignment:** Think Creatively1.A.2 Create new and worthwhile ideas (both incremental and radical concepts)1.A.3 Elaborate, refine, analyze and evaluate their own ideas in order to improve and maximize creative effortsUse Systems Thinking2.B.1   Analyze how parts of a whole interact with each other to produce overall outcomes in complex systemsCommunicate Clearly3.A.2  Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions3.A.5   Communicate effectively in diverse environments (including multi-lingual)Collaborate with Others3.B.1   Demonstrate ability to work effectively and respectfully with diverse teams3.B.2   Exercise flexibility and willingness to be helpful in making necessary compromises to accomplish a common goal3.B.3   Assume shared responsibility for collaborative work, and value the individual contributions made by each team memberUse and Manage Information4.B.1   Use information accurately and creatively for the issue or problem at hand4.B.3   Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information5.B.1 Understand and utilize the most appropriate media creation tools, characteristics and conventionsApply Technology Effectively6.A.2   Use digital technologies (computers, PDAs, media players, GPS, etc.), communication/networking tools and social networks appropriately to access, manage, integrate, evaluate and create information to successfully function in a knowledge economy6.A.3   Apply a fundamental understanding of the ethical/legal issues surrounding the access and use of information technologiesAdapt to Change7.A.1    Adapt to varied roles, jobs responsibilities, schedules and contexts7.A.2    Work effectively in a climate of ambiguity and changing prioritiesBe Flexible7.B.1   Incorporate feedback effectively7.B.2   Deal positively with praise, setbacks and criticism7.B.3   Understand, negotiate and balance diverse views and beliefs to reach workable solutions, particularly in multi-cultural environmentsManage Goals and Time8.A.1    Set goals with tangible and intangible success criteriaWorks Independently8.B.1    Monitor, define, prioritize and complete tasks without direct oversightBe Self Directed8.C.2 Demonstrate initiative to advance skill levels towards a professional level8.C.4 Reflect critically on past experiences in order to inform future progressInteract Effectively with Others9.A.1    Know when it is appropriate to listen and when to speak9.A.2    Conduct themselves in a respectable, professional mannerProduce Results10.B.1   Demonstrate additional attributes associated with producing high quality products including the abilities to:1. work positively and ethically
2. manage time and projects effectively
3. multi-task
4. participate actively, as well as be reliable and punctual
5. present oneself professionally and with proper etiquette
6. collaborate and cooperate effectively with teams
7. respect and appreciate team diversity be accountable for results

Guide and Lead Others11.A.1     Use interpersonal and problem-solving skills to influence and guide others toward a goal11.A.2  Leverage strengths of others to accomplish a common goal11.A.3     Inspire others to reach their very best via example and selflessness11.A.4     Demonstrate integrity and ethical behavior in using influence and powerBe Responsible to Others11.B.1    Act responsibly with the interests of the larger community in mind |
| ***Standards and Competencies*** |
| **Standard/Unit:** Product/Service Management |
| **Competencies**  | **Total Learning Hours for Unit:** 25 |
| * Generate product ideas (PM: 127)(SP)
* Determine feasibility of product idea (PM: 129)(SP)
* Demonstrate application of product mix; including product depth/width (PM: 003)(SP)
* Demonstrate application of the factors affecting pricing decision (PI: 002)(ON)
* Select vendors
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 2.1 Demonstrate evidence of reading comprehension2.1.5 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: synthesize ideas from selections to make predictions and inferencesComponent 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.2.3.4 Synthesize information from a variety of sources.Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |
| **Math** | Component (Algebra)1.6 Data and distributionsA1.6B Make valid inferences and draw conclusions based on data. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Promotion Assessment/Communication Assessment |
| **Leadership Alignment:** Creativity and Innovation: Promotion Assessment/Communication AssessmentMedia Literacy: Promotion Assessment/Communication Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Promotion |
| **Competencies**  | **Total Learning Hours for Unit:** 30 |
| * Explain the nature of a promotional plan (PR:073)(SP)
* Coordinate activities in the promotional mix (PR:076)(SP)
* Create and evaluate a promotional plan using various types of media (PR: 001)(CS) \* (PR: 073)(SP)
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |
| **Math** | Component (Algebra)1.6 Data and distributionsA1.6B Make valid inferences and draw conclusions based on data. |
| **Art** | Art 1.2 Develops visual arts skills and techniques.1.2.1 Analyzes, applies, and evaluates the skills and techniques of visual arts to create original works of art in two and/or three dimensions.Art 1.4 Understands and applies audience conventions in a variety of settings, performances, and presentations of visual arts.1.4.1 Analyzes and evaluates the conventions and responsibilities of the audience and applies the conventions that are appropriate given the setting and culture.Art 3.2 Uses visual arts to communicate for a specific purpose.3.2.1 Analyzes and evaluates visual artworks that communicate for a specific purpose and applies his/her understanding when creating artworks. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Emotional Intelligence Assessment/Customer Relations Assessment |
| **Leadership Alignment:** Social and Cross-Cultural: Emotional Intelligence Assessment/Customer Relations Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Emotional Intelligence |
| **Competencies**  | **Total Learning Hours for Unit:** 25 |
| * Foster positive working relationships/teamwork (EI:005)(CS)
* Demonstrate Initiative at Work (EI:002)(PQ)
* Illustrate positive attitude (EI:003)(PQ)
* Practice ethical work habits (EI:004)(PQ)
* Demonstrate diversity sensitivity (EI: 011)
* Apply feedback for personal growth (EI:15)(PQ)
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Reading 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Emotional Intelligence Assessment/Customer Relations Assessment |
| **Leadership Alignment:** Social and Cross-Cultural: Emotional Intelligence Assessment/Customer Relations Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Customer Relations |
| **Competencies**  | **Total Learning Hours for Unit:** 25 |
| * Demonstrate positive customer relations (EI:031)(CS)
* Handle difficult customers (EI:013)(CS)
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Reading 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Promotion Assessment/Communication Assessment |
| **Leadership Alignment:** Learning and Innovation: Promotion Assessment/Communication AssessmentMedia Literacy: Promotion Assessment/Communication Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Communication |
| **Competencies**  | **Total Learning Hours for Unit:** 20 |
| * Organize information (CO:086)(CS)
* Create and utilize appropriate graphic aides (CO:087)(CS)
* Write persuasive messages (CO:031)(SP)
* Prepare written reports (CO:094) (LAP NF:1)(SP)
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |
| **Math** | Component (Algebra)1.6 Data and distributionsA1.6B Make valid inferences and draw conclusions based on data. |
| **Art** | Art 1.2 Develops visual arts skills and techniques.1.2.1 Analyzes, applies, and evaluates the skills and techniques of visual arts to create original works of art in two and/or three dimensions.Art 1.4 Understands and applies audience conventions in a variety of settings, performances, and presentations of visual arts.1.4.1 Analyzes and evaluates the conventions and responsibilities of the audience and applies the conventions that are appropriate given the setting and culture.Art 3.2 Uses visual arts to communicate for a specific purpose.3.2.1 Analyzes and evaluates visual artworks that communicate for a specific purpose and applies his/her understanding when creating artworks. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Human Resource Management Assessment/Operations Assessment Business Law Assessment/Operations Assessment |
| **Leadership Alignment:** Critical Thinking and Problem Solving: Human Resource Management AssessmentInitiative and Self-Direction: Human Resource Management Assessment Productivity and Accountability: Human Resource Management Assessment Leadership and Responsibility: Human Resource Management Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Operations |
| **Competencies**  | **Total Learning Hours for Unit:** 30 |
| * Maintain business records
* Describe health and safety regulations in business
* Report noncompliance with business health and safety regulations
* Follow instructions for use of equipment, tools and machinery
* Follow safety precautions
* Maintain a safe work environment
* Identify potential safety issues
* Identify routine activities for maintaining business facilities and equipment
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 2.1 Demonstrate evidence of reading comprehension2.1.5 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: synthesize ideas from selections to make predictions and inferencesComponent 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.2.3.4 Synthesize information from a variety of sources.Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Business Law Assessment/Operations Assessment |
| **Leadership Alignment:** Information Literacy:Business Law Assessment/Operations Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Business Law |
| **Competencies**  | **Total Learning Hours for Unit:** 5 |
| * Evaluate workplace regulations (BL:008)(SU)
* Demonstrate strategies for legal/government compliance (BL: 011)
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 2.1 Demonstrate evidence of reading comprehension2.1.5 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: synthesize ideas from selections to make predictions and inferencesComponent 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.2.3.4 Synthesize information from a variety of sources.Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Information Management Assessment |
| **Leadership Alignment:** Information Literacy:Information Management Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Information Management |
| **Competencies**  | **Total Learning Hours for Unit:** 5 |
| * Conduct market research to obtain business information
* Display data in charts/graphs or in tables (IM: 347)
* Interpret statistical findings
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Component 2.1 Demonstrate evidence of reading comprehension2.1.5 Apply comprehension monitoring strategies for informational and technical materials, complex narratives, and expositions: synthesize ideas from selections to make predictions and inferencesComponent 2.3 Expand comprehension by analyzing, interpreting, and synthesizing information and ideas in literary and informational text.2.3.4 Synthesize information from a variety of sources.Component 3.1: Read to learn new information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Component 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Component 3.3: Read for career applications3.3.1 Apply appropriate reading strategies for interpreting technical and nontechnical documents used in job-related settings. |
| **Writing**  | Component 3.1: Develops ideas and organizes writing.3.1.1 Analyzes ideas, selects a manageable topic, and elaborates using specific, relevant details and/or examples. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |
| **Math** | Component (Algebra)1.6 Data and distributionsA1.6B Make valid inferences and draw conclusions based on data.Component (Mathematics 3) 3.8 Core ProcessesM3.8.A Analyze a problem situation and represent it mathematicallyM3.8.B Select and apply strategies to solve problems.M3.8.E Read and interpret diagrams, graphs, and text containing the symbols, language, and conventions of mathematics.M3.8.F Summarize mathematical ideas with precision and efficiency for a given audience and purpose.M3.8.G Synthesize information to draw conclusions and evaluate the arguments and conclusions of others.M3.8.H Use inductive reasoning and the properties of numbers to make conjectures, and use deductive reasoning to prove or disprove conjectures. |

|  |
| --- |
| **COMPONENTS AND ASSESSMENTS** |
| **Performance Assessments:** Human Resource Management Assessment/Operation Assessment |
| **Leadership Alignment:** Leadership and Responsibility:Human Resource Management Assessment/Operation Assessment |
| ***Standards and Competencies*** |
| **Standard/Unit:** Human Resource Management  |
| **Competencies**  | **Total Learning Hours for Unit:** 10 |
| * Train staff on new positions
 |
| ***Aligned Washington State Standards*** |
| **Reading** | Reading 3.1 Read to learn information.3.1.1 Analyze web-based and other resource materials (including primary sources and secondary sources) for relevance in answering research questions.Reading 3.2 Read to perform a task3.2.2 Apply understanding of complex information, including functional documents, to perform a task.Reading 3.3 Read for career applications.3.3.1 Apply appropriate reading strategies for interpreting technical and non-technical documents used in job-related settings. |
| **Communication** | Component 1.2 Understands, analyzes, synthesizes, or evaluates information from a variety of sources.1.2.2 Evaluates the effect of bias and persuasive techniques in mass media.Component 2.2: Uses interpersonal skills and strategies in a multicultural context to work collaboratively, solve problems, and perform tasks. 2.2.1 Uses communication skills that demonstrate respect.2.2.2 Applies skills and strategies to contribute responsibly in a group setting. |
| ***21st Century Skills*** |
| Check those that students will demonstrate in this course: |
| **LEARNING & INNOVATION****Creativity and Innovation****[ ]** Think Creatively**[ ]** Work Creatively with Others**[ ]** Implement Innovations**Critical Thinking and Problem Solving****[x]** Reason Effectively**[x]** Use Systems Thinking**[x]** Make Judgments and Decisions**[x]** Solve Problems**Communication and Collaboration****[ ]** Communicate Clearly**[ ]** Collaborate with Others | **INFORMATION, MEDIA & TECHNOLOGY SKILLS****Information Literacy****[x]** Access and /evaluate Information**[x]** Use and Manage Information**Media Literacy****[ ]** Analyze Media**[ ]** Create Media Products**Information, Communications and Technology (ICT Literacy)****[ ]** Apply Technology Effectively | **LIFE & CAREER SKILLS****Flexibility and Adaptability****[ ]** Adapt to Change**[ ]** Be Flexible**Initiative and Self-Direction****[x]** Manage Goals and Time**[ ]** Work Independently**[x]** Be Self-Directed Learners**Social and Cross-Cultural****[x]** Interact Effectively with Others**[x]** Work Effectively in Diverse Teams**Productivity and Accountability****[x]** Manage Projects**[x]** Produce Results**Leadership and Responsibility****[x]** Guide and Lead Others**[x]** Be Responsible to Others |