



21st Century Skills Independent Program Introduction to Marketing

All students enrolled in the course are required to demonstrate their level of each 21st Century Skills Standards. The purpose of the Independent Program is for students who have opted out of the DECA as their assessment activities/tasks to demonstrate their level of ability of each of the Standards assessed in the course. Below is a list of the Standards to be covered in this course. The requirements of the Independent Program are listed here as well.

The Standards to be assessed in this course are:

LEARNING AND INNOVATION SKILLS

Learning and innovation skills increasingly are being recognized as those that separate students who are prepared for a more and more complex life and work environments in the 21st century, and those who are not. A focus on creativity, critical thinking, communication and collaboration is essential to prepare students for the future.

1. CREATIVITY AND INNOVATION

B. Work Creatively with Others

4. View failure as an opportunity to learn; understand that creativity and innovation is a long-term, cyclical process of small successes and frequent mistakes

2. CRITICAL THINKING AND PROBLEM SOLVING

A. Reason Effectively

1. Use various types of reasoning (inductive, deductive, etc.) as appropriate to the situation

C. Make Judgments and Decisions

5. Reflect critically on learning experiences and processes

3. COMMUNICATION AND COLLABORATION

A. Communicate Clearly

2. Listen effectively to decipher meaning, including knowledge, values, attitudes and intentions

3. Use communication for a range of purposes (e.g. to inform, instruct, motivate and persuade)
5. Communicate effectively in diverse environments (including multi-lingual)

LIFE AND CAREER SKILLS

Today's life and work environments require far more than thinking skills and content knowledge. The ability to navigate the complex life and work environments in the globally competitive information age requires students to pay rigorous attention to developing adequate life and career skills.

9. SOCIAL AND CROSS-CULTURAL SKILLS

A. Interact Effectively with Others

1. Know when it is appropriate to listen and when to speak
2. Conduct themselves in a respectable, professional manner

10. PRODUCTIVITY AND ACCOUNTABILITY

B. Produce Results

1. Demonstrate additional attributes associated with producing high quality products including the abilities to:
 - a. Work positively and ethically
 - b. Manage time and projects effectively
 - c. Multi-task
 - d. Participate actively, as well as be reliable and punctual
 - e. Present oneself professionally and with proper etiquette
 - f. Collaborate and cooperate effectively with teams
 - g. Respect and appreciate team diversity
 - h. Be accountable for results

11. LEADERSHIP AND RESPONSIBILITY

B. Be Responsible to Others

1. Act responsibly with the interests of the larger community in mind

The Requirements for Being Assessed in This Course Are:

1. Meet with the Teacher within first three weeks of the semester. You will need to make arrangements for this meeting by requesting a time to meet outside of class (lunch or after school). Anticipate the meeting lasting a minimum of 30 minutes. During this meeting you will cover the following:
 - a. Timeline of requirements
 - b. Determine next meeting time for approval of Individual Program
 - c. You will be provided with the Independent Program Contract Form
 - d. You will be provided with the Independent Program Assessment Proposal Form
2. Determine what you will complete to accomplish demonstrating each of the Standards
3. Meet with teacher outside of class by arranging a time to meet either during lunch or after school. In this meeting you will complete the following:
 - a. You will submit your signed Independent Program Contract (This must be completed and turned in prior to starting any Standards)
 - b. You will submit your Independent Program Assessment Proposal Form for approval
 - i. Either receive approval, or recommendations on how to improve the IP Proposal
4. All Standards to be assessed, must be completed prior to the Due Date of the 21st Century Skills Chart.