

Middle School Business and Marketing Education Standards

Academic

- A1 Utilize effective verbal and non-verbal communication skills
- A2 Participate in conversation, discussion and group presentations
- A3 Locate and interpret written information
- A4 Identify relevant details, facts and specifications
- A5 Record information accurately and completely
- A6 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation
- A7 Demonstrate the ability to write clearly and concisely
- A8 Implement effective decision-making skills
- A9 Perform basic and higher-level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
- A10 Use tables, graphs, diagrams and charts to obtain or convey information
- A11 Identify the components of a budget and how one is created
- A12 Set personal financial goals and develop a plan for achieving them
- A13 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
- A14 Use technology appropriately to enhance task
- A15 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, conference calls)

Employability

- E1 Demonstrate positive work ethic when completing new tasks
- E2 Abide by workplace policies and procedures
- E3 Demonstrate honesty and reliability
- E4 Demonstrate ethical characteristics and behaviors
- E5 Demonstrate polite and respectful behavior toward others
- E6 Demonstrate personal accountability in the workplace
- E7 Demonstrate pride in work
- E8 Demonstrate ability to stay on task to produce high quality deliverables on time
- E9 Explain the importance of respect for feelings, values and beliefs of others
- E10 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work
- E11 Recognize the challenges and advantages of diversity in the workplace
- E12 Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)

- E13 Contribute new ideas while valuing varying ideas and opinions
- E14 Implement conflict resolution strategies and problem-solving skills
- E15 Recognize the importance of maintaining an age appropriate job and pursuing a potential career
- E16 Define jobs associated with a specific career path or profession
- E17 Seek and capitalize on self-improvement opportunities
- E18 Accept and provide constructive criticism

Accounting and Financial Services

- OA1 Identify career opportunities in accounting and financial services
- OA2 Explore documents used in accounting and financial services (e.g., ledgers, spreadsheets, balance sheets)
- OA3 Explore digital tools and apps to manage and perform accounting and financial services tasks
- OA4 Describe the difference between finance and accounting in business
- OA5 Explain forms of financial exchange (e.g., cash, credit, debit, electronic funds transfer)
- OA6 Develop financial goals to meet the needs of a business and/or clients
- OA7 Research federal government depository insurance coverage and limits related to consumer bank and credit union accounts
- OA8 Investigate the use of insurance to cover risk of financial loss (e.g. liability, health, auto, renter, home)

Business Management and Administrative Support

- OB1 Identify career opportunities in business management and administrative support
- OB2 Explore documents used in business correspondence (e.g., email, letter, memo, invoice, minutes)
- OB3 Explore digital tools and apps to manage and perform business and administrative tasks
- OB4 Explore the types of information needed to make business decisions
- OB5 Investigate the role of management in the success of a business
- OB6 Investigate the role of administrative services in the success of a business
- OB7 Explore the role of supply chain management in business
- OB8 Identify desirable personality traits important to business (e.g., providing good customer service, demonstrating ethical work habits, exhibiting a positive attitude)
- OB9 Describe strategies to manage stressful situations and minimize negative impact
- OB10 Explore the role of leadership skills in meeting determined objectives
- OB11 Identify traits and purpose of entrepreneurship and its impact on the community
- OB12 Identify critical thinking skills needed to determine the best options/outcomes

Hospitality, Travel, Tourism & Recreation

- OC1 Identify career opportunities in hospitality, travel, tourism and recreation.
- OC2 Explore documents used in hospitality, travel, tourism and recreation (e.g., flyers, itineraries, schedules)

- OC3 Explore digital tools and apps to manage and perform hospitality, travel, tourism and recreation tasks
- OC4 Distinguish between economic goods and services related to hospitality, travel, tourism and recreation
- OC5 Explain the types of business ownership (e.g., sole proprietorship, partnership, corporation)
- OC6 Describe the functions of a Convention Visitor Bureau (CVB) to the local economy
- OC7 Explain the 4 P's of marketing (price, product, promotion and place)
- OC8 Explain the concept of branding (e.g., target audience, logo)
- OC9 Explore how marketing information is used in business decisions
- OC10 Explore skills related to promoting and publicizing events
- OC11 Discuss the role of business ethics in selling
- OC12 Explain the effect of quality on profit

Marketing and Retail Services

- OD1 Identify career opportunities in marketing and retail services.
- OD2 Explore documents used in marketing and retail services (e.g., inventory management, coupons, advertisements)
- OD3 Explore digital tools and apps to manage and perform marketing and retail services tasks
- OD4 Describe marketing's role and function in business
- OD5 Describe the nature and scope of selling (e.g. definition of selling, why do customers buy, who sells, what is sold, what is the role of selling in our economy, etc.)
- OD6 List factors that determine a product's price
- OD7 Explore the role of marketing data in making business decisions
- OD8 Explore the role of channel management in marketing
- OD9 Explore promotion and promotional channels used to communicate with targeted audiences
- OD10 Describe the use of target marketing in professional selling
- OD11 Identify target market appropriate for product/business
- OD12 Explore factors that motivate customers decision-making