

Sales, Distribution and Marketing Operations, Classification of Instructional Program (CIP) 52.1801 Units of Instruction and Task Grid Linked to Pennsylvania Core Standards

Secondary Competency Task Grid with Unit and Task Numbers	Common Career Technical Core Standards	Pennsylvania Core Standards for Reading for Technical Subjects Standard 3.5	Pennsylvania Core Standards for Writing for Technical Subjects Standard 3.6	Pennsylvania Core Standards for Mathematics Standard 2.1

100	INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS.				
101 102 103 104 105 106 107 108	Identify and explain seven functions of marketing. Identify and explain economic utilities. Identify and explain the components of the marketing mix. RESERVED Examine the role of business in society. Examine the global environment in which businesses operate. RESERVED Explain the concept of target marketing and market segmentation.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.	
		(Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales	CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E	PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D	

(Choose Standards) 1-2-3

NOTE:

Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area. Analyze the structure of the relationships among concepts in a text, etc.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.

INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Compare and contrast findings presented in a text to those from other sources, etc.

INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12

Standard CC.3.5.11-12. G

Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.

Standard CC.3.5.11-12. H

Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.

Standard CC.3.5.11-12. I

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E

Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce,

individual or shared writing products. RESEARCH GRADES 9-10-11-12

publish, and update

Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F Conduct short and more sustained research to answer

sustained research to answe a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.

Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H.

Draw evidence from informational texts to support analysis, reflection, and research.

RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I.

Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.

			range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.		
200	PRICING AND RETAIL MATH.				
201 202 203 204 205 206 207 208	Process sales documentation and employee records for a business. Calculate correct change for customer transaction. Calculate sales tax and discounts. Perform an opening/closing reconciliation of a cash drawer. RESERVED Calculate profit, markup, and markdown. Calculate prices for merchandise using pricing strategies. RESERVED	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3 NOTE: Please refer to the	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.9-10.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.9-10.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

Synthesize information from a

addressing what is most

Revised June 2018 3

Common Career

Technical Core significant for a specific Analyze the author's purpose in Standards booklet if you providing an explanation, purpose and audience. wish to add more Career describing a procedure...and **Standard CC.3.6.9-10.E** Standard CC.3.6.11-12.E. Pathways for your local Analyze the structure of the geographic area. relationships among concepts in a Use technology, including the internet, to produce, publish, and update individual or shared writing INTEGRATE KNOWLEDGE products. & IDEAS **GRADES 9-10** RESEARCH **Standard CC.3.5.9-10.G GRADES 9-10-11-12** Translate quantitative or technical Standard CC.3.6.9-10.F information expressed in a text Standard CC.3.6.11-12.F into visual form (e.g. a table or Conduct short and more chart). sustained research to answer a question or solve a Standard CC.3.5.9-10. H problem. Assess the reasoning in a text to **Standard CC.3.6.9-10.G.** support the author's claim for Standard CC.3.6.11-12.G solving a technical problem. Gather relevant information Standard CC.3.5.9-10. I from multiple authoritative Compare and contrast findings print and digital sources, presented in a text to those from following a standard format other sources, etc. for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. INTEGRATE KNOWLEDGE & IDEAS Draw evidence from **GRADES 11-12** informational texts to support analysis, reflection, and Standard CC.3.5.11-12. G Integrate and evaluate multiple research. sources of information presented RANGE OF WRITING in diverse formats...to solve a problem. GRADES 9-10-11-12 Standard CC.3.5.11-12. H Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Evaluate the hypotheses, data, analysis, and conclusions in a Write routinely over technical text, verifying the data extended time frames and when possible. shorter time frames for a Standard CC.3.5.11-12. I range of tasks, purposes and Synthesize information from a audiences...etc. range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J

300	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES.		Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.		
301 302 303 304 305 306	Prepare a résumé for a specific job in Marketing or Business. Prepare a letter of application for a specific job in the field of Marketing or Business. Complete a job application for a specific job in the field of Marketing or Business. Prepare for a job interview in the field of Marketing and Business. Research career and educational opportunities in Marketing and Business. Demonstrate and practice networking skills.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3 NOTE:	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.9-10. A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on	
		Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.	providing an explanation, describing a procedureand Analyze the structure of the relationships among concepts in a text.	addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce,	

		
	INTEGRATE KNOWLEDGE	publish, and update
	& IDEAS	individual or shared writing
	GRADES 9-10	products.
	Standard CC.3.5.9-10.G	RESEARCH
	Translate quantitative or technical	GRADES 9-10-11-12
	information expressed in a text	Standard CC.3.6.9-10.F
	into visual form (e.g. a table or	Standard CC.3.6.11-12.F
	chart).	Conduct short and more
	Standard CC.3.5.9-10. H	sustained research to answer
	Assess the reasoning in a text to	a question or solve a
	support the author's claim for	problem.
	solving a technical problem.	Standard CC.3.6.9-10.G.
	Standard CC.3.5.9-10. I	Standard CC.3.6.11-12.G Gather relevant information
	Compare and contrast findings	from multiple authoritative
	presented in a text to those from	print and digital sources,
	other sources, etc.	following a standard format
		for citation.
	INTEGRATE KNOWLEDGE	Standard CC.3.6.9-10.H.
	& IDEAS	Standard CC.3.6.11-12.H.
	GRADES 11-12	Draw evidence from
	Standard CC.3.5.11-12. G	informational texts to support
	Integrate and evaluate multiple	analysis, reflection, and research.
	sources of information presented in diverse formatsto solve a	research.
	problem.	RANGE OF WRITING
	Standard CC.3.5.11-12. H	GRADES 9-10-11-12
	Evaluate the hypotheses, data,	Standard CC.3.5.9-10.I &
	analysis, and conclusions in a	Standard CC.3.5.11-12.I.
	technical text, verifying the data	Write routinely over
	when possible.	extended time frames and
	Standard CC.3.5.11-12. I	shorter time frames for a
	Synthesize information from a	range of tasks, purposes and
	range of sources into a coherent	audiencesetc.
	understanding.	
	RANGE OF READING	
	GRADES 9-10-11-12	
	Standard CC.3.5.9-10.J	
	Standard CC.3.5.11-12.J	
	By the end of grades 9- 10, AND	
	11-12, read and comprehend	
	technical texts independently and	
	proficiently.	
400 TECHNOLOGY APPLICATIONS.		

401	Prepare marketing documents using technology.	CAREER CLUSTER	KEY IDEAS/DETAILS	TEXT TYPES AND	
402	RESERVED	Marketing Career	GRADES 9-10-11-12	PURPOSE	
403	Create projects using multimedia sources and	Cluster - (Choose	Standard CC.3.5.9-10. A	GRADES 9-10-11-12	
	applications.	Standards)	Standard CC.3.5.11-12 A	Standard CC.3.6.9-10.A	
404	Research trends in marketing technology.	·	Cite specific textual evidence, etc.	Standard CC.3.6.11-12.A	
101	research tronds in marketing technology.	1-2-3-4-5-6-7-8-9-10	Standard CC.3.5.9-10 B	Write arguments focused on	
		PATHWAY(S)	Standard CC.3.5.11-12. B	discipline specific content.	
		A. Marketing	Determine the central ideas or	Standard CC.3.6.9-10.B	
		Communications	conclusions of a text; etc.	Standard CC.3.6.11-12.B	
		(Choose Standards)	Standard CC.3.5.9-10.C	Write informative or	
		1-2-3-4-5	Standard CC.3.5.11-12.C	explanatory texts, including	
			Follow precisely a complex	the narration of technical	
		B. <u>Marketing</u> <u>Management</u>	multistep procedure, etc.	processes, etc.	
		(Choose Standards)	CRAFT & STRUCTURE	PRODUCTION &	
		1-2-3-4-5-6-7	GRADES 9-10-11-12	DISTRIBUTION OF WRITING	
		C. Marketing Research	Standard CC.3.5.9-10. D	GRADES 9-10-11-12	
		(Choose Standards)	Standard CC.3.5.11-12.D	Standard CC.3.6.9-10.C	
		1-2-3-4	Determine the meaning of	Standard CC.3.6.11-12 C	
		D. Merchandising	symbols, key terms, and other	Produce clear and coherent	
		(Choose Standards)	domain specific words.	writingappropriate to task,	
		1-2-3-4-5-6-7-8	Standard CC.3.5.9-10.E	purpose, and audience.	
		E. Professional Sales	Standard CC.3.5.11-12.E	Standard CC.3.6.9-10 D	
			Analyze the structure of the	Standard CC.3.6.11-12.D	
		(Choose Standards)	relationships among concepts in a	Develop and strengthen	
		1-2-3	text, etc.	writing as needed by	
			Standard CC.3.5.9-10.F	planning, revising, editing,	
		NOTE:	Standard CC.3.5.11-12.F	rewriting, or trying a new	
		Please refer to the	Analyze the author's purpose in	approach, focusing on	
		Common Career	providing an explanation,	addressing what is most	
		Technical Core	describing a procedureand	significant for a specific	
		Standards booklet if you	Analyze the structure of the	purpose and audience. Standard CC.3.6.9-10.E	
		wish to add more Career	relationships among concepts in a	Standard CC.3.6.11-12.E.	
		Pathways for your local	text.	Use technology, including	
		geographic area.		the internet, to produce,	
			INTEGRATE KNOWLEDGE	publish, and update	
			& IDEAS	individual or shared writing	
			GRADES 9-10	products.	
			Standard CC.3.5.9-10.G	1	
			Translate quantitative or technical	RESEARCH	
			information expressed in a text	GRADES 9-10-11-12	
			into visual form (e.g. a table or	Standard CC.3.6.9-10.F	
			chart).	Standard CC.3.6.11-12.F	
			Standard CC.3.5.9-10. H	Conduct short and more	
				sustained research to answer	

500 COMMUNICATIONS IN MARKETING. 501 RESERVED	CAREER CLUSTER	RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently. KEY IDEAS/DETAILS	TEXT TYPES AND	
		INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formatsto solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding.	Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research. RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiencesetc.	
		Assess the reasoning in a text to support the author's claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc.	a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G Gather relevant information from multiple authoritative print and digital sources, following a standard format	

Standard CC.3.5.9-10. A

Standard CC.3.5.11-12 A

Standard CC.3.5.9-10 B

conclusions of a text; etc.

Standard CC.3.5.11-12. B

Determine the central ideas or

Cite specific textual evidence, etc.

GRADES 9-10-11-12

Standard CC.3.6.9-10.A

Standard CC.3.6.11-12.A

Write arguments focused on

discipline specific content.

Standard CC.3.6.11-12.B

Standard CC.3.6.9-10.B

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Cluster - (Choose

PATHWAY(S)

A. Marketing

Communications

1-2-3-4-5-6-7-8-9-10

Standards)

503 Demonstrate ability to read and comprehend written

Create a variety of written business communications

communications.

RESERVED

RESERVED

utilized in the workplace.

(Choose Standards) Standard CC.3.5.9-10.C Prepare and deliver a marketing related presentation. Write informative or 508 RESERVED Standard CC.3.5.11-12.C explanatory texts, including 1-2-3-4-5 Follow precisely a complex the narration of technical 509 Interpret nonverbal communications. B. Marketing multistep procedure, etc. processes, etc. Management (Choose Standards) PRODUCTION & **CRAFT & STRUCTURE** 1-2-3-4-5-6-7 DISTRIBUTION OF **GRADES 9-10-11-12** C. Marketing Research WRITING Standard CC.3.5.9-10. D **GRADES 9-10-11-12** (Choose Standards) Standard CC.3.5.11-12.D **Standard CC.3.6.9-10.C** 1-2-3-4 Determine the meaning of Standard CC.3.6.11-12 C D. Merchandising symbols, key terms, and other Produce clear and coherent (Choose Standards) domain specific words. writing...appropriate to task, purpose, and audience. 1-2-3-4-5-6-7-8 **Standard CC.3.5.9-10.E** Standard CC.3.6.9-10 D E. Professional Sales Standard CC.3.5.11-12.E Standard CC.3.6.11-12.D Analyze the structure of the (Choose Standards) Develop and strengthen relationships among concepts in a 1-2-3 writing as needed by text, etc. planning, revising, editing, Standard CC.3.5.9-10.F NOTE: rewriting, or trying a new Standard CC.3.5.11-12.F approach, focusing on Analyze the author's purpose in Please refer to the addressing what is most providing an explanation, Common Career significant for a specific **Technical Core** describing a procedure...and purpose and audience. Standards booklet if you Analyze the structure of the **Standard CC.3.6.9-10.E** wish to add more Career relationships among concepts in a Standard CC.3.6.11-12.E. Pathways for your local Use technology, including geographic area. the internet, to produce, INTEGRATE KNOWLEDGE publish, and update & IDEAS individual or shared writing **GRADES 9-10** products. Standard CC.3.5.9-10.G Translate quantitative or technical RESEARCH information expressed in a text GRADES 9-10-11-12 **Standard CC.3.6.9-10.F** into visual form (e.g. a table or Standard CC.3.6.11-12.F chart). Conduct short and more Standard CC.3.5.9-10. H sustained research to answer Assess the reasoning in a text to a question or solve a support the author's claim for problem. solving a technical problem. Standard CC.3.6.9-10.G. Standard CC.3.5.9-10. I Standard CC.3.6.11-12.G Compare and contrast findings Gather relevant information presented in a text to those from from multiple authoritative other sources, etc. print and digital sources, following a standard format for citation.

		INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formatsto solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research. RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiencesetc.
600 RESERVED.			
601 RESERVED 602 RESERVED 603 RESERVED 604 RESERVED 605 RESERVED	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on

conclusions of a text; etc.

Standard CC.3.5.9-10.C

Standard CC.3.5.11-12.C

Follow precisely a complex

CRAFT & STRUCTURE

Standard CC.3.5.9-10. D

Standard CC.3.5.11-12.D

multistep procedure, etc.

GRADES 9-10-11-12

Standard CC.3.5.11-12. B

Determine the central ideas or

Write arguments focused on

discipline specific content.

Standard CC.3.6.11-12.B

explanatory texts, including

the narration of technical

Write informative or

PRODUCTION &

DISTRIBUTION OF

GRADES 9-10-11-12

processes, etc.

WRITING

Standard CC.3.6.9-10.B

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PATHWAY(S)

A. Marketing Communications

B. Marketing

Management

1-2-3-4-5-6-7

1-2-3-4-5

(Choose Standards)

(Choose Standards)

C. Marketing Research

RESERVED

607 RESERVED

606

(Choose Standards)
1-2-3-4

D. Merchandising
(Choose Standards)
1-2-3-4-5-6-7-8

E. Professional Sales
(Choose Standards)
1-2-3

NOTE:

Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area. Determine the meaning of symbols, key terms, and other domain specific words.

Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E

Analyze the structure of the relationships among concepts in a text, etc.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.

INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Compare and contrast findings presented in a text to those from other sources, etc.

INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12

Standard CC.3.5.11-12. G

Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.

Standard CC.3.5.11-12. H

Evaluate the hypotheses, data, analysis, and conclusions in a

Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C

Produce clear and coherent writing...appropriate to task, purpose, and audience.

Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.

Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H.

Draw evidence from informational texts to support analysis, reflection, and research.

RANGE OF WRITING GRADES 9-10-11-12

			technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiencesetc.	
700	MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING.				
701 702 703 704 705	RESERVED Identify and define methods of conducting marketing research. Explain the use of technology in customer relationship management. Compare primary and secondary marketing research data. Use marketing research data to make recommendations and decisions.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc.	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by	

NOTE:

Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text.

INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Compare and contrast findings presented in a text to those from other sources, etc.

INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12

Standard CC.3.5.11-12. G

Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.

Standard CC.3.5.11-12. H

Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.

Standard CC.3.5.11-12. I

Synthesize information from a range of sources into a coherent understanding.

planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.

Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H.

Draw evidence from informational texts to support analysis, reflection, and research.

RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I.

Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiences...etc.

			RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	
800	BUSINESS MANAGEMENT AND ADMINISTRATION.			
801 802 803 804 805	Compare the different forms of business ownership. Research safety concerns in the marketing and business industry. Analyze the nature of risk management. RESERVED Explain the nature of business ethics.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4 Section Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3 NOTE: Please refer to the Common Career Technical Core Standards booklet if you	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.9-10. A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation, describing a procedureand	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.9-10.C Standard CC.3.6.9-10.D Standard CC.3.6.9-10 D Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E

wish to add	d more Career A	Analyze the structure of the	Standard CC.3.6.11-12.E.	
		relationships among concepts in a	Use technology, including	
geographic		ext.	the internet, to produce,	
			publish, and update	
	II	NTEGRATE KNOWLEDGE	individual or shared writing	
	8	& IDEAS	products.	
	G	GRADES 9-10		
	s	Standard CC.3.5.9-10.G	RESEARCH	
		Γranslate quantitative or technical	GRADES 9-10-11-12 Standard CC.3.6.9-10.F	
		nformation expressed in a text	Standard CC.3.6.11-12.F	
		nto visual form (e.g. a table or	Conduct short and more	
		chart).	sustained research to answer	
	s	Standard CC.3.5.9-10. H	a question or solve a	
	A	Assess the reasoning in a text to	problem.	
		support the author's claim for	Standard CC.3.6.9-10.G.	
	Se	solving a technical problem.	Standard CC.3.6.11-12.G	
	s	Standard CC.3.5.9-10. I	Gather relevant information	
	C	Compare and contrast findings	from multiple authoritative print and digital sources,	
		presented in a text to those from	following a standard format	
	0	other sources, etc.	for citation.	
			Standard CC.3.6.9-10.H.	
		NTEGRATE KNOWLEDGE	Standard CC.3.6.11-12.H.	
	8	& IDEAS	Draw evidence from	
		GRADES 11-12	informational texts to support	
		Standard CC.3.5.11-12. G	analysis, reflection, and	
		ntegrate and evaluate multiple	research.	
		sources of information presented	RANGE OF WRITING	
		n diverse formatsto solve a problem.	GRADES 9-10-11-12	
		Standard CC.3.5.11-12. H	Standard CC.3.5.9-10.I &	
		Evaluate the hypotheses, data,	Standard CC.3.5.11-12.I.	
		analysis, and conclusions in a	Write routinely over	
		echnical text, verifying the data	extended time frames and	
	W	when possible.	shorter time frames for a	
		Standard CC.3.5.11-12. I	range of tasks, purposes and	
		Synthesize information from a	audiencesetc.	
		range of sources into a coherent		
	u	inderstanding.		
	מו	RANGE OF READING		
		GRADES 9-10-11-12		
		Standard CC.3.5.9-10.J		
		Standard CC.3.5.11-12.J		
		By the end of grades 9- 10, AND		
	1	1-12, read and comprehend		

		technical texts independently and		
		proficiently.		
900 SELLING GOODS AND SERVICES.				
Jemonstrate greeting and approaching a customer. Create probing questions to determine customer needs. Demonstrate feature-benefit selling. Demonstrate suggestion selling. Close a customer sale. Perform a sales presentation for a good or service. RESERVED RESERVED Follow and interpret sales policies to customers. Demonstrate methods of handling sales objections.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4 E. Professional Sales (Choose Standards) 1-2-3 NOTE: Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation, describing a procedureand Analyze the structure of the relationships among concepts in a text. INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10 Standard CC.3.5.9-10.G	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.9-10.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience. Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E. Use technology, including the internet, to produce, publish, and update individual or shared writing products. RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

1000 ADVERTISING AND PROMOTING GOODS AND SERVICES.		
	support the author's claim for solving a technical problem. Standard CC.3.5.9-10. I Compare and contrast findings presented in a text to those from other sources, etc. INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formatsto solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	
	Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart). Standard CC.3.5.9-10. H Assess the reasoning in a text to	Standard CC.3.6.11-12.F Conduct short and more sustained research to answer a question or solve a problem. Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

1001	Explain the importance of promotion, and how it serves
	consumers.

- 1002 Design projects that utilize principles of visual merchandising.
- 1003 Identify the different types of advertising media.
- 1004 Create a promotional mix.
- 1005 Identify the major elements of a print advertisement.
- 1006 RESERVED
- 1007 RESERVED
- 1008 Write advertising slogans.
- 1009 Differentiate between promotional advertising and institutional advertising.
- 1010 RESERVED
- 1011 Distinguish between advertising and publicity.
- 1012 RESERVED
- 1013 RESERVED
- 1014 Create a promotional project.

CAREER CLUSTER

Marketing Career

Cluster - (Choose Standards)

1-2-3-4-5-6-7-8-9-10

PATHWAY(S)

A. Marketing Communications

(Choose Standards)

1-2-3-4-5

B. Marketing Management

(Choose Standards)

1-2-3-4-5-6-7

C. Marketing Research

(Choose Standards)

1-2-3-4

D. Merchandising

(Choose Standards)

1-2-3-4-5-6-7-8

E. Professional Sales

(Choose Standards)

1-2-3

NOTE:

Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.

KEY IDEAS/DETAILS GRADES 9-10-11-12

Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A

Cite specific textual evidence, etc.

Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B

Determine the central ideas or conclusions of a text; etc.

Standard CC.3.5.9-10.C

Standard CC.3.5.11-12.C

Follow precisely a complex multistep procedure, etc.

CRAFT & STRUCTURE GRADES 9-10-11-12

Standard CC.3.5.9-10. D

Standard CC.3.5.11-12.D

Determine the meaning of symbols, key terms, and other domain specific words.

Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E

Analyze the structure of the relationships among concepts in a text, etc.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text

INTEGRATE KNOWLEDGE & IDEAS

GRADES 9-10

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

TEXT TYPES AND PURPOSE GRADES 9-10-11-12

Standard CC.3.6.9-10.A

Standard CC.3.6.11-12.A
Write arguments focused on

discipline specific content. Standard CC.3.6.9-10.B

Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B

Write informative or explanatory texts, including the narration of technical processes, etc.

PRODUCTION & DISTRIBUTION OF WRITING

GRADES 9-10-11-12 Standard CC.3.6.9-10.C

Standard CC.3.6.11-12 C
Produce clear and coherent

writing...appropriate to task, purpose, and audience.

Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer

NUMBERS AND OPERATIONS

Standard 2.1.HS.F.2

Apply properties of rational and irrational numbers to solve real world or mathematical problems.

Standard 2.1.HS.F.4

Use units as a way to understand problems and to guide the solution of multistep problems.

Standard 2.1.HS.F.5

Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

Standard 2.1.HS.F.6

Extend the knowledge of arithmetic operations and apply to complex numbers.

1100 PROVIDING PERSONALIZED CUSTOMER SERVICE.				
 1101 Describe the benefits of customer service. 1102 RESERVED 1103 Demonstrate the use of effective face-to-face communication with customers. 	CAREER CLUSTER Marketing Career Cluster - (Choose Standards)	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2

1104 Develop a rapport with customers.

1105 Solve customer problems.

1106 RESERVED

1107 Handle difficult customers.

1108 RESERVED

1109 RESERVED

1110 Exhibit positive customer relations.

1111 Develop a customer service policy statement.

1-2-3-4-5-6-7-8-9-10

PATHWAY(S)

A. Marketing Communications

(Choose Standards)

1-2-3-4-5

B. Marketing Management

(Choose Standards)

1-2-3-4-5-6-7

C. Marketing Research (Choose Standards)

1-2-3-4

D. Merchandising

(Choose Standards)

1-2-3-4-5-6-7-8

E. Professional Sales

(Choose Standards) 1-2-3

NOTE:

Please refer to the Common Career

Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.

Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B

Determine the central ideas or conclusions of a text; etc.

Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C

Follow precisely a complex multistep procedure, etc.

CRAFT & STRUCTURE GRADES 9-10-11-12

Standard CC.3.5.9-10. D

Standard CC.3.5.11-12.D

Determine the meaning of symbols, key terms, and other domain specific words.

Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E

Analyze the structure of the relationships among concepts in a text, etc.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a

INTEGRATE KNOWLEDGE & IDEAS **GRADES 9-10**

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Standard CC.3.6.11-12.A

Write arguments focused on discipline specific content.

Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B

Write informative or explanatory texts, including the narration of technical

processes, etc.

PRODUCTION & DISTRIBUTION OF WRITING

GRADES 9-10-11-12

Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C

Produce clear and coherent writing...appropriate to task, purpose, and audience.

Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH **GRADES 9-10-11-12 Standard CC.3.6.9-10.F** Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Apply properties of rational and irrational numbers to solve real world or mathematical problems.

Standard 2.1.HS.F.4

Use units as a way to understand problems and to guide the solution of multistep problems.

Standard 2.1.HS.F.5

Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

Standard 2.1.HS.F.6

Extend the knowledge of arithmetic operations and apply to complex numbers.

		Compare and contrast findings presented in a text to those from other sources, etc. INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12 Standard CC.3.5.11-12. G Integrate and evaluate multiple sources of information presented in diverse formatsto solve a problem. Standard CC.3.5.11-12. H Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible. Standard CC.3.5.11-12. I Synthesize information from a range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation. Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H. Draw evidence from informational texts to support analysis, reflection, and research. RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Write routinely over extended time frames and shorter time frames for a range of tasks, purposes and audiencesetc.	
 1200 CHANNEL MANAGEMENT. 1201 Identify and explain the channels of distribution. 1202 Distinguish and select channel of distribution for a product. 1203 Describe types of inventory control. 1204 Receive and inspect merchandise. 1205 Identify the purpose and importance of purchasing procedures. 	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards)	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5

1-2-3-4-5-6-7

C. Marketing Research

(Choose Standards)

1-2-3-4

D. Merchandising

(Choose Standards) 1-2-3-4-5-6-7-8

E. Professional Sales

(Choose Standards) 1-2-3

NOTE:

Please refer to the Common Career **Technical Core** Standards booklet if you wish to add more Career Pathways for your local geographic area.

Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D

Determine the meaning of symbols, key terms, and other domain specific words.

Standard CC.3.5.11-12.E

Analyze the structure of the relationships among concepts in a text. etc.

Standard CC.3.5.9-10.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the text.

INTEGRATE KNOWLEDGE & IDEAS **GRADES 9-10**

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Compare and contrast findings presented in a text to those from other sources, etc.

INTEGRATE KNOWLEDGE & IDEAS **GRADES 11-12**

Standard CC.3.5.11-12. G

Integrate and evaluate multiple sources of information presented

GRADES 9-10-11-12

Standard CC.3.5.9-10.E

Standard CC.3.5.11-12.F

relationships among concepts in a

Standard CC.3.6.9-10.E Standard CC.3.6.11-12.E.

PRODUCTION &

WRITING

DISTRIBUTION OF

GRADES 9-10-11-12

purpose, and audience.

Standard CC.3.6.9-10 D

Standard CC.3.6.11-12.D

Develop and strengthen

planning, revising, editing,

rewriting, or trying a new

approach, focusing on

addressing what is most

significant for a specific

purpose and audience.

writing as needed by

Standard CC.3.6.9-10.C

Standard CC.3.6.11-12 C

Produce clear and coherent

writing...appropriate to task,

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH **GRADES 9-10-11-12** Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.

Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H.

Draw evidence from informational texts to support Choose a level of accuracy appropriate to limitations on measurement when reporting quantities.

Standard 2.1.HS.F.6

Extend the knowledge of arithmetic operations and apply to complex numbers.

|--|

E. <u>Professional Sales</u> (Choose Standards)

1-2-3

NOTE:

Please refer to the Common Career Technical Core Standards booklet if you wish to add more Career Pathways for your local geographic area.

Standard CC.3.5.11-12.E

Analyze the structure of the relationships among concepts in a text, etc.

Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F

Analyze the author's purpose in providing an explanation, describing a procedure...and Analyze the structure of the relationships among concepts in a text

INTEGRATE KNOWLEDGE & IDEAS GRADES 9-10

Standard CC.3.5.9-10.G

Translate quantitative or technical information expressed in a text into visual form (e.g. a table or chart).

Standard CC.3.5.9-10. H

Assess the reasoning in a text to support the author's claim for solving a technical problem.

Standard CC.3.5.9-10. I

Compare and contrast findings presented in a text to those from other sources, etc.

INTEGRATE KNOWLEDGE & IDEAS GRADES 11-12

Standard CC.3.5.11-12. G

Integrate and evaluate multiple sources of information presented in diverse formats...to solve a problem.

Standard CC.3.5.11-12. H

Evaluate the hypotheses, data, analysis, and conclusions in a technical text, verifying the data when possible.

Standard CC.3.5.11-12. I

Standard CC.3.6.11-12.D

Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most significant for a specific purpose and audience.

Standard CC.3.6.9-10.E

Standard CC.3.6.11-12.E.

Use technology, including the internet, to produce, publish, and update individual or shared writing products.

RESEARCH GRADES 9-10-11-12 Standard CC.3.6.9-10.F Standard CC.3.6.11-12.F

Conduct short and more sustained research to answer a question or solve a problem.

Standard CC.3.6.9-10.G. Standard CC.3.6.11-12.G

Gather relevant information from multiple authoritative print and digital sources, following a standard format for citation.

Standard CC.3.6.9-10.H. Standard CC.3.6.11-12.H.

Draw evidence from informational texts to support analysis, reflection, and research.

RANGE OF WRITING GRADES 9-10-11-12 Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I.

Write routinely over extended time frames and shorter time frames for a

		Synthesize information from a range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently.	range of tasks, purposes and audiencesetc.	
1400 ECONOMICS.				
 1401 RESERVED 1402 Describe economic goods and services. 1403 Examine economic resources. 1404 Identify and discuss supply and demand factors in pricing. 1405 RESERVED 1406 RESERVED 1407 Compare types of economic systems. 	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards) 1-2-3-4-5-6-7 C. Marketing Research (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4 D. Merchandising (Choose Standards) 1-2-3-4-5-6-7-8 E. Professional Sales (Choose Standards) 1-2-3 NOTE: Please refer to the Common Career	KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.9-10. A Cite specific textual evidence, etc. Standard CC.3.5.9-10 B Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc. CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D Standard CC.3.5.9-10. D Standard CC.3.5.11-12.D Determine the meaning of symbols, key terms, and other domain specific words. Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the relationships among concepts in a text, etc. Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc. PRODUCTION & DISTRIBUTION OF WRITING GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C Produce clear and coherent writingappropriate to task, purpose, and audience. Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D Develop and strengthen writing as needed by planning, revising, editing, rewriting, or trying a new approach, focusing on addressing what is most	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5 Choose a level of accuracy appropriate to limitations on measurement when reporting quantities. Standard 2.1.HS.F.6 Extend the knowledge of arithmetic operations and apply to complex numbers.

Technical Core significant for a specific Analyze the author's purpose in providing an explanation, Standards booklet if you purpose and audience. wish to add more Career describing a procedure...and **Standard CC.3.6.9-10.E** Standard CC.3.6.11-12.E. Pathways for your local Analyze the structure of the geographic area. relationships among concepts in a Use technology, including the internet, to produce, publish, and update individual or shared writing INTEGRATE KNOWLEDGE products. & IDEAS **GRADES 9-10** RESEARCH **Standard CC.3.5.9-10.G GRADES 9-10-11-12** Translate quantitative or technical Standard CC.3.6.9-10.F information expressed in a text Standard CC.3.6.11-12.F into visual form (e.g. a table or Conduct short and more chart). sustained research to answer a question or solve a Standard CC.3.5.9-10. H problem. Assess the reasoning in a text to **Standard CC.3.6.9-10.G.** support the author's claim for Standard CC.3.6.11-12.G solving a technical problem. Gather relevant information Standard CC.3.5.9-10. I from multiple authoritative Compare and contrast findings print and digital sources, presented in a text to those from following a standard format other sources, etc. for citation. Standard CC.3.6.9-10.H. INTEGRATE KNOWLEDGE Standard CC.3.6.11-12.H. & IDEAS Draw evidence from **GRADES 11-12** informational texts to support analysis, reflection, Standard CC.3.5.11-12. G and research. Integrate and evaluate multiple sources of information presented RANGE OF WRITING in diverse formats...to solve a problem. GRADES 9-10-11-12 Standard CC.3.5.11-12. H Standard CC.3.5.9-10.I & Standard CC.3.5.11-12.I. Evaluate the hypotheses, data, analysis, and conclusions in a Write routinely over technical text, verifying the data extended time frames and when possible. shorter time frames for a range of tasks, purposes and Standard CC.3.5.11-12. I Synthesize information from a audiences...etc. range of sources into a coherent understanding. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J

1500 PRODUCT/SERVICE MANAGEMENT. 1501 Identify the difference between national and private brands. 1502 Explain the nature of product/service branding. 1503 Identify the elements of branding and packaging. 1504 Develop strategies to position a product/business.	CAREER CLUSTER Marketing Career Cluster - (Choose Standards) 1-2-3-4-5-6-7-8-9-10 PATHWAY(S) A. Marketing Communications (Choose Standards) 1-2-3-4-5 B. Marketing Management (Choose Standards)	Standard CC.3.5.11-12.J By the end of grades 9- 10, AND 11-12, read and comprehend technical texts independently and proficiently. KEY IDEAS/DETAILS GRADES 9-10-11-12 Standard CC.3.5.9-10. A Standard CC.3.5.11-12 A Cite specific textual evidence, etc. Standard CC.3.5.11-12. B Determine the central ideas or conclusions of a text; etc. Standard CC.3.5.9-10.C Standard CC.3.5.11-12.C Follow precisely a complex multistep procedure, etc.	TEXT TYPES AND PURPOSE GRADES 9-10-11-12 Standard CC.3.6.9-10.A Standard CC.3.6.11-12.A Write arguments focused on discipline specific content. Standard CC.3.6.9-10.B Standard CC.3.6.11-12.B Write informative or explanatory texts, including the narration of technical processes, etc.	NUMBERS AND OPERATIONS Standard 2.1.HS.F.2 Apply properties of rational and irrational numbers to solve real world or mathematical problems. Standard 2.1.HS.F.4 Use units as a way to understand problems and to guide the solution of multistep problems. Standard 2.1.HS.F.5
			processes, etc. PRODUCTION &	Standard 2.1.HS.F.5
	1-2-3-4-5-6-7 C. Marketing Research	CRAFT & STRUCTURE GRADES 9-10-11-12 Standard CC.3.5.9-10. D	DISTRIBUTION OF WRITING	Choose a level of accuracy appropriate to limitations on measurement when reporting
	(Choose Standards) 1-2-3-4	Standard CC.3.5.11-12.D Determine the meaning of	GRADES 9-10-11-12 Standard CC.3.6.9-10.C Standard CC.3.6.11-12 C	quantities. Standard 2.1.HS.F.6
	D. Merchandising (Choose Standards)	symbols, key terms, and other domain specific words.	Produce clear and coherent writingappropriate to task, purpose, and audience.	Extend the knowledge of arithmetic operations and apply to complex numbers.
	1-2-3-4-5-6-7-8 E. Professional Sales	Standard CC.3.5.9-10.E Standard CC.3.5.11-12.E Analyze the structure of the	Standard CC.3.6.9-10 D Standard CC.3.6.11-12.D	apply to complex numbers.
	(Choose Standards) 1-2-3	relationships among concepts in a text, etc. Standard CC.3.5.9-10.F	Develop and strengthen writing as needed by planning, revising, editing,	
	NOTE: Please refer to the	Standard CC.3.5.9-10.F Standard CC.3.5.11-12.F Analyze the author's purpose in providing an explanation,	rewriting, or trying a new approach, focusing on addressing what is most	
	Common Career Technical Core Standards booklet if you	describing a procedureand Analyze the structure of the	significant for a specific purpose and audience. Standard CC.3.6.9-10.E	
	wish to add more Career Pathways for your local geographic area.	relationships among concepts in a text.	Standard CC.3.6.11-12.E. Use technology, including	
	geograpme area.	INTEGRATE KNOWLEDGE & IDEAS	the internet, to produce, publish, and update	

GRADES 9-10 individual or shared writing products. Standard CC.3.5.9-10.G Translate quantitative or technical RESEARCH information expressed in a text **GRADES 9-10-11-12** into visual form (e.g. a table or **Standard CC.3.6.9-10.F** chart). Standard CC.3.6.11-12.F Standard CC.3.5.9-10. H Conduct short and more Assess the reasoning in a text to sustained research to answer support the author's claim for a question or solve a solving a technical problem. problem. Standard CC.3.6.9-10.G. Standard CC.3.5.9-10. I Standard CC.3.6.11-12.G Compare and contrast findings Gather relevant information presented in a text to those from from multiple authoritative other sources, etc. print and digital sources, following a standard format INTEGRATE KNOWLEDGE for citation. & IDEAS **Standard CC.3.6.9-10.H. GRADES 11-12** Standard CC.3.6.11-12.H. Standard CC.3.5.11-12. G Draw evidence from Integrate and evaluate multiple informational texts to sources of information presented support analysis, reflection, in diverse formats...to solve a and research. problem. Standard CC.3.5.11-12. H RANGE OF WRITING Evaluate the hypotheses, data, GRADES 9-10-11-12 analysis, and conclusions in a Standard CC.3.5.9-10.I & technical text, verifying the data Standard CC.3.5.11-12.I. when possible. Write routinely over Standard CC.3.5.11-12. I extended time frames and Synthesize information from a shorter time frames for a range of sources into a coherent range of tasks, purposes and understanding. audiences...etc. RANGE OF READING GRADES 9-10-11-12 Standard CC.3.5.9-10.J Standard CC.3.5.11-12.J By the end of grades 9-10, AND 11-12, read and comprehend technical texts independently and proficiently.