CORRELATION OF THE INFORMATION LITERACY STANDARDS AND INDIANA'S ACADEMIC STANDARDS FOR MARKETING EDUCATION

Prepared by the
Indiana Department of Education
School Library Media Specialists' Leadership Cadre
Information Literacy Task Force Committee

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Marge Cox, Chairperson, Media Services Director, Noblesville Schools, Noblesville, IN
Rick Jones, Co-Chairperson, Library Media Specialist, Eastbrook Junior/Senior High School, Marion, IN

Emily Boerger, Glenn Acres Elementary School, Lafayette, IN
Sandy Brown, Allisonville Elementary School, Indianapolis, IN
Deena Chambers, Lewis Cass Junior Senior High School, Walton, IN
Carrie Corzine, Floyd-Central Junior Senior High School, Floyds Knobs, IN
Rose Dixon, Terre Haute South High School, Terre Haute, IN
Lauralee Foerster, Glen Acres Elementary School, Lafayette, IN
Bonnie Grimble, Carmel High School, Carmel, IN
Judith Hamilton, Chauncey Rose Middle School, Terre Haute, IN
Dennis Hoffman, Clinton Prairie Elementary School, Frankfort, IN
Danelle Jentges, Julia E. Test School, Richmond, IN
Meredith Leck, Central Elementary School, Zionsville, IN
Ann McCracken, Tippecanoe School Corporation, Lafayette, IN
Sheridan Rayl, Anderson University, Anderson, IN
Sharon Roualet, Edgewood High School, Ellettsville, IN
Cheryl Shinabarger, MSD SW Allen County Schools, Fort Wayne, IN
Vicki L. Thomas, Anderson High School, Anderson, IN
M. Elizabeth Winningham, Avon Intermediate School, Avon, IN
Regina Wright, Snacks Crossing Elementary School, Indianapolis, IN
Gary Wynn, Greenfield-Central High School, Greenfield, IN

Laura J. Taylor, Director,
Office of Learning Resources

Judy R. Williams
Library Media Consultant

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Mary Poston Watkins, Chairperson, Library Information Specialist, Yorktown Middle School, Yorktown, IN
Judy J. Commers, Marketing Education Teacher-Coordinator, Porter County Career Center, Valparaiso, IN
Linda Hoff, Instructor of Business Technology, Logansport Community High School, Logansport, IN
Kevin Keller, Programming and Networking Teacher, Tucker Area Vocational Technical Center, Marion, IN
Ginny Reeves, Library Media Specialist, Switzerland County Senior High School, Vevay, IN
Gary A. Schormann, Media Specialist, Washington Middle School, Evansville, IN

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Laura Taylor, Director
Office of Learning Resources

Judy R. Williams
Library Media Consultant

INDIANA INFORMATION LITERACY STANDARDS FOR STUDENT LEARNING

The Indiana Department of Education, Office of Learning Resources, supports the need for the Indiana Academic Standards 2000 to address student library information literacy standards. Charged with this task, the School Library Media Specialists' (SLMS) Cadre Information Literacy Task Force Committee, a collaborative committee of members of the Indiana Department of Education's Technology Leadership School Library Media Specialists and the Association of Indiana Media Educators (AIME), developed a correlation document. It correlates to the Nine Information Literacy Standards developed by the American Association of School Librarians (AASL) and the Association for Educational Communications and Technology (AECT) into Indiana's Academic Standards for Marketing Education.

A copy of this document, Correlation of the Information Literacy Standards and Indiana's Academic Standards for Marketing Education is available at www.doe.state.in.us/olr.

Purpose of the Correlation of Library Information Literacy Standards and Indiana's Academic Standards for Marketing Education

The mission of the school library program as stated in Information Power: Building Partnerships for Learning (1998) is to "ensure that students and staff are effective users of ideas and information."

The Correlation of the Information Literacy Standards and Indiana's Academic Standards for Marketing Education identifies the School Library Information Literacy Standards in the newly adopted Indiana's Academic Standards for Marketing Education. SLMS will use these standards to work cooperatively with the building principals, classroom teachers and other professional staff members to insure that student library information literacy standards are taught through a collaborative effort in all curricular areas.

Indiana Legal Requirements for School Library Media Program

The Indiana Administrative Code, 511 IAC 6.1-5.6 Media Program delineates the minimum requirements for a school library media program:

> Sec. 6. All schools shall have a media program that is an integral part of the educational program. A licensed media specialist shall supervise the media program. Each school shall spend at least eight dollars ($8) per student per year from its 222000 account to maintain its media program. (*Indiana State Board of Education; 511 IAC 6.1-5.6; filed Jan 9, 1989, 11:00 a.m.: 12 IR 1192)*

RELATIONSHIP BETWEEN READING IMPROVEMENT AND SCHOOL LIBRARY MEDIA PROGRAM

The direct relationship between reading improvement and an active school library media program staffed by a licensed professional librarian is substantiated by research studies released within the past two years in Colorado, Pennsylvania, and Alaska. [These published studies include: How School Librarians Help Kids Achieve Standards; the Second Colorado Study (April 2000); Information Empowered; The School Librarian as an Agent of Academic Achievement in Alaska Schools (1999); Measuring Up to the Standards; The Impact of School Library Programs and Information Literacy in Pennsylvania Schools (February 2000).]

A Study of the Differences Between Higher-and Lower-performing Indiana Schools, a study by NCREL commissioned by Superintendent of Public Instruction, Dr. Suellen Reed, was published in February 2000. The study reports one necessary component to increase student performance in lower-performing schools is to "increase student access to instructional and print materials in lower-performing schools, including regular and flexible access to a working library."

In this context, a working school library with flexible access is open during the regular school hours, is staffed by a professional, licensed school library media specialist, and provides for open and easy access by individual students. Using best practices supports the use of collaboratively planned units involving the classroom teacher and the school library media specialist (SLMS). Dr. David V. Loertscher in Reinventing Indiana's School Library In the Age of Technology; A Handbook for Principals and Superintendents states that the library collection shall contain the "right materials for the right learners at the right time in every format available" to support curriculum and recreational reading needs. Through the use of Library Information Literacy Standards, teachers and SLMS work cooperatively to plan, teach, and assess the progress of students' learning.

THE NINE INFORMATION LITERACY STANDARDS FOR STUDENT LEARNING

Information Literacy

The student who is information literate

ILS 1: **accesses information** efficiently and effectively.
ILS 2: **evaluates information** critically and competently.
ILS 3: **uses information** accurately and creatively.

Independent Learning

The student who is an independent learner is information literate and

ILS 4: **pursues information** related to personal interests.
ILS 5: **appreciates** literature and other creative expressions of **information**.
ILS 6: strives for excellence in information seeking and knowledge generation **(generates knowledge).**

Social Responsibility

The student who contributes positively to the learning community and to society is information literate and

ILS 7: **recognizes the importance of information in a democratic society**.
ILS 8**:** **practices ethical behavior** in regard to information and information technology.
ILS 9: participates effectively in groups to pursue and generate information **(shares and collaborates)**.

* **Bold face** on this page indicates shortened phrasing used in listing of Information Literacy standards in the Correlation of the Library Information Literacy Standards and Indiana's Academic Standards for Marketing Education.

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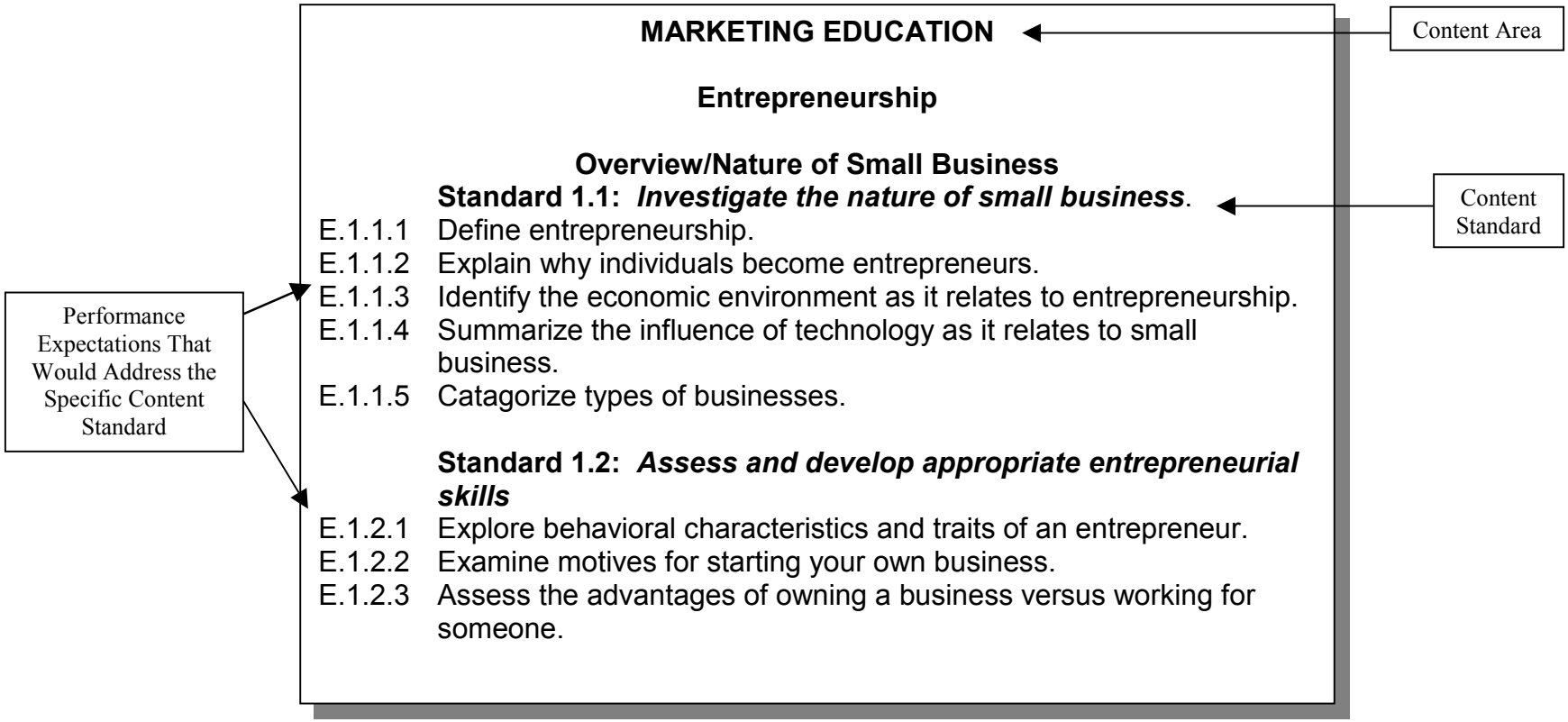
READING THE STANDARDS AT EACH GRADE LEVEL

Each of the Marketing Education Standards includes the following components to aid teachers in understanding and incorporating them into their instruction.



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Release date 2000

INDICATOR NUMBER		ILS 1 ACCESSES INFORMATION	ILS 2 EVALUATES INFORMATION	ILS 3 USES INFORMATION	ILS 4 PURSUES INFORMATION	ILS 5 APPRECIATES INFORMATION	ILS 6 GENERATES KNOWLEDGE	ILS 7 RECOGNIZES IMPORTANCE OF INFO TO DEMOCRATIC SOCIETY	ILS 8 PRACTICES ETHICAL BEHAVIOR	ILS 9 SHARES AND COLLABORATES
	Entrepreneurship									
	Overview/Nature of Small Business									
	Standard 1.1: *Investigate the nature of small business* . **INSPIRE>Links>Business>U.S. Small Business Administration**									
E.1.1.1	Define entrepreneurship.	X	X	X						
E.1.1.2	Explain why individuals become entrepreneurs.	X	X	X						
E.1.1.3	Identify the economic environment as it relates to entrepreneurship.	X	X	X						
E.1.1.4	Summarize the influence of technology as it relates to small business.	X	X	X						
E.1.1.5	Catagorize types of businesses.	X	X	X						
	Standard 1.2: *Assess and develop appropriate entrepreneurial skills* **INSPIRE>Biography Resource Center**									
E.1.2.1	Explore behavioral characteristics and traits of an entrepreneur.	X	X	X						
E.1.2.2	Examine motives for starting your own business.	X	X	X						
E.1.2.3	Assess the advantages of owning a business versus working for someone.	X	X	X	X			X		
	Planning and Organizing a Business									
	Standard 2.1: *Understand the functions involved in planning and organizing a business.* **INSPIRE>Indiana Links>Buisness>Business Assistance**									
E.2.1.1	Recognize the components of a business plan	X	X	X						
E.2.1.2	Compare/contrast the types of business ownership.	X	X	X						
E.2.1.3	Evaluate the impact of global influence in operating a small business.	X	X	X	X					
E.2.1.4	Assess and evaluate the various ways to start your own business.	X	X	X	X		X	X		
E.2.1.5	Explain the sources of technical assistance available to entrepreneurs.	X	X	X	X			X	X	
E.2.1.6	Examine the legal responsibilities of the entrepreneur.	X	X	X	X			X	X	
E.2.1.7	Analyze the importance of ethics as it applies to small business.	X	X	X				X	X	
	Marketing									
	Standard 3.1: *Understand the concepts of marketing and its importance to business ownership.* **INSPIRE>Indiana Links>Business>Indiana Business Resource Center**									
E.3.1.1	Explain the fundamental marketing concepts used by a small business.	X	X	X						
E.3.1.2	Describe the four elements of the marketing mix.	X	X	X						
E.3.1.3	Justify the role of market research.	X	X	X				X	X	
E.3.1.4	Justify the importance of defining a target market and marketing niche.	X	X	X				X	X	

E.3.1.5	Assess the role of competition in marketing.	X	X	X				X	X	
E.3.1.6	Design a product/service mix.	X	X	X	X	X	X	X	X	X
E.3.1.7	Develop product strategies.	X	X	X	X	X	X	X	X	X
E.3.1.8	Examine the factors affecting pricing.	X	X	X				X	X	
E.3.1.9	Describe pricing strategies.	X	X	X						
E.3.1.10	Examine the factors and importance of site selection.	X	X	X				X	X	
E.3.1.11	Describe the role of promotion as it applies to small business.	X	X	X				X	X	
E.3.1.12	Distinguish among the elements of the promotional mix.	X	X	X	X		X	X	X	
	Finance									
	Standard 4.1: *Understand the role of finance as it applies to the entrepreneur.* **INSPIRE>Indiana Links>Business>Business Assistance**									
E.4.1.1	Analyze costs associated with operating a small business.	X	X	X	X	X	X	X	X	
E.4.1.2	Compare/contrast sources used in financing a business.	X	X	X	X	X	X	X	X	
E.4.1.3	Determine information needed to obtain financing.	X	X	X	X	X	X	X	X	X
E.4.1.4	Describe the financial statements used by a small business.	X	X	X						
E.4.1.5	Interpret financial records used in a small business.	X	X	X	X	X	X	X	X	X
E.4.1.6	Calculate simple and compound interest.	X	X	X						
	Management									
	Standard 5.1: *Understand management techniques needed to operate a business.* **INSPIRE>Links>Business**									
E.5.1.1	Identify the components of human resource management.	X	X	X						
E.5.1.2	Assess motivational techniques used to increase performance levels.	X	X	X	X	X	X	X	X	X
E.5.1.3	Identify the various quality initiatives.	X	X	X	X			X		
E.5.1.4	Generate human resource management policies.	X	X	X	X	X	X	X	X	X
E.5.1.5	Determine operating policies needed for the success of a small business.	X	X	X	X	X	X	X	X	X
E.5.1.6	Explain the types of controls used in small business.	X	X	X						
E.5.1.7	Describe factors to consider when selecting vendors.	X	X	X				X	X	
E.5.1.8	Understand inventory procedures used by small businesses.	X	X	X				X	X	
E.5.1.9	Identify risks associated with operating a business.	X	X	X				X	X	
E.5.1.10	Develop techniques/methods to manage risk.	X	X	X	X	X	X	X	X	X
	Business Plan									
	Standard 6.1: *Understand the importance of developing and organizing a successful business plan.*									
E.6.1.1	Analyze the process for developing your business plan.	X	X	X	X	X	X	X	X	X

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	Financial Services Marketing									
	Economics for Finance									
	Standard 1.1: *Understands the economic principles and concepts of free enterprise.* **INSPIRE>Links>Business>International Business**									
FS.1.1.1	Compare different economic systems.	x	x	x			x	x		
FS.1.1.2	Differentiate between land, labor, capital, and entrepreneurial resources.	x	x	x			x	x		
FS.1.1.3	Analyze the basic elements of capitalism.	x	x	x			x	x		
FS.1.1.4	Analyze the laws of supply and demand.	x	x	x			x	x		
FS.1.1.5	Explain the concepts of trade-offs and opportunity cost.	x	x	x			x	x	x	
	Standard 1.2: *Understands the concepts of finance in a global economy.* **INSPIRE>Links>Business>International Business**									
FS.1.2.1	Describe fundamental facets of the global economy such as trade, imports and exports, and comparative advantage.	x	x	x			x	x	x	x
FS.1.2.2	Describe the U.S. role within the global economy.	x	x	x			x	x	x	x
FS.1.2.3	Analyze the effect the global economy has on the U.S. marketplace.	x	x	x	x		x	x	x	x
FS.1.2.4	Explain how international monetary exchanges work.	x	x	x				x		
FS.1.2.5	Analyze the effects that the value of a country's currency can have on imports and exports.	x	x	x			x	x	x	
FS.1.2.6	Explain the role of international banks in the global economy.									
FS.1.2.7	Describe the functions of the General Agreement on Trade and Tariffs (GATT), the World Trade Organization and North American Free Trade Agreement.	x	x	x				x		
	Standard 3.1: *Understand financial careers in the global economy.* **INSPIRE>Links>Business>International Business**									
FS.1.3.1	Identify areas within the global economy that offer professional opportunity, including opportunities in financial services.	x	x	x	x		x	x		
	Banking									
	Standard 2.1: *Understand concepts of banking services.* **INSPIRE>Links>Business>American City Business Journals**									
FS.2.1.1	Identify common services offered by banks.	x	x	x						
FS.2.1.2	Describe the role of banking in the local and national economy.	x	x	x				x		
FS.2.1.3	Compare and evaluate commercial banking services.	x	x	x			x	x	x	x
	Standard 2.2: *Understand the history and future of banking.* **INSPIRE>Links>Business>Business.com**									
FS.2.2.1	Summarize the historical evolution of banking in the United States	x	x	x				x		

FS.2.2.2	Analyze the changes in the banking industry	X	X	X				X		
FS.2.2.3	Explain ways in which technological advances benefit banks	X	X	X			X	X	X	
	Standard 2.3: ***Understand the concepts and strategies for a successful career in banking.*** **INSPIRE>Links>Jobs and Careers>Occupational Outlook Handbook**									
FS.2.3.1	Research various career paths in banking	X	X	X	X	X	X	X	X	X
	Securities									
	Standard 3.1: ***Understand the concepts in the securities industry.*** **INSPIRE>Kids' Links>RefDesk**									
FS.3.1.1	Describe the purpose of securities and how they were traded in the early years of the stock exchange	X	X	X				X		
FS.3.1.2	Differentiate among stocks, bonds, and other securities	X	X	X			X	X		
FS.3.1.3	Compare and contrast equity and debt securities	X	X	X			X	X		
FS.3.1.4	Explain the role of initial public offerings (IPOs) in raising capital for corporations	X	X	X					X	
FS.3.1.5	Evaluate the use and impact of technology in the brokerage industry	X	X	X			X	X	X	X
	Standard 3.2: ***Understand the concepts and processes needed for securities markets.***									
FS.3.2.1	Explain the role of stock exchanges and brokers in securities transactions.	X	X	X						
FS.3.2.2	Evaluate the effectiveness of brokerage advertisements.	X	X	X			X	X	X	
FS.3.2.3	Appraise various informational sources on stocks to make buying/selling decisions.	X	X	X	X	X	X	X	X	X
FS.3.2.4	Determine the risk of buying or holding a given stock.	X	X	X	X					
FS.3.2.5	Analyze the impact of economic and historical trends.	X	X	X	X	X	X	X	X	X
FS.3.2.6	Explain how fundamental and technical analysis differ.	X	X	X						
FS.3.2.7	Explain how mutual funds work.	X	X	X						
FS.3.2.8	Assess the investment needs of a variety of sample clients.	X	X	X	X	X	X	X	X	X
	Standard 3.3: ***Understand the concepts and strategies for a successful career in securities.*** **INSPIRE>Links>Jobs and Careers>Occupational Outlook Handbook**									
FS.3.3.1	Research the various career paths in securities	X	X	X	X	X	X	X	X	X
	Insurance									
	Standard 4.1: ***Understand the concepts of insurance.*** **INSPIRE>Links>Business>Business.com**									
FS.4.1.1	Explain how insurance works.	X	X	X	X					
FS.4.1.2	Identify major events in insurance history.	X	X	X				X		
FS.4.1.3	Assess the need for insurance coverage in given situations.	X	X	X			X	X	X	
FS.4.1.4	Describe ways in which insurance companies reduce exposure to loss to make profits.	X	X	X						
FS.4.1.5	Evaluate annuities as an investment vehicle.	X	X	X			X	X	X	
FS.4.1.6	Describe the government regulations required for insurance licensing.	X	X	X				X		
	Standard 4.2: ***Understand the concepts and strategies for a successful career in insurance.*** **INSPIRE>Links>Jobs and Careers>Occupational Outlook Handbook**									
FS.4.2.1	Research the career opportunities in insurance operations	X	X	X	X	X	X	X	X	X
	Financial Planning									
	Standard 5.1: ***Understand the concepts of financial planning basics*** **INSPIRE>Links>Business>CEO Express**									
FS.5.1.1	Define reasons to save and places to accumulate savings.	X	X	X						
FS.5.1.2	Develop a personal budget.	X	X	X	X	X	X	X	X	X
FS.5.1.3	Apply concepts of financial independence.	X	X	X	X		X	X	X	
FS.5.1.4	Analyze or synthesize financial planning in creating personal prosperity.	X	X	X	X	X	X	X	X	X

	Standard 5.2: ***Understand the concepts and strategies which financial planners use.*** **INSPIRE>Links>Business>CEO Express**									
FS.5.2.1	Explain the components of financial plan.	x	x	x						
FS.5.2.2	Design/redesign your own personal financial plan.	x	x	x	x	x	x	x	x	x
FS.5.2.3	Determine an appropriate financial plan for a fictitious client.	x	x	x	x	x	x	x	x	x
	Standard 5.3: ***Understand the concepts and strategies for a successful career in financial planning.*** **INSPIRE>Links>Jobs and Careers>Occupational Outlook Handbook**									
FS.5.3.1	Research the career opportunities in financial planning.	x	x	x	x	x	x	x	x	x

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	Hospitality, Travel, and Tourism									
	Charting Your Course									
	Standard 1.1: ***Become familiar with segments of the travel industry and careers associated with each segment.***									
HTT.1.1.1	Discuss and evaluate why people travel and how travel products are purchased.	X	X	X	X	X	X	X	X	X
HTT.1.1.2	Analyze segments of travel and tourism and corresponding career options.	X	X	X	X	X	X	X	X	X
HTT.1.1.3	Realize personal skills and abilities that will lead to a successful career in the travel industry.	X	X	X	X			X		
HTT.1.1.4	Develop an in-depth understanding of several career areas.	X	X	X	X		X	X		
HTT.1.1.5	Create a resume and cover letter and plan for a job interview.	X	X	X	X	X	X	X	X	X
HTT.1.1.6	Recognize opportunities for professional certification and continuing education in the travel industry.	X	X	X						
	The Internet and the Travel Industry									
	Standard 2.1: ***Recognize the importance of automation to the growth of the travel industry and how the development of the Internet has affected the industry.*** **INSPIRE>EBSCO Host**									
HTT.2.1.1	Evaluate the impact of the Internet on the travel industry.	X	X	X	X	X	X	X	X	X
HTT.2.1.2	Identify methods used to make airline reservations.	X	X	X						
HTT.2.1.3	List the major airline Computer Reservation Systems and explain their role in a travel agency.	X	X	X						
HTT.2.1.4	Recognize benefits of the Internet for a travel agent.	X	X	X						
	Air Travel Basics									
	Standard 3.1: ***Understand the U.S. airline industry and how its products are sold.***									
HTT.3.1.1	Explain the appointment process, automation choices and basic operations of a travel agency.	X	X	X						
HTT.3.1.2	Describe the relationship between a travel agency and an airline and how a travel agency earns money.	X	X	X			X			
HTT.3.1.3	Explain airline policies and operations, including relationship to government agencies.	X	X	X				X	X	
HTT.3.1.4	Identify selected airline codes, aircraft configuration and its relationship to passenger comfort.	X	X	X						
HTT.3.1.5	Summarize various areas of airports, available services, arrival and departure procedures.	X	X	X						
	Planning United States Flight Itineraries									
	Standard 4.1: ***Understand a client's wants and needs and how to plan air travel itineraries.***									
HTT.4.1.1	Determine your client's wants and needs.	X	X	X			X	X	X	X
HTT.4.1.2	Identify various flight patterns and types of trips.	X	X	X						
HTT.4.1.3	Use the *OAG Flight Guide* and airline CRS to obtain flight schedules.	X	X	X				X		X
HTT.4.1.4	Illustrate time comparisons and elapsed flying time.	X	X	X						X

HTT.4.1.5	Demonstrate procedures involved in making a flight reservation.	x	x	x						x
HTT.4.1.6	Identify unethical booking practices.	x	x	x				x	x	
	U.S. Airfares and Other Charges									
	Standard 5.1: *Develop basic understanding of airfares.* **INSPIRE>Indiana Links>Travel & Tourism>Indianapolis International Airport**									
HTT.5.1.1	Illustrate normal and excursion fares, inventory control, fare basis codes and booking classes.	x	x	x				x	x	x
HTT.5.1.2	Interpret a CRS rule and fare display and accurately calculate fares, taxes, PFCs, segment fees and fuel surcharges.	x	x	x						
HTT.5.1.3	Interpret tax features of Alaska, Hawaii, Canada, and the Buffer zone.	x	x	x						
	Basic Air Ticketing and Prepaid Tickets									
	Standard 6.1: *Differentiate among types of airlines tickets and ticketing processes.* **INSPIRE>Indiana Links>Travel & Tourism>Indianapolis International Airport**									
HTT.6.1.1	Compare and contrast types of airline "ticketing" and ticket stock.	x	x	x			x			
HTT.6.1.2	Explain Airlines Reporting Corporation (ARC) rules for completing a manual ticket.	x	x	x				x	x	
HTT.6.1.3	Describe a conjunction ticket and a prepaid ticket.	x	x	x						
	Refunds, Exchanges, Agency Fees, and Reporting									
	Standard 7.1: *Select and complete appropriate Airline Reporting Corporation (ARC) documents.*									
HTT.7.1.1	Explain why an airline ticket is refunded or exchanged and the procedures associated with each.	x	x	x						
HTT.7.1.2	Discuss travel agency service fees: why they are collected, the various ways in which they are processed, and completion of the ARC fee document.	x	x	x			x	x	x	x
HTT.7.1.3	Demonstrate general procedures for ARC reporting and be able to explain the cash flow of the reporting cycle.	x	x	x						x
	Accommodations and Rental Cars									
	Standard 8.1: *Understand reference sources, rating systems, language, codes and procedures associated with the sale of accommodations and rental cars.*									
HTT.8.1.1	Explain types of hotel accommodations, property organization, rating systems and rates.	x	x	x						
HTT.8.1.2	Utilize hotel reference books and web sites.	x	x	x						
HTT.8.1.3	Recommend the appropriate accommodation for a client.	x	x	x	x	x	x	x	x	x
HTT.8.1.4	Explain rental car class and size groupings, rate plans and extra charges.	x	x	x						
HTT.8.1.5	Compare rental car procedures in the U.S. to international rentals.	x	x	x			x	x		
HTT.8.1.6	Discuss procedures for what happens at the rental car counter.	x	x	x						
	Selling Rail Travel									
	Standard 9.1: *Understand rail travel worldwide.* **INSPIRE>Indiana Links>Travel and Tourism>Amtrak Cardinal**									
HTT.9.1.1	Discuss advantages and disadvantages of traveling by rail.	x	x	x						
HTT.9.1.2	Describe Amtrak's route system and equipment.	x	x	x						
HTT.9.1.3	Demonstrate use of the Amtrak timetable and recognize types of Amtrak fares.	x	x	x						
HTT.9.1.4	Recommend appropriate Amtrak vacations for a client.	x	x	x	x	x	x	x	x	x
HTT.9.1.5	Review other major railroads around the world.	x	x	x				x		x
	Consolidators, Charters, Group Sales, and Insurance									
	Standard 10.1: *Understand the advantages and disadvantages of selling consolidators, charters, and travel insurance.* **INSPIRE>Links>Business>Business.com**									
HTT.10.1.1	Recognize the benefits and possible disadvantages of using consolidators, both to the client as well as the travel agency.	x	x	x			x			x
HTT.10.1.2	Explain basic consolidator procedures.	x	x	x						
HTT.10.1.3	Recognize the benefits and possible disadvantages of using charters, both to the client and to the travel agency.	x	x	x			x			x

HTT.10.1.4	Explain basic charter procedures.	x	x	x						
HTT.10.1.5	Demonstrate the steps that lead to a group sale.	x	x	x						x
HTT.10.1.6	Compare and contrast the types of insurance offered by travel agencies and the importance of each type.	x	x	x			x			
	Tours of the World									
	Standard 11.1: ***Match a tour product to the client and understand tours, their benefits, and the process of making a reservation.*** **INSPIRE>Indiana Links>Travel & Tourism**									
HTT.11.1.1	Select appropriate tour product for a client.	x	x	x	x	x	x	x	x	x
HTT.11.1.2	Explain types of tours and unique features of each; discuss advantages to client and travel agent.	x	x	x	x	x	x	x	x	x
HTT.11.1.3	Define terms associated with tours.	x	x	x						
HTT.11.1.4	Compare and select tour operators.	x	x	x			x			x
HTT.11.1.5	Interpret the tour brochure and plan a reservation.	x	x	x	x	x	x	x	x	x
	The Basics of Cruising									
	Standard 12.1: ***Compare and contrast cruise lines, ships and cruising areas of the world.*** **INSPIRE>Links>Business>Business.com**									
HTT.12.1.1	Identify more popular cruise lines and their ships.	x	x	x						
HTT.12.1.2	Explore popular world cruise areas, ports of call, points of embarkation, and cruise lengths.	x	x	x	x	x	x	x	x	x
HTT.12.1.3	Define terms associated with cruising.	x	x	x						
HTT.12.1.4	Explain features and facilities aboard cruise ships.	x	x	x						
	Cruise Pricing and Selling									
	Standard 13.1: ***Employ cruise brochures and other reference sources to select appropriate cruise for a client.*** **INSPIRE>Links>Business>Business.com**									
HTT.13.1.1	Use a cruise brochure as a sales tool.	x	x	x	x	x	x	x	x	x
HTT.13.1.2	Use deck plan to locate cabins that provide the most comfort and safety.	x	x	x	x					
HTT.13.1.3	Compare and contrast cruise costs to select the appropriate cruise for a client.	x	x	x	x	x	x	x	x	x
HTT.13.1.4	Identify the items that may be included in a cruise document packet.	x								
HTT.13.1.5	Explain embarkation and debarkation procedures for a cruise.	x	x	x						x
HTT.13.1.6	Identify other types of sea travel and locate appropriate reference sources for each type.	x	x	x				x		
	Practical Advice for International Travelers									
	Standard 14.1: ***Categorize legal requirements, health and financial concerns for international travel.***									
HTT.14.1.1	Describe proof of citizenship, passports and requirements for entering a foreign country and reentering the U.S.	x	x	x				x	x	
HTT.14.1.2	Review health concerns and monetary transactions.	x		x						
	International Air Travel Basics									
	Standard 15.1: ***Compare and contrast domestic and international travel.***									
HTT.15.1.1	Identify International Air Transport Association (IATA) Traffic Conference Areas.	x								
HTT.15.1.2	Explain the twenty-four hour clock and time conversions and the International Date Line and its effect on travel.	x	x	x						x
HTT.15.1.3	Illustrate time comparisons and elapsed flying time.	x	x	x		x	x			x
HTT.15.1.4	Identify major international city/airport and airline codes.	x								
	International Airfares and Taxes									
	Standard 16.1: ***Understand international airfare construction.*** **INSPIRE>Indiana Links>Travel & Tourism>Indianapolis International Airport**									
HTT.16.1.1	Define and identify IATA trip classifications and their associations with the split ticketing technique.	x	x	x						
HTT.16.1.2	Apply the terms associated with international airfares.	x	x	x				x		
HTT.16.1.3	Discuss booking classes and fare basis codes.	x	x	x						x
HTT.16.1.4	Explain international tax structures and supplemental fees.	x	x	x				x		

	International Schedules and Ticketing									
	Standard 17.1: *Understand printed references and CRS information to plan and ticket an international.*									
HTT.17.1.1	Review Official Airline Guide (O*AG) Flight Guide Worldwide Edition.*	x		x						
HTT.17.1.2	Select flight schedules from the *OAG* based on specific client requirements and preferences.	x	x	x	x	x	x	x	x	x
HTT.17.1.3	Use the *OAG Travel Planner* to answer a variety of typical client questions.	x	x	x	x	x	x	x	x	x
HTT.17.1.4	Compare and contrast domestic and international ticketing.	x	x	x			x	x		
	Basic Selling Skills									
	Standard 18.1: *Develop an understanding of the importance of selling skills to the success of a travel professional.*									
HTT.18.1.1	Explain the importance of selling skills to the travel professional.	x	x	x						x
HTT.18.1.2	Demonstrate the sales process.	x	x	x	x	x	x	x	x	x
HTT.18.1.3	Illustrate objections and ways to handle them successfully.	x	x	x	x	x	x	x	x	x
HTT.18.1.4	Demonstrate the appropriate time to ask for the business.	x	x	x	x	x	x	x	x	x
HTT.18.1.5	Support the customer's decision to buy.	x	x	x	x	x	x	x	x	x
HTT.18.1.6	Compare and contrast ways in which telephone selling differs from in-person selling.	x	x	x			x			
HTT.18.1.7	Review effective techniques for telephone sales	x	x	x						
	Customer Service for the Travel Professional									
	Standard 19.1: *Understand the importance of customer service to a travel professional.*									
HTT.19.1.1	Define excellent customer service and what customers expect from a travel professional.	x	x	x						
HTT.19.1.2	Describe how each person's attitude can contribute to his/her effectiveness as a customer service professional.	x	x	x	x					
HTT.19.1.3	Demonstrate skills for handling complaining and/or irate customers.	x	x	x	x	x	x	x	x	x
HTT.19.1.4	Illustrate how appearance and other external factors affect a customer's perception of your abilities.	x	x	x	x	x	x	x	x	x
HTT.19.1.6	Demonstrate the importance of telephone etiquette.	x	x	x	x	x	x	x	x	x
	Geography for the Travel Professional									
	Standard 20.1: *Develop an understanding of basic physical geography and major tourist areas of the world.* **INSPIRE>Links>Reference>CIA World Factbook**									
HTT.20.1.1	Identify oceans, navigational and location lines and divisions of the earth.	x	x	x						
HTT.20.1.2	Review geography of New England.	x	x	x						
HTT.20.1.3	Review geography of Middle Atlantic States.	x	x	x						
HTT.20.1.4	Review geography of Southern United States.	x	x	x						
HTT.20.1.5	Review geography of Mid West and Plains states.	x	x	x						
HTT.20.1.6	Review geography of Pacific and Mountain States.	x	x	x						
HTT.20.1.7	Review geography of Canada and the Territories.	x	x	x						
HTT.20.1.8	Review geography of Mexico, the Caribbean, Bermuda, and Central America.	x	x	x						
HTT.20.1.9	Review geography of South America.	x	x	x						
HTT.20.1.10	Review geography of Europe.	x	x	x						
	Sabre Content Standards									
	Sabre									
	Standard 1.1: *Understand Airline Computer Reservation Systems, hardware and software.* **INSPIRE>Links>Business>Business.com**									
HTTS.1.1.1	Review the evolution of the airline CRS.	x	x	x						
HTTS.1.1.2	Use special keys and understand their functions.	x	x	x						
HTTS.1.1.3	Use basic formats to sine-in and sine-out, encode/ decode city, airline and aircraft names.	x	x	x						

	Sabre Fares and Availability									
	Standard 2.1 ***Understand and interpret a basic airfare display, corresponding fare rules, and basic flight availability display.***									
HTTS.2.1.1	Develop ability to access specific air fares and corresponding fare rules.	x	x	x			x	x	x	
HTTS.2.1.2	Interpret coded information.	x	x	x						
HTTS.2.1.3	Locate the least expensive fare for a client's itinerary.	x	x	x			x	x	x	x
HTTS.2.1.4	Access flight availability and interpret coded information.	x	x	x						
HTTS.2.1.5	x	x	x	x	x	x	x	x	x	x
	Sabre Selling and Pricing									
	Standard 3.1: ***Understand the process for selling airline flights from availability display and creating and pricing itinerary fields of a PNR.***									
HTTS.3.1.1	Demonstrate procedure for selling a flight using an availability display.	x	x	x	x	x	x	x	x	x
HTTS.3.1.2	Demonstrate procedure to modify an itinerary.	x	x	x	x	x	x	x	x	x
HTTS.3.1.3	Demonstrate procedure to price an itinerary.	x	x	x	x	x	x	x	x	x
	Sabre Mandatory PNR Fields and Optional PNR Fields									
	Standard 4.1: ***Explain each of the five mandatory fields required to end a reservation transaction, and be able to complete a Passenger Name Record (PNR) using all mandatory fields.***									
HTTS.4.1.1	Illustrate each mandatory field and demonstrate ability to use correctly.	x	x	x	x	x	x	x	x	x
HTTS.4.1.2	Modify each field of a PNR.	x	x	x			x			
HTTS.4.1.3	Explain the difference between a mandatory field and an optional field.	x	x	x						
HTTS.4.1.4	Demonstrate ending a transaction (save), ignoring a PNR, and retrieving a PNR from storage.	x	x	x	x	x	x	x	x	x
	Sabre Rental Car Reservations									
	Standard 5.1: ***Understand procedures for accessing information and making reservations for rental cars in Sabre.*** **INSPIRE>Links>Business>Business.com**									
HTTS.5.1.1	Define car types and corresponding codes for Sabre.	x	x	x						
HTTS.5.1.2	Explain rate plans.	x	x	x						x
HTTS.5.1.3	Discuss uses for a Shopper's Quote and how to access/sell from a Shopper's Quote.	x	x	x						x
	Sabre Hotel Reservations									
	Standard 6.1: ***Understand procedures for accessing information and making reservations for Hotels in Sabre.***									
HTTS.6.1.1	Define hotel codes for Sabre, including rate codes and room type codes.	x	x	x						
HTTS.6.1.2	Describe how to check hotel availability and book a hotel from an availability display.	x	x	x				x		x
HTTS.6.1.3	Learn how to locate a hotel description, interpret information, and understand rate descriptions.	x	x	x			x			
	Sabre Fox									
	Standard 7.1: ***Review documents and understand the automated help system, Queues, and STARS in Sabre.***									
HTTS.7.1.1	Learn how to issue tickets, itineraries, and invoices.	x	x	x			x			
HTTS.7.1.2	Understand Queues and Stars and how to display.	x	x	x						
HTTS.7.1.3	Understand the Automated Reference System "FOX" in Sabre.	x	x	x						

CORRELATION OF THE INFORMATION LITERACY STANDARDS AND INDIANA'S ACADEMIC STANDARDS FOR MARKETING EDUCATION
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INDICATOR NUMBER		ILS 1 ACCESSES INFORMATION	ILS 2 EVALUATES INFORMATION	ILS 3 USES INFORMATION	ILS 4 PURSUES INFORMATION	ILS 5 APPRECIATES INFORMATION	ILS 6 GENERATES KNOWLEDGE	ILS 7 RECOGNIZES IMPORTANCE OF INFO TO DEMOCRATIC SOCIETY	ILS 8 PRACTICES ETHICAL BEHAVIOR	ILS 9 SHARES AND COLLABORATES
	Marketing Advanced (Related)									
	Business, Management, and Entrepreneurship									
	Standard 1.1: ***Understands fundamental business, management, and entrepreneurial concepts that affect business decision making.*** **INSPIRE>Links>Business>CEO Express**									
MA.1.1.1	Explain the nature of risk management. (RM:002)	x	x	x						x
MA.1.1.2	Explain types of business risk. (RM:001)	x	x	x						x
MA.1.1.3	Explain routine security precautions. (RM:003)	x	x	x						x
MA.1.1.4	Use fire and safety equipment. (RM:008)	x	x	x						x
MA.1.1.5	Explain procedures in robbery situation. (RM:005)	x	x	x						x
MA.1.1.6	Explain procedures for handling accidents. (RM:012)	x	x	x						x
MA.1.1.7	Explain the concept of management. (MB:002)	x	x	x						x
MA.1.1.8	Explain the concept of production. (MB:004)	x	x	x						x
MA.1.1.9	Explain the concept of accounting. (MB:005)	x	x	x						x
MA.1.1.10	Explain the relationship between business and society. (MB:008)	x	x	x						x
MA.1.1.11	Explain the concept of market and market identification. (MB:012)	x	x	x						x
MA.1.1.12	Describe current business trends. (MB:036)	x	x	x						x
MA.1.1.13	Explain the impact of technology on business. (MB:019)	x	x	x						x
MA.1.1.14	Explain the scope of harassment laws. (MB:050)	x	x	x						x
MA.1.1.15	Describe guidelines provided by Occupational Safety and Health Act. (MB:051)	x	x	x						x
MA.1.1.16	Distinguish between business ethics and social responsibility. (MB:070)	x	x	x			x			
MA.1.1.17	Explain the nature and scope of operations. (OP:131)	x	x	x						x
MA.1.1.18	Explain the utilization of computers in marketing. (OP:126)	x	x	x						x
MA.1.1.19	Open and close business facility. (OP:113)	x	x	x	x	x	x	x	x	x
MA.1.1.20	Explain the nature of planning. (MN:085)	x	x	x						x
MA.1.1.21	Explain the concept of organizing. (MN:114)	x	x	x						x
MA.1.1.22	Orient new employees. (MN:078)	x	x	x	x	x	x	x	x	x
MA.1.1.23	Explain the nature of overhead/operating costs. (MN:081)	x	x	x						x
MA.1.1.24	Manage diversity in the workplace. (MN:084)	x	x	x	x	x	x	x	x	x

	Communication and Interpersonal Skills									
	Standard 2.1: ***Understands concepts, strategies, and systems needed to interact effectively with others.*** **INSPIRE>Links>Business>CEO Express**									
MA.2.1.1	Write business letters. (CO:133)	x	x	x						x
MA.2.1.2	Prepare sample written reports. (CO:094)	x	x	x			x			x
MA.2.1.3	Explain the nature of staff communication. (CO:014)	x	x	x						x
MA.2.1.4	Explain the use of employee publications. (CO:013)	x	x	x						x
MA.2.1.5	Give directions for completing job tasks. (CO:139)	x	x	x						x
MA.2.1.6	Conduct staff meetings. (CO:140)	x	x	x	x	x	x	x	x	x
MA.2.1.7	Develop personality traits important to businesses. (HR:286)	x	x	x	x				x	
MA.2.1.8	Demonstrate initiative. (HR:317)	x	x	x	x	x	x	x	x	x
MA.2.1.9	Make decisions. (HR:050)	x	x	x	x				x	
MA.2.1.10	Set personal goals. (HR:014)	x	x	x	x				x	
MA.2.1.11	Use time-management principles. (HR:044)	x	x	x	x					
MA.2.1.12	Foster positive working relationships. (HR:269)	x	x	x	x	x	x	x	x	x
MA.2.1.13	Show empathy for others. (HR:028)	x	x	x	x	x	x	x	x	x
MA.2.1.14	Explain the concept of customer service. (HR:052)	x	x	x						x
MA.2.1.15	Handle difficult customers. (HR:045)	x	x	x	x	x	x	x	x	x
MA.2.1.16	Demonstrate problem solving skills. (HR:059)	x	x	x	x	x	x	x	x	x
MA.2.1.17	Participate as a team member. (HR:051)	x	x	x	x	x	x	x	x	x
	Distribution									
	Standard 3.1: ***Understands the concepts and processes needed to move, store, locate, or transfer ownership of goods and services*** .									
MA.3.1.1	Explain types of unit inventory control systems. (DS:022)	x	x	x						x
MA.3.1.2	Calculate inventory shrinkage. (DS:026)	x		x						
MA.3.1.3	Maintain unit inventory control systems. (DS:027)	x		x			x			
	Economics									
	Standard 4.1: ***Understands the economic principles and concepts fundamental to marketing in an international environment.*** **INSPIRE>Links>Business>International Business**									
MA.4.1.1	Explain the concept of productivity. (EC:013)	x	x	x						x
MA.4.1.2	Explain the concept of specialization/division of labor. (EC:014)	x	x	x						x
MA.4.1.3	Explain the concept of organized labor and business. (EC:015)	x	x	x						x
MA.4.1.4	Explain the nature of international trade. (EC:016)	x	x	x						x
	Financing									
	Standard 5.1: ***Understands the financial concepts used in making business decisions.*** **INSPIRE>Links>Business>CEO Express**									
MA.5.1.1	Explain the nature and scope of financing. (FI:001)	x	x	x						x
MA.5.1.2	Explain the purposes and importance of credit. (FI:002)	x	x	x						x
MA.5.1.3	Facilitate completion of credit applications. (FI:003)	x	x	x						x
MA.5.1.4	Explain installment loans. (FI:007)	x	x	x						x
MA.5.1.5	Explain mortgage loans. (FI:008)	x	x	x						x
MA.5.1.6	Explain credit statements to customers. (FI:011)	x	x	x						x
MA.5.1.7	Interpret profit-and-loss statements. (MA:352)	x	x	x			x			
MA.5.1.8	Calculate financial ratios. (MA:135)	x	x	x			x			

	Marketing Information Management									
	Standard 6.1: ***Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.*** **INSPIRE>Links>Business>CEO Express**									
MA.6.1.1	Describe sources of secondary data. (IM:011)	x	x	x						
MA.6.1.2	Describe sources of primary data. (IM:035)	x	x	x						
MA.6.1.3	Explain types of research approaches. (IM:036)	x	x	x						x
MA.6.1.4	Describe methods of data collection. (IM:038)	x	x	x						
MA.6.1.5	Explain the nature of sampling plans. (IM:043)	x	x	x						x
MA.6.1.6	Explain the nature of test marketing. (IM:061)	x	x	x						x
MA.6.1.7	Describe the organization of a marketing-research report. (IM:074)	x	x	x						
MA.6.1.8	Explain the presentation of marketing-research findings. (IM:076)	x	x	x						x
	Pricing									
	Standard 7.1: ***Understand concepts and strategies utilized in determining and adjusting prices to maximize return.***									
MA.7.1.1	Explain the psychological effects of pricing. (PI:005)	x	x	x						x
MA.7.1.2	Calculate merchandising-related discounts. (PU:013)	x	x	x			x			
MA.7.1.3	Determine final cost of product to company. (PU:014)	x	x	x			x			
MA.7.1.4	Calculate net sales. (MA:349)	x	x	x			x			
MA.7.1.5	Calculate break-even point. (PI:006)	x	x	x			x			
	Product/Service Management									
	Standard 8.1: ***Understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.*** **INSPIRE>Links>Business>Business.com**									
MA.8.1.1	Explain the concept of product mix. (PP:003)	x	x	x						x
MA.8.1.2	Plan product mix. (PP:006)	x	x	x			x	x	x	
MA.8.1.3	Explain warranties and guarantees. (PP:020)	x	x	x						x
MA.8.1.4	Explain the nature of branding. (PP:021)	x	x	x						x
MA.8.1.5	Explain the nature of packaging. (PP:026)	x	x	x						x
MA.8.1.6	Explain the nature and scope of purchasing. (PU:001)	x	x	x						x
MA.8.1.7	Explain the nature of the buying process. (PU:003)	x	x	x						x
	Professional Development									
	Standard 9.1: ***Understands concepts and strategies needed for personal and professional growth in marketing.***									
MA.9.1.1	Explain the use of trade journals/periodicals. (CD:001)	x	x	x						x
MA.9.1.2	Explain the role of professional/trade organizations. (CD:002)	x	x	x						x
MA.9.1.3	Explain the nature of trade shows. (CD:004)	x	x	x						x
MA.9.1.4	Develop civic consciousness. (DE:002)	x	x	x	x				x	
MA.9.1.5	Exhibit social skills. (DE:003)	x	x	x	x				x	
MA.9.1.6	Develop leadership skills. (DE:004)	x	x	x	x		x	x	x	x
MA.9.1.7	Update resume and portfolio	x	x	x	x		x			x
MA.9.1.8	Etiquette training	x	x	x	x		x			

	Promotion									
	Standard 10.1: ***Understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.*** **INSPIRE>Links>Business>PRNewswire**									
MA.10.1.1	Explain the types of media. (PR:007)	x	x	x						x
MA.10.1.2	Calculate media costs. (PR:009)	x	x	x			x			
MA.10.1.3	Select promotional media. (PR:010)	x	x	x			x			
MA.10.1.4	Obtain publicity. (PR:055)	x	x	x			x			x
MA.10.1.5	Explain the nature of company participation in community activities. (PR:056)	x	x	x						x
MA.10.1.6	Write a news release. (PR:057)	x	x	x			x	x	x	x
	Selling									
	Standard 11.1: ***Understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.*** **INSPIRE>Links>Business>CEO Express**									
MA.11.1.1	Explain follow-up techniques. (SE:057)	x	x	x						x
MA.11.1.2	Maintain customer cards. (SE:001)	x	x	x			x			
MA.11.1.3	Obtain product information from sources on/with the item. (SE:011)	x	x	x			x			x
MA.11.1.4	Explain key factors in building a clientele. (SE:828)	x	x	x						x

CORRELATION OF THE INFORMATION LITERACY STANDARDS AND INDIANA'S ACADEMIC STANDARDS FOR MARKETING EDUCATION
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INDICATOR NUMBER		ILS 1 ACCESSES INFORMATION	ILS 2 EVALUATES INFORMATION	ILS 3 USES INFORMATION	ILS 4 PURSUES INFORMATION	ILS 5 APPRECIATES INFORMATION	ILS 6 GENERATES KNOWLEDGE	ILS 7 RECOGNIZES IMPORTANCE OF INFO TO DEMOCRATIC SOCIETY	ILS 8 PRACTICES ETHICAL BEHAVIOR	ILS 9 SHARES AND COLLABORATES
	Marketing Foundations									
	Business, Management, and Entrepreneurship									
	Standard 1.1: ***Understands fundamental business, management, and entrepreneurial concepts that affect business decision making.*** **INSPIRE>Links>Business>American City Business Journals**									
MF.1.1.1	Describe and differentiate between business activities. (MB:001)	x	x	x			x			
MF.1.1.2	Explain marketing and its importance. (MB:003)	x	x	x						x
MF.1.1.3	Compare and contrast the types of business ownership. (MB: 007)	x	x	x			x			
MF.1.1.4	Explain marketing functions and related activities. (MB:009)	x	x	x						x
MF.1.1.5	Explain the concept of utility. (EC:004)	x	x	x						x
MF.1.1.6	Analyze marketing strategies. (MB:011)	x	x	x			x			
	Communication and Interpersonal Skills									
	Standard 2.1: ***Understands concepts, strategies, and systems needed to interact effectively with others.*** **INSPIRE>Links>Business>CEO Express**									
MF.2.1.1	Explain the nature of effective communications. (CO:015)	x	x	x						x
MF.2.1.2	Follow directions. (CO:119)	x	x	x	x					
MF.2.1.3	Apply effective listening skills. (CO:017)	x	x	x	x					
MF.2.1.4	Use proper grammar and vocabulary. (CO:004)	x	x	x	x		x			
MF.2.1.5	Explain the nature of effective verbal communications. (CO:147)	x	x	x						x
MF.2.1.6	Address people properly. (CO:005)	x					x			
MF.2.1.7	Handle telephone/cellular calls in a business-like manner. (CO:114)	x	x	x			x			
MF.2.1.8	Use voice-mail. (CO:021)	x	x	x						
MF.2.1.9	Explain the nature of written communications. (CO:016)	x	x	x						x
MF.2.1.10	Use e-mail. (CO:026)	x	x	x						
MF.2.1.11	Write thank you correspondence. (CO:027)	x	x	x	x		x			x
MF.2.1.12	Write memorandums. (CO:030)	x	x	x	x		x			x
MF.2.1.13	Write persuasive letters. (CO:031)	x	x	x	x		x			x
MF.2.1.14	Utilize computer hardware/software to prepare written communications. (TC:002)	x	x	x	x		x			x
MF.2.1.15	Send information via fax. (TC:004)	x								
MF.2.1.16	Access Internet and obtain relevant information. (TC:005)	x		x			x			
MF.2.1.17	Develop personality traits important to business. (HR:286)	x	x	x	x				x	

MF.2.1.18	Make decisions. (HR:050)	x	x	x	x		x		x	
MF.2.1.19	Maintain positive attitude. (HR:274)	x	x	x	x				x	
MF.2.1.20	Foster positive working relations. (HR:269)	x	x	x	x					
MF.2.1.21	Participate as a team member. (HR:051)	x	x	x	x	x	x	x	x	x
MF.2.1.22	Exhibit appropriate personal appearance. (HR:263)	x	x	x	x		x			
MF.2.1.23	Demonstrate interest and enthusiasm. (HR:303)	x	x	x	x	x	x	x	x	x
MF.2.1.24	Demonstrate responsible behavior. (HR:022)	x	x	x	x	x	x	x	x	x
MF.2.1.25	Demonstrate honesty and integrity. (HR:312)	x	x	x	x	x	x	x	x	x
MF.2.1.26	Demonstrate ethical behavior. (HR:053)	x	x	x	x	x	x	x	x	x
	Distribution									
	Standard 3.1: ***Understands the concepts and processes needed to move, store, locate, or transfer ownership of goods and services.***									
MF.3.1.1	Compare and contrast channels of distribution. (MB:013)	x	x	x			x			
MF.3.1.2	Describe the nature and scope of distribution. (DS:001)	x	x	x			x			x
MF.3.1.3	Illustrate the receiving process. (DS:004)	x	x	x						x
MF.3.1.4	Explain the nature of warehousing. (DS:032)	x	x	x						x
MF.3.1.5	Summarize storage considerations. (DS:013)	x	x	x			x			
MF.3.1.6	Explain the nature of inventory control systems. (DS:019)	x	x	x						x
	Economics									
	Standard 4.1: ***Understands the economic principles and concepts fundamental to marketing in a global environment.*** **INSPIRE>Links>Business>International Business**									
MF.4.1.1	Explain the concept of economics and economic activities. (EC:001)	x	x	x						x
MF.4.1.2	Identify economic resources. (EC:003)	x	x	x			x			
MF.4.1.3	Differentiate between economic goods and services. (EC:002)	x	x	x			x	x		
MF.4.1.4	Compare and contrast the types of economic systems. (EC:007)	x	x	x	x	x	x	x	x	x
MF.4.1.5	Explain the concept of private enterprise. (EC:009)	x	x	x				x		x
MF.4.1.6	Explain the concept of supply and demand. (EC:005)	x	x	x				x		x
MF.4.1.7	Calculate profit/loss and analyze its importance in the marketplace. (EC:010)	x	x	x	x	x	x	x	x	x
MF.4.1.8	Identify and summarize the effects of risk in business. (EC:011)	x	x	x	x	x	x	x	x	x
MF.4.1.9	Discuss the concept of competition. (EC:012)	x	x	x			x			x
	Marketing Information Management									
	Standard 5.1: ***Understands the concepts and systems needed to access, synthesize, and evaluate information for use in making business decisions.*** **INSPIRE>Links>Business>Wall Street Journal**									
MF.5.1.1	Describe the nature and scope of marketing information management. (IM:001)	x	x	x						x
MF.5.1.2	Explain the nature of marketing research. (IM:010)	x	x	x						x
	Math									
	Standard 6.1: ***Solve mathematical problems that present themselves in marketing.*** **INSPIRE>Kids' Links>High School Hub>Mathematics**									
MF.6.1.1	Solve addition problems. (MA:097)	x	x	x			x			
MF.6.1.2	Solve subtraction problems. (MA:098)	x	x	x			x			
MF.6.1.3	Solve multiplication problems. (MA:099)	x	x	x			x			
MF.6.1.4	Solve division problems. (MA:100)	x	x	x			x			
MF.6.1.5	Solve mathematical problems involving fractions. (MA:101)	x	x	x			x			

MF.6.1.6	Solve mathematical problems involving percentages. (MA:377)	x	x	x			x			
MF.6.1.7	Make change. (MA:386)	x	x	x			x			
MF.6.1.8	Calculate tax, discounts, and miscellaneous charges for purchases. (MA:089)	x	x	x			x			
	Pricing									
	Standard 7.1: ***Understands concepts and strategies utilized in determining and adjusting prices to maximize return.***									
MF.7.1.1	Explain the nature and scope of pricing. (PI:001)	x	x	x						x
MF.7.1.2	Explain factors affecting selling price. (PI:002)	x	x	x						x
MF.7.1.3	Solve math problems related to pricing.	x	x	x			x			
	Product/Service Management									
	Standard 8.1: ***Understand the concepts and processes needed to develop, maintain, and improve a product or service mix in response to market opportunities.***									
MF.8.1.1	Explain the nature and scope of product service planning. (PP:001)	x	x	x						x
MF.8.1.2	Describe the nature of product life cycles.	x	x	x						x
	Professional Development									
	Standard 9.1: ***Understands and applies concepts and strategies needed for personal and professional growth in marketing.*** **INSPIRE>Links>Business>CEO Express**									
MF.9.1.1	Assess personal interests and skills.	x	x	x	x					
MF.9.1.2	Conduct a career/job search.	x					x			
MF.9.1.3	Analyze current employment trends.	x	x	x			x			
MF.9.1.4	Set personal goals. (HR:014)	x	x	x	x				x	
MF.9.1.5	Prepare a resume.	x	x	x	x		x			
MF.9.1.6	Write a letter of application/cover letter.	x	x	x	x		x			
MF.9.1.7	Complete job applications.	x	x	x	x		x			
MF.9.1.8	Interview for a job.	x	x	x	x		x	x	x	x
MF.9.1.9	Explain the nature, scope, and role of professional/trade organizations. (CD:002)	x	x	x						x
MF.9.1.10	Develop civic consciousness. (DE:002)	x	x	x	x				x	
MF.9.1.11	Exhibit social skills. (DE:003)	x	x	x	x				x	
MF.9.1.12	Develop leadership skills. (DE:004)	x	x	x	x				x	
	Promotion									
	Standard 10.1: ***Understand the concepts needed to communicate information about products, services, images, and/or ideas to influence behavior.*** **INSPIRE>Links>Business>CEO Express**									
MF.10.1.1	Explain the role of promotion. (PR:001)	x	x	x						x
MF.10.1.2	Differentiate between the types of promotion. (PR:002)	x	x	x			x			
MF.10.1.3	Explain the promotional mix. (PR:003)	x	x	x						x

	Selling									
	Standard 11.1: ***Understand the concepts needed to respond to client needs and wants through planned, personalized communications that influence purchase decisions and ensure satisfaction.*** **INSPIRE>Links>Business>CEO Express**									
MF.11.1.1	Explain the purpose and importance of selling. (SE:017)	x	x	x						x
MF.11.1.2	Explain the selling process. (SE:048)	x	x	x						x
MF.11.1.3	Open the sales presentation. (SE:869)	x	x	x	x		x	x	x	x
MF.11.1.4	Question for information. (SE:024)	x	x	x	x		x	x	x	x
MF.11.1.5	Suggest product substitutions. (SE:871)	x	x	x	x		x	x	x	x
MF.11.1.6	Demonstrate product. (SE:893)	x	x	x	x	x	x	x	x	x
MF.11.1.7	Demonstrate feature/benefit selling. (SE:873)	x	x	x	x	x	x	x	x	x
MF.11.1.8	Handle customer/client objections. (SE:874)	x	x	x	x	x	x	x	x	x
MF.11.1.9	Close the sale. (SE:895)	x	x	x	x	x	x	x	x	x
MF.11.1.10	Employ suggestion selling. (SE:875)	x	x	x	x	x	x	x	x	x

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	Sports, Recreation, and Entertainment Marketing									
	Overview of Sports, Recreation, and Entertainment Marketing									
	Standard 1.1: ***Develop an understanding of the marketing concept, definition, functions, identification, and strategies as it applies to sports, recreation, and entertainment as well as some of the fundamentals of American business in economics, contracts, legal issues, and ethics.*** **INSPIRE>Links>Business>Business.com**									
SRE.1.1.1	Explain sports, recreation, and entertainment marketing and its importance.	X	X	X						X
SRE.1.1.2	Explain marketing functions and related activities. (MB:009)	X	X	X						X
SRE.1.1.3	Explain the marketing concept.	X	X	X						X
SRE.1.1.4	Explain the purpose and importance of selling. (SE:017)	X	X	X						X
SRE.1.1.5	Explain the selling process. (SE:026)	X	X	X						X
SRE.1.1.6	Explain the concept of market identification.	X	X	X						X
SRE.1.1.7	Explain the concept of marketing strategies.	X	X	X						X
SRE.1.1.8	Explain the concept of supply and demand. (as it relates to the sporting industry). (EC:005)	X	X	X				X		X
SRE.1.1.9	Explain the concept of profit. (EC:010)	X	X	X				X		X
SRE.1.1.10	Explain the concept of risk. (EC:011)	X	X	X				X		X
SRE.1.1.11	Explain the concept of competition. (EC:012)	X	X	X				X		X
SRE.1.1.12	Identify GDP. (Gross Domestic Product) for sports, recreation, and entertainment industries.	X	X	X				X		
SRE.1.1.13	Discuss the global economic impact of sports, recreation, and entertainment—local, state, regional, and national.	X	X	X	X		X	X		X
SRE.1.1.14	Distinguish between business ethics and social responsibility. (MB:070)	X	X	X			X		X	
SRE.1.1.15	Describe business actions that must be evaluated as right or wrong. (MB:071)	X	X	X			X		X	X
SRE.1.1.16	Explain environmental factors that shape ethical decision making. (MB:072)	X	X	X					X	X
SRE.1.1.17	Describe the impact of an organization's structure and culture on ethical decision making. (MB:073)	X	X	X			X		X	X
SRE.1.1.18	Explain elements of opportunity and conflict in ethical decision making. (MB:074)	X	X	X			X		X	X
SRE.1.1.19	Describe ethical conflict created by internal business activities. (MB:075)	X	X	X			X	X	X	X
SRE.1.1.20	Describe the nature of legally binding contracts. (MB:044)	X	X	X			X		X	X
SRE.1.1.21	Explain the concept of risk management and legal issues involved as they pertain to Sports,Recreation, Entertainment Marketing.	X	X	X					X	X
SRE1.1.22	Examine how and when to seek legal assistance.	X	X	X					X	X

	The Marketing Mix—Product, Place, Price									
	Standard 2.1: ***Develop an understanding of the fundamental concepts to the marketing mix—that of product, place, and price as they pertain to the Sports, Recreation, and Entertainment industries.*** **INSPIRE>Links>Business>CEO Express**									
SRE.2.1.1	Define the Sports, Recreation, Entertainment product.	x	x	x						
SRE.2.1.2	Define the various elements of the Sports, Recreation, Entertainment products.	x	x	x						
SRE.2.1.3	Define the steps in launching a new product.	x	x	x						
SRE.2.1.4	Describe the nature of the product life cycle. (PP:024)	x	x	x						x
SRE.2.1.5	Describe product position and development.	x	x	x						x
SRE.2.1.6	Examine the various Sports, Recreation, Entertainment facilities.	x	x	x						x
SRE.2.1.7	Explore facility layouts.	x	x	x						x
SRE.2.1.8	Explore the various strategies of pricing.	x	x	x						
SRE.2.1.9	Analyze the importance of security.	x	x	x						
SRE.2.1.10	Discuss the importance of indoor and outdoor security.	x	x	x						x
SRE.2.1.11	Explain the importance of security stations.	x	x	x						x
SRE.2.1.12	Define the purpose of security planning.	x	x	x						
SRE.2.1.13	Explain event security functions.	x	x	x						x
SRE.2.1.14	Identify the components of an effective security plan.	x	x	x			x			
SRE.2.1.15	Explain how to select appropriate security personnel.	x	x	x						x
	The Marketing Mix—Promotion									
	Standard 3.1: ***Develop an understanding of promotion as part of the marketing mix by looking at the role of advertising and the media, sales promotions, and publicity.*** **INSPIRE>Links>Business>PRNewswire**									
SRE.3.1.1	Explain the role of promotion. (PR:001)	x	x	x						x
SRE.3.1.2	Explain promotional mix.	x	x	x						x
SRE.3.1.3	Analyze the types of promotion. (PR:002)	x	x	x						
SRE.3.1.4	Explain the types of media. (PR:007). (The media and the sporting event)	x	x	x						x
SRE.3.1.5	Calculate media costs. (PR:009)	x	x	x			x			
SRE.3.1.6	Schedule media. (PR:085). (Steps to secure coverage)	x	x	x			x			x
SRE.3.1.7	Explain parts of a print advertisement. (PR:014)	x	x	x						x
SRE.3.1.8	Prepare advertising copy. (PR:016). (copy, headline, logotypes)	x	x	x	x	x	x	x	x	x
SRE.3.1.9	Use past advertisements to aid in promotional planning. (PR:075)	x	x	x						
SRE.3.1.10	Check advertising proofs. (PR:027)	x	x	x						
SRE.3.1.11	Explain the parts of a commercial.	x	x	x						x
SRE.3.1.12	Define public relations.	x	x	x						
SRE.3.1.13	Compare internal and external public relations.	x	x	x			x			
SRE.3.1.14	Define sales promotions.	x	x	x						
SRE.3.1.15	Describe five major types of sales promotions and their uses.	x	x	x						x
SRE.3.1.16	Coordinate promotional activities. (PR:076)	x	x	x						
SRE.3.1.17	Coordinate promotional and selling activities. (PR:078)	x	x	x						
SRE.3.1.18	Select products to promote. (PR:074)	x	x	x	x					
SRE.3.1.19	Select promotional media. (PR:010)	x	x	x	x					
SRE.3.1.20	Obtain publicity. (PR:055)	x	x	x						x
SRE.3.1.21	Review promotional mix.	x	x	x						

	Sports, Recreation, and Entertainment Consumer Behavior									
	Standard 4.1: ***Develop an understanding of the various individual and environmental factors that shape consumer involvement and commitment in Sports, Recreation, and Entertainment Marketing.*** **INSPIRE>Links>Business>MarketResearch.com**									
SRE.4.1.1	Explain the concept of consumer behavior. (IM:078)	x	x	x						x
SRE.4.1.2	Understand the development of minorities as consumers as an important factor in the marketplace.	x	x	x			x	x	x	x
SRE.4.1.3	Develop an awareness of how minorities as fans impact the sports marketplace.	x	x	x						
SRE.4.1.4	Understand cultural norms and values.	x	x	x					x	
SRE.4.1.5	Understand the subtleties of social classes in terms of the changing nature of sports, recreation, and entertainment.	x	x	x					x	
SRE.4.1.6	Recognize the role that significant others have in encouraging participation.	x	x	x						
SRE.4.1.7	Assess how climate and geographic location affect the marketplace in the Sports, Recreation, and Entertainment industries.	x	x	x			x	x		
SRE.4.1.8	Understand how perception of the consumer plays an important role in the S/R/E marketplace.	x	x	x						
SRE.4.1.9	Understand the four motives of the consumer of S/R/E marketing—achievement, affiliation, health and fitness, fun and entertainment**.**	x	x	x						
	Sports, Recreation, and Entertainment and Corporate America									
	Standard 5.1: ***Develop an understanding of the trends of American business and the sports, entertainment, and recreation industries; also why corporate America becomes involved with sports as a marketing vehicle.*** **INSPIRE>Links>Business>Business.com**									
SRE.5.1.1	Develop an understanding of the characteristics of American business and sports industries.	x	x	x	x				x	
SRE.5.1.2	Explain the nature of company participation in community activities. (PR:056)	x	x	x						x
SRE.5.1.3	Show how a company builds goodwill.	x	x	x						x
SRE.5.1.4	Illustrate the public awareness of the company, the product, or an event.	x	x	x		x				
SRE.5.1.5	Show how a company identifies with a particular market segment; e.g. Harley Davidson.	x	x	x						x
SRE.5.1.6	Describe the importance of creating a positive business image.	x	x	x						x
SRE.5.1.7	Describe the promotional factors that affect an organization's image.	x	x	x			x			x
SRE.5.1.8	Evaluate how to alter or reinforce public perception of a company or an event.	x	x	x			x			
SRE.5.1.9	Illustrate how a business can gain unique opportunities in terms of hospitality and entertainment.	x	x	x			x			
SRE.5.1.10	Describe current business S/R/E/ industry trends.	x	x	x		x				x
SRE.5.1.11	Analyze and understand the effect that trends have in the marketplace at the local, state, regional, national, and international areas.	x	x	x			x	x		
SRE.5.1.12	Show how a business can create an advantage over competitors through association or exclusivity.	x	x	x	x	x	x	x	x	x
SRE.5.1.13	Analyze how much more advertising a company derives after sponsoring an "arena".	x	x	x			x			
SRE.5.1.14	Identify where a company actually allocates resources to get a message across.	x	x	x			x			
SRE.5.1.15	Identify how a company actually does a comparative analysis.	x	x	x			x			
SRE.5.1.16	Show how a company creates "this link" in the viewer's mind.	x	x	x						
SRE.5.1.17	Show how demographics of the marketplace have changed.	x	x	x						
	Licensing and Sponsorships									
	Standard 6.1: ***Develop an understanding of the difference between licensing and sponsorship, internal and external product licensing, promotional licensing, licensing programs, etc.*** **INSPIRE>Links>Business>PRNewswire**									
SRE.6.1.1	Explain the licensing industry.	x	x	x						x
SRE.6.1.2	Explain the licensing process.	x	x	x						x
SRE.6.1.3	Define and describe the copyright laws.	x	x	x			x		x	
SRE.6.1.4	Identify who holds copyrights in a given situation.	x	x	x					x	

SRE.6.1.5	Explain the purpose of developing a licensing program.	x	x	x						x
SRE.6.1.6	Define sponsorship as a part of licensing.	x	x	x						
SRE.6.1.7	Develop an understanding of product licensing and sponsorship.	x	x	x						
SRE.6.1.8	Explain internal licensing and S/R/E organizations.	x	x	x						x
SRE.6.1.9	Develop an understanding of external product licensing and sponsorship.	x	x	x						
SRE.6.1.10	Describe basic sponsorship criteria.	x	x	x						x
SRE.6.1.11	Describe reasons for buying into a sport.	x	x	x						x
SRE.6.1.12	Evaluate the use of sports as a venue for promotional licensing.	x	x	x			x			
SRE.6.1.13	Define exclusivity as a part of licensing.	x	x	x						
SRE.6.1.14	Describe how licensing fits into the objectives of the promotional mix.	x	x	x			x			x
SRE.6.1.15	Understand the need for and methods of obtaining private support or sponsorship for events.	x	x	x						
SRE.6.1.16	Examine the size and location of the market.	x	x	x						
SRE.6.1.17	Analyze the pricing of sponsorship.	x	x	x						
	Media Concepts and Strategies									
	Standard 7.1*: Develop an understanding of the concepts, strategies, and impact of the media and its involvement in Sports, Recreation, and Entertainment Marketing—from the standpoint of the media as a player.*									
SRE.7.1.1	Demonstrate the impact of the media on the local, regional, state, and national sports, recreation, and entertainment industries.	x	x	x	x	x	x	x	x	x
SRE.7.1.2	Justify the impact of the media on sports, recreation, and entertainment.	x	x	x	x	x	x	x	x	x
SRE.7.1.3	Evaluate the role of the media.	x	x	x						
SRE.7.1.4	Identify the different media that have increased the popularity of Sports, Recreation, and Entertainment Marketing.	x	x	x						
SRE.7.1.5	Research the conflict between the media's ownership of sports businesses and the reporting of the news.	x	x	x			x		x	x
SRE.7.1.6	Understand the concepts of rights and fees.	x	x	x						
SRE.7.1.7	Compare the rights and fees that the media pays to S/R/E businesses.	x	x	x			x		x	
SRE.7.1.8	Investigate the problem that pirating causes the media and S/R/E businesses.	x	x	x						
	Event Planning									
	Standard 8.1: *Develop an understanding of the various aspects involved in the successful production of an event and subsequent production evaluation and self-criticism.* **INSPIRE>Links>Business>CEO Express**									
SRE.8.1.1	Demonstrate initiative. (HR:317)	x	x	x	x	x	x	x	x	x
SRE.8.1.2	Participate as a team member. (HR:051)	x	x	x	x	x	x	x	x	x
SRE.8.1.3	Use time-management principles. (HR:044)	x	x	x	x	x	x	x	x	x
SRE.8.1.4	Explain the nature of information processing. (IM:062)	x	x	x						x
SRE.8.1.5	Explain techniques for group decision making. (MN:106)	x	x	x						x
SRE.8.1.6	Identify the marketing decision problem. (MN:108)	x	x	x						
SRE.8.1.7	Develop alternative responses to decision problems. (MN:109)	x	x	x			x			
SRE.8.1.8	Establish criteria for evaluating alternative responses to decision problems. (MN:110)	x	x	x			x			
SRE.8.1.9	Explain the nature and scope of distribution. (DS:001)	x	x	x						x
SRE.8.1.10	Demonstrate responsible behavior. (HR:022)	x	x	x	x	x	x	x	x	x
SRE.8.1.11	Explain the concepts of risk management in terms of event planning to completion.	x	x	x						x
SRE.8.1.12	Access the Internet and obtain relevant information.	x	x	x						x
SRE.8.1.13	Understand the importance of budgeting for an event.	x	x	x						
SRE.8.1.14	Develop a budget for an event.	x	x	x			x			
SRE.8.1.15	Explain the nature of public relations. **INSPIRE>Links>Business>PRNewswire**	x	x	x						x

SRE.8.1.16	Explain the concept and purpose of advance publicity.	x	x	x						x
SRE.8.1.17	Explain the need for advertising.	x	x	x						x
SRE.8.1.18	Explain the concept and purpose of event publicity.	x	x	x						x
SRE.8.1.19	Explain the concepts of risk management in terms of event planning to completion.	x	x	x						x
SRE.8.1.20	Review concepts related to event planning, e.g. budget, public relations, event publicity, risk management, etc.	x	x	x			x			
SRE.8.1.21	Execute the operation of the event.	x	x	x	x	x	x	x	x	x
SRE.8.1.22	Analyze the effects of the event on the target market.	x								
SRE.8.1.23	Determine the indicators of success or failure.	x								
SRE.8.1.24	Use feedback for personal/group growth. (HR:295). (HR LAP 3)	x								
SRE.8.1.25	Explain follow-up techniques. (SE:057)	x								x
SRE.8.1.26	Review performance of vendors. (PU:032)	x								
SRE.8.1.27	Complete activity evaluations throughout .	x								
SRE.8.1.28	List and explain the organizational process of the event.	x								
SRE.8.1.29	Illustrate the job duties using an organizational chart to include job descriptions.	x	x							
SRE.8.1.31	Develop a work plan.	x								
SRE.8.1.31	Identify and analyze the resources required for each activity or task.	x								
	Endorsements									
	Standard 9.1: ***Develop an understanding of the importance of endorsements to the sports, recreation, and entertainment industries.*** **INSPIRE>Links>Sports>Sportquest**									
SRE.9.1.1	Know the background or the character of the endorser.	x	x	x						
SRE.9.1.2	Understand that the endorser will give 100%.	x	x	x						
SRE.9.1.3	Understand that the athlete or endorser must believe in the product.	x	x	x						
SRE.9.1.4	Understand the responsibility of the partnership of the endorser and the company.	x	x	x						
SRE.9.1.5	Understand sports, recreation, and entertainment figures and endorsements.	x	x	x						
SRE.9.1.6	Describe the effect of endorsements on sales.	x	x	x			x			x
SRE.9.1.7	Understand the benefits of endorsing a “fallen” celebrity.	x	x	x						
	Sports, Recreation, Entertainment Career Exploration									
	Standard 10.1: ***Develop an understanding of the concepts and strategies needed for personal and professional growth in marketing, especially the sports, recreation, and entertainment industries.*** **INSPIRE>Links>Business>MarketResearch.com**									
SRE.10.1.1	Develop personality traits important to business. (HR:286) . (HR LAP 10)	x	x	x	x		x		x	
SRE.10.1.2	Recognize personal biases and stereotypes. (HR:048)	x	x	x						
SRE.10.1.3	Demonstrate interest and enthusiasm. (HR:303). (HR LAP 20)	x	x	x	x	x	x	x	x	x
SRE.10.1.4	Adjust to change. (HR:301) . (HR LAP 8)	x	x	x	x					x
SRE.10.1.5	Set personal goals. (HR:014) . (HR LAPs 6,7)	x	x	x	x				x	
SRE.10.1.6	Explain the concept of networking.	x	x	x						x
SRE.10.1.7	Explore careers in the industries of Sports, Recreation, and Entertainment. **INSPIRE>Links>Job and Careers>Occupational Outlook Handbook**	x	x	x						
	Brainstorming									
	Standard 11.1: ***Develop an understanding of skills needed for the workplace such as listening skills, decision-making skills, planning, etc.*** **INSPIRE>Links>Business>American City Business Journals**									
SRE.11.1.1	Apply effective listening skills. (CO:017)Maintain positive attitude. (HR:274)	x	x	x	x		x			
SRE.11.1.2	Demonstrate interest and enthusiasm. (HR:303)	x	x	x	x	x	x	x	x	x

SRE.11.1.3	Recognize personal biases and stereotypes. (HR:048)	x	x	x						
SRE.11.1.4	Make decisions. (HR:050)	x	x	x	x				x	
SRE.11.1.5	Use appropriate assertiveness. (HR:021)	x	x	x	x				x	
SRE.11.1.6	Foster positive working relationships. (HR:269)	x	x	x	x	x	x	x	x	x
SRE.11.1.7	Participate as a team member. (HR:051)	x	x	x	x	x	x	x	x	x
SRE.11.1.8	Explain the nature of planning. (MN:085)	x	x	x			x			x
SRE.11.1.9	Develop alternative responses to decision problems. (MN:109)	x	x	x						
SRE.11.1.10	Explain techniques for group decision making. (MN:106)	x	x	x						x
SRE.11.1.11	Explain the nature of a decision-making process. (MN:103)	x	x	x						x
	Interpersonal Relations. (Teamwork, Communications)									
	Standard 12.1: ***Develop an understanding of the skills necessary for participating as a member of a team*** **INSPIRE>Indiana Links>Business>Indiana Chamber of Commerce**									
SRE.12.1.1	Use appropriate assertiveness. (HR:021)	x	x	x						x
SRE.12.1.2	Demonstrate problem-solving skills. (HR:059)	x	x	x	x	x	x	x	x	x
SRE.12.1.3	Implement a plan of action.	x	x	x	x	x	x	x	x	x
SRE.12.1.4	Foster positive working relationships. (HR:269)	x	x	x	x	x	x	x	x	x
SRE.12.1.5	Participate as a team member. (HR:051)	x	x	x	x	x	x	x	x	x
SRE.12.1.6	Explain techniques for group decision making. (MN:106)	x	x	x						x
SRE.12.1.7	Identify the marketing decision problem. (MN:108)	x	x	x						
SRE.12.1.8	Determine who can do the work.	x	x	x						
SRE.12.1.9	Communicate ideas to others.	x	x	x	x					x
SRE.12.1.10	Discuss and practice written business communications.	x	x	x	x	x	x	x	x	x
SRE.12.1.11	Contribute to group effort.	x	x	x						x
SRE.12.1.12	Teach others new skills.	x	x	x	x					x
SRE.12.1.13	Demonstrate friendliness, adaptability, and politeness—“sociability skills”.	x	x	x	x	x	x	x	x	x
SRE.12.1.14	Explain the nature of effective communications. (CO:015)	x	x	x						x
SRE.12.1.15	Identify barriers to effective communications.	x	x	x						
SRE.12.1.16	Apply effective listening skills. (CO:017)	x	x	x	x		x			
SRE.12.1.17	Address people properly. (CO:005)	x	x	x	x					x
SRE.12.1.18	Maintain a positive attitude. (HR:274) . (HR LAP 11)	x	x	x	x					
SRE.12.1.19	Maintain a positive view of self.	x	x	x	x					
SRE.12.1.20	Interpersonal Relations continued.									
SRE.12.1.21	Demonstrate interest and enthusiasm. (HR:303) . (HR LAP 20)	x	x	x	x	x	x	x	x	x
SRE.12.1.22	Use feedback for “Personal” growth. (HR:295) . (HR LAP 3)	x	x	x						
SRE.12.1.23	Adjust to change. (HR:301) . (HR LAP 8)	x	x	x	x				x	
SRE.12.1.24	Set personal goals. (HR:014) . (HR LAPS 6-7)	x	x	x	x				x	
SRE.12.1.25	Use time-management principles. (HR:044) . (HR LAP 22)	x	x	x	x				x	
SRE.12.1.26	Sell idea to groups. (SE:073) . (Persuade and convince)	x	x	x	x		x			x
SRE.12.1.27	Negotiate and resolve differing viewpoints.	x	x	x	x		x			x
	Information Gathering—Research Activities. (MIM)									
	Standard 13.1: ***Develop an understanding of determining and obtaining relevant information to marketing problems using the media, Internet, business/marketing trends, and through the use of surveys*** **INSPIRE>Links>Business>CEO Express**									
SRE.13.11	Costs/prices—obtain competing prices from vendors. (PU:029)	x	x	x						x
SRE.13.1.2	Media—Select promotional media. (PR:010)	x	x	x						

SRE.13.1.3	Media—Calculate media costs. (PR:009)	x	x	x			x			
SRE.13.1.4	Careers—Gather information from periodicals, the Internet, etc.	x	x	x						x
SRE.13.1.5	Internet—Access the Internet and obtain relevant information.	x	x	x						x
SRE.13.1.6	Trends—Describe current business trends. (MB:036)	x	x	x						
SRE.13.1.7	Locate—Costumes, equipment.	x	x	x						
SRE.13.1.8	Surveys—Explain the nature of marketing research. (IM:010)	x	x	x						x
SRE.13.1.9	Surveys—Explain the nature of the marketing research problem. (IM:026)	x	x	x						x
SRE.13.1.10	Surveys—Explain the types of research approaches. (IM:036)	x	x	x						x
SRE.13.1.11	Surveys—Describe methods of data collection. (IM:038)	x	x	x						
SRE.13.1.12	Surveys—Explain the nature of sampling plans. (IM:043)	x	x	x						x