

College & Career Awareness
Business & Marketing Pathway
Patterns Cycle

Overview: A business is an entity involved in the process of providing goods and services to consumers. Marketing is the action of promoting these goods and services. Basically, it's everything a company does to find customers and keep them. Forbes, a business magazine, reminds us that "people are the ultimate consumers of every product and service..." All successful companies revolve around human needs.

Essential questions: How does one develop grit? What is the relationship between proper online etiquette and social media use and personal branding?

Standards:

- ✓ Understand human resources: Job application, resume, online applications
- ✓ Understand basic economic & cashing functions
- ✓ Explore how financial choices impact outcomes
- ✓ Understand the 4 P's of marketing
- ✓ Use word processing, spreadsheets, & presentations for basic business tasks
- ✓ Understand the proper etiquette & ethics when using the internet & social media

Checklist

_____ Complete the Employability Skills Self-Assessment and record to find out about your level of adaptability, innovation, collaboration, communication, and problem solving skills. Record in your output, "One of the skills that I would like to develop more is..."

_____ Role play an interviewer and then an interviewee with a partner (cards provided)

_____ Complete History Day fair project demonstrating the following skills: font style/size, alignment, underline, color, bold format painter, inserting pictures.

_____ Record in your output the correct order for the steps in obtaining a job (gather info, job application, resume, practice for interview, plan appearance, interview for the job).

_____ Complete Banzai activity (online teen banking activity where you will be put into real live scenarios from paying off credit cards, buying concert tickets, dealing with overdraft, or paying for gas.)

_____ Demonstrate your understanding of how to count back change by 'counting up.'

_____ Record in your output the 4 ps of marketing

_____ Watch 'Outfox those charming schmoozers' movie

_____ Create a Career Comparison Chart by using a spreadsheet and create a bar chart.

_____ Develop and design a marketing plan for a new cereal.

_____ Turn in this completed study guide.