

Business Education, Marketing and Sales Career Cluster

Northwest Suburban Education to Careers Partnership
 Developed by the Business Education Learning Community of Districts 211, 214, 220
 2007 Crosswalk of Standards

	Program Competencies	Local Industry Standards	Mark Ed National Competencies	NBEA Standards	Illinois Learning Standards	ACT Standards for Transition College Readiness and Work Keys
A	Economics					
A1	Compare economic systems	BL: Analyze current events	Economics: PE: Understand economic systems to be able to recognize the environments in which businesses function	Economics and Personal Finance, II: Explain why societies develop economic systems, identify the basic features of different economic systems, and analyze the major features of the U.S. economic system Economics and Personal Finance, IX: Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measurements of economic activity.	14.B.5 Analyze similarities & differences among world political systems (e.g.. democracy, socialism, communism) 14.E.5 (Analyze relationships & tensions among member of the international community) SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. Tech-Social Science Compare ways in which social systems are affected by political, environmental, economic, and technological changes.	24-27 Science: Identify strengths and weaknesses in one of more viewpoints 24-27 Science: Identify similarities and differences in two or more viewpoints 28-32 Reading: Use information from different sections of more challenging passages to make generalizations about people in situations
A2	Recognize how business cycle affects business decision making	BL: Analyze current events BL: Read business financials	Economics: PE: Understand economic indicators to recognize economic trends and conditions	Economics and Personal Finance, IX: Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measurements of economic activity.	15.B.5a(Analyze the impact of changes in non-price determinants (e.g.. changes in consumer income, changes in tastes & preferences) on consumer demand. SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	20-23 Reading: Identify clearly stated cause-effect relationships in uncomplicated passages
A3	Analyze economic indicators	BL: Interpret basic statistical information BL: Read business financials	Economics: PE: Understand economic indicators to recognize economic trends and conditions	Economics and Personal Finance, IX: Analyze how the U.S. economy functions as a whole and describe selected macroeconomic measurements of economic activity.	15.A.5d(Explain the comparative value of the Consumer Price Index (e.g.. goods and services in one year with earlier or later periods.) SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	20-23 Science: Translate information into graphic form 28-32 Science: Predict the most likely or least likely result based on a given viewpoint

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A4	Demonstrate law of supply and demand		Economics: PE: Understand fundamental economic concepts to obtain a foundation for employment in business	Economics and Personal Finance, IV: Analyze the role of markets and prices in the U.S. economy	15.B.5c(Analyze elasticity as it applies to supply & demand & consumer decisions.) SEL3 Demonstrate decision-makings skills and responsible behaviors in personal, school, and community contexts. Tech-Social Science Compare ways in which social systems are affected by political, environmental, economic, and technological changes. Analyze the relationship between United States' environmental history with the nations' economic, social, technological advancements have affected change in world economic systems Analyze historical trends in populations, urbanizations, economic development and technological advancements have affected change in world economic systems	24-27 Science: Compare data from a simple table, graph, or diagram 24-27 Science: Compare or combine data from two simple data sets 24-27 Science: Identify a direct or inverse relationship between variables in a complex table, graph, or diagram 24-27 Science: Combine new, simple information with given information
A5	Identify global marketing economies	BL: Analyze current events	Economics: PE: Determine global trade's impact on business decision-making	Economics and Personal Finance, VIII: Examine the role of trade, protectionism, and monetary markets in the global economy	14.E.5(Analyze relationships & tensions among member of the international community)	24-27 Science: Identify strengths and weaknesses in one or more viewpoints 24-27 Science: Identify similarities and differences in two or more viewpoints 28-32 Reading: Use information from different sections of more challenging passages to make generalizations about people in situations
B	Business Literacy					

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B1	Define target market/market segmentation	BL: Plan a marketing campaign BL: Conduct a marketing campaign. BL Evaluate media types. BL Describe marketing plan basics	IA: Market Planning, PE: Employ marketing-information to develop a marketing plan; PI: Explain the concept of marketing strategies, Explain the concept of market and market identification, Identify market segments, Select target market	Marketing, II: Analyze the characteristics, motivations, and behaviors of consumers	SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	13-15 Reading: Locate specific facts clearly stated in a passage 20-23 Reading: Use context clues to define some words and interpret some figurative language in uncomplicated passages 20-23 Science: Compare data from a simple table, graph, or diagram
B2	Identify the 7 marketing functions	BL Plan a marketing campaign BL Describe marketing plan basics	IA: Product/Service Management; Position products/services to acquire desired business image; PI: Describe factors used by marketers to position products/services	Marketing, I Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	28-32 Reading: Understand how one part of a passage functions in relation to the whole passage or another part in uncomplicated passages
B3	Apply the 4 P's of marketing	BL Plan a marketing campaign BL Describe marketing plan basics	IA: Market Planning, PE: Employ marketing-information to develop a marketing plan, Explain the concept of marketing strategies, Explain the concept of market and market identification, Identify market segments, Select target markets, Develop a marketing plan	Marketing, I Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	28-32 Reading: Summarize events and ideas in virtually any passage 28-32 Reading: Understand how one part of a passage functions in relation to the whole passage or another part in uncomplicated passages
B4	Apply product life cycle	BL Plan a marketing campaign BL Describe marketing plan basics	IA: Product/Service Management; PE: Acquire a foundational knowledge of product service management to understand its nature and scope; PI: Identify the impact of product life cycles on marketing decisions	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	20-23 Science: Compare data from a simple table, graph, or diagram

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B5	Conduct a marketing research study	BL Conduct research by interview, surveys, etc. TECH Use spreadsheet software. TECH Conduct web searches	IA: Marketing-Information Management; PE: Acquire foundational knowledge of marketing-information management to understand its nature and scope IA: Marketing-Information Management; PE: Understand marketing-research activities to show command of their nature and scope; PI: Explain the nature of marketing research, Explain types of primary marketing research, explain research techniques, Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem	Marketing: V: Marketing research: Analyze the role of marketing research in decision making	18.A.5 (Compare ways in which social systems are affected by political, environmental, economic & technological changes.) SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. SEL2 Use social -awareness and interpersonal skills to establish and maintain positive relationships. Tech-English/Language Arts: Produce, edit, revise and format work for submission and/or publications (e.g. manuscript form, appropriate citation of sources? Using contemporary technology.	24-27 Science: Compare or combine data from two simple data sets 24-27 Science: Identify strengths and weaknesses in one or more viewpoints 24-27 Science: Identify similarities and differences in two or more viewpoints 24-27 Science: Identify key issues or assumptions in an argument or viewpoint 28-32 Science: Predict the most likely or least likely result based on a given viewpoint

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B6	Develop a research questionnaire	BL Conduct a marketing campaign TECH Use word-processing software COMM Use appropriate grammar, spelling & punctuation	IA: Marketing-Information Management; PE: Acquire foundational knowledge of marketing-information management to understand its nature and scope IA: Marketing-Information Management; PE: Understand marketing-research activities to show command of their nature and scope; PI: Explain the nature of marketing research, Explain types of primary marketing research, explain research techniques, Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem PE: Understand data-collection methods to evaluate their appropriateness for the research problem/issue	Marketing: V: Marketing research: Analyze the role of marketing research in decision making	18.A.5(Compare ways in which social systems are affected by political, environmental, economic & technological changes.) SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. 15D.5a Explain how transaction costs affect decisions to produce or consume. Tech-English/Language Arts (using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics & present the findings in oral or multi-media formats.) Tech, Social Science: Explain the importance of research, development, invention, technology, and entrepreneurship to the United State economy.	33-36 Science: Identify new information that could be collected from a new experiment or by modifying an existing experiment

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B7	Develop a product plan ???? Learning Standards	BL Describe marketing plan basics.	IA: Product/Service Management; PE: Acquire a foundational knowledge of product service management to understand its nature and scope; PI: Identify the impact of product life cycles on marketing decisions PE: Generate product ideas to contribute to ongoing business success; PI: Identify product opportunities, Identify methods/techniques to generate a product idea, generate product ideas, Determine initial feasibility of product ideas, Adjust idea to create functional product PE: Employ product-mix strategies to meet customer expectations, PI: Explain the concept of product mix, Identify product to fill customer need, Plan product mix PE: Position product/services to acquire desired business image; PI: Describe factors used by marketers to position product/services	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. 15.D.5a Explain how transaction costs affect decisions to produce or consume. Tech-English/Language Arts (using contemporary technology, create a research presentation or prepare a documentary related to academic, technical, or occupational topics & present the findings in oral or multi-media formats.) Tech, Social Science: Explain the importance of research, development, invention, technology and entrepreneurship to the United States economy.	11-12 Writing: Organizing ideas; Present a well-developed introduction and conclusion. 11-12 Writing: Using Language; Show effective use of language to clearly communicate ideas. 13-15 Reading: Locate specific facts clearly stated in a passage 20-23 Reading: Use context clues to define some words and interpret some figurative language in uncomplicated passages 20-23 Science: Compare data from a simple table, graph, or diagram

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B8	Demonstrate the sales process	BL Demonstrate sales process cold call, etc.	IA: Selling; PE: Acquire a foundational knowledge of selling to understand its nature and scope; PI: Explain the nature and scope of the selling function; PE: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer; PE: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales; PI: Explain the selling process	Communications I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations. Communication V: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others SEL2d Demonstrate an ability to prevent, manage, and resolve interpersonal conflicts in constructive ways. SEL3a Consider ethical, safety, and societal factors in making decisions SEL3c Contribute to the well-being of one's school and community SEL3b Apply decision-making skills to deal responsibly with daily academic and social situations	N/A
B9	Develop a marketing plan	BL Plan a marketing campaign BL Describe marketing plan basics	IA: Market Planning; PE: Employ marketing- information to develop a marketing plan; PI: Explain the concept of marketing strategies, Explain the concept of market and market identification, Identify market segments, Select target market, Explain the nature of marketing planning, explain the nature of marketing plans, conduct market analysis, Conduct SWOT analysis for use in the marketing planning process, develop a marketing plan	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	13.B.4e(Evaluate claims derived from purported scientific studies used in advertising & marketing strategies.) SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. SEL2Use social awareness and interpersonal skills to establish and maintain positive relationships. Tech-English/Language Arts: Produce, edit, revise, and format work for submission and/or publication	11-12 Writing: Organizing ideas; Present a well-developed introduction and conclusion. 11-12 Writing: Using Language; Show effective use of language to clearly communicate ideas. 13-15 Reading: Locate specific facts clearly stated in a passage

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B10	Develop an advertising campaign	BL Describe marketing plan basics. BL Conduct a marketing campaign. BL Evaluate media types. COMM Adapt communication to audience & situation.	IA: Promotion; PE: Acquire a foundational knowledge of promotion to understand its nature and scope; PI: Explain the role of promotion as a marketing function, Explain the types of promotion, Identify the elements of the promotional mix; PE: Understand promotional channels used to communicate with targeted audiences; PI: Explain types of advertising media	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	13.B.4e(Evaluate claims derived from purported scientific studies used in advertising & marketing strategies.) SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. SEL2Use social awareness and interpersonal skills to establish and maintain positive relationships. Tech-English/Language Arts: Produce, edit, revise, and format work for submission and/or publication	11-12 Writing: Developing a Position; Develop several ideas fully, using specific and relevant reasons, details, and examples
B11	Define the use of licensing	BL Plan a mktg campaign BL Conduct a mktg campaign	Product/Service Management: Position products/services to acquire desired business image	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	6.C.4 Determine whether exact values or approximations are appropriate 6.D.4 Solve problems involving recipes or mixtures, financial calculations, and geometric similarity using ratios, proportions, and percents.	13-15 Reading: Locate specific facts clearly stated in a passage 20-23 Reading: Use context clues to define some words and interpret some figurative language in uncomplicated passages 20-23 Science: Compare data from a simple table, graph, or diagram
B12	Recognize importance of company image	BL Discuss value of cust svc IS Display ethical behavior	Product/Service Management: Position company to acquire desired business image.	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	6.C.4 Determine whether exact values or approximations are appropriate 6.D.4 Solve problems involving recipes or mixtures, financial calculations, and geometric similarity using ratios, proportions, and percents. SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	

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B13	Develop public relations plan for a business	T Use word proc software C Use approp grammar, spelling & punct. C Write clearly & concisely C Demonstrate creativity BL Describe marketing plans basics BL Eval media types IS Work efficiently in teams	Promotion: Understand the use of public relations activities to communicate with targeted audiences.	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. Marketing: III: Analyze the external factors on marketing	SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others	11-12 Writing: Organizing Ideas; Present a well-developed introduction and conclusion 11-12 Writing: Using Language: Show effective use of language to clearly communicate ideas.
B14	Calculate business math problems such as pricing, mark-up, etc	T Input data accurately T Use spreadsheet software BL Use basic math skills	Pricing: Develop a foundational knowledge of pricing to understand its role in marketing	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. Computation: I: Mathematical Foundations: Apply basic mathematical operations to solve problems	6.C.4 Determine whether exact values or approximations are appropriate 6.D.4 Solve problems involving recipes or mixtures, financial calculations and geometric similarity using rations, proportions, and percents. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	24-27 Math: Solve real world problems using first degree equations 28-32 Math: Solve word problems containing several rates, proportions, or percentages
B15	Identify distribution channel effect on pricing	BL Describe marketing plan basics	Channel Management: Acquire foundational knowledge of channel management to understand its role in marketing. Channel Management: Manage channel activities to minimize costs and to determine distribution strategies.	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process. Computation: I: Mathematical Foundations: Apply basic mathematical operations to solve problems	6.C.4 Determine whether exact values or approximations are appropriate 6.D.4 Solve problems involving recipes or mixtures, financial calculations and geometric similarity using rations, proportions, and percents. SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	24-27 Math: Solve real world problems using first degree equations 24-27 Science: Identify strengths and weaknesses in one or more viewpoints 24-27 Science: Identify similarities and differences in two or more viewpoints

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B16	Identify differences between indirect and direct distribution	BL Desc mktg plans basics	Channel Management: Acquire foundational knowledge of channel management to understand its role in marketing.	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	6.C.4 Determine whether exact values or approximations are appropriate 6.D.4 Solve problems involving recipes or mixtures, financial calculations and geometric similarity using ratios, proportions, and percents. SEL2b Recognize group similarities and differences SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	24-27 Science: Identify strengths and weaknesses in one or more viewpoints 24-27 Science: Identify similarities and differences in two or more viewpoints
B17	Describe the importance of ethics in marketing	IS Demonstrate a positive work ethic IS Display ethical behavior	Channel Management: Acquire foundational knowledge of channel management to understand its role in marketing. Pricing: Acquire a foundational knowledge of product/service management to understand its nature and scope.	Marketing: III: Analyze the external factors on marketing		
B18	Identify legal issues related to marketing	IS Display ethical behavior	Channel Management: Acquire foundational knowledge of channel management to understand its role in marketing. Pricing: Develop a foundational knowledge of pricing to understand its role in marketing.	Marketing: III: Analyze the external factors on marketing. Pricing; Acquire a foundational knowledge of product/service management to understand its nature and scope.	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others	
B19	Develop a company promotional plan		Promotion: Acquire a foundational knowledge of promotion to understand its nature and scope.	Marketing: IV: Analyze the elements of the marketing mix, their interrelationships, and how they are used in the marketing process.	SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences	11-12 Writing: Developing a Position; Develop several ideas fully, using specific and relevant reasons, details, and examples
C	Communication					

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C1	Apply interpersonal skills (positive attitude, team working, etc)	IP (Interact w/positive attitude Demonstrate positive work ethic Work efficiently in teams	Emot Intelligence PE-Develop personal traits to foster career advancement PI (Exhibit self-confidence Demonstrate interest & enthusiasm Demonstrate initiative)	Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations.	21.A.5(Demonstrate individual responsibility through use of various team-building strategies in physical activity settings (e.g. etiquette, fair play, self-officiating, coaching, organizing a group activity) SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports	
C2	Demonstrate effective team building/cooperation within marketing activities	IP (Work efficiently in teams	Emot Intelligence PE-Implement teamwork techniques to accomplish goals PI-Participate as a team member	Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations.	21.A.5(Demonstrate individual responsibility through use of various team-building strategies in physical activity settings (e.g.. etiquette, fair play, self-officiating, coaching, organizing a group activity) SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports	
C3	Present a marketing plan	BL (Plan Marketing Plan BL (Describe marketing plan basics)	Market Planning PE-Employ marketing-information to develop a marketing plan PI (Develop marketing plan	Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations.	5.A.5b(Research, design & present a project to an academic, business or school community audience on a topic selected from among contemporary issues.)4B.4a (Deliver planned informative & persuasive oral presentations using visual aids & contemporary technology and individuals & members of a.....	
C4	Apply the steps of the decision making process to resolve a problem	C (Demonstrate creativity through brainstorming, problem solving)	Marketing Info Mgt PE-Understand data-collection methods to evaluate their appropriateness for t he research problem/issue PI-Explain the use of descriptive statistics in marketing decision making	Computation: VI: Use mathematical procedures to analyze and solve business problems. Economics & Personal Finance: Personal Finance: I: Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.	5.A.5b(Research, design & present a project to an academic, business or school community audience on a topic selected from among contemporary issues.) SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals.	11-12 Writing: Using Language; Show effective use of language to clearly communicate ideas by using precise and varied vocabulary. 11-12 Using Language; Show effective use of language to clearly communicate ideas by using precise and varied vocabulary.

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C5	Demonstrate creativity in marketing plan through presentation and ad campaign	C (Demonstrate creativity through brainstorming, problem solving)	Communication Skills PE-Apply verbal skills to obtain and convey information PI-Make oral presentations	Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.	4B.4a(Deliver planned informative & persuasive oral presentations using visual aids & contemporary technology as individuals & members of a group; demonstrate organization, clarity, vocabulary, credible & accurate supporting evidence.)	33-36 English: Delete redundant material that involves subtle concepts or that is redundant in terms of the paragraph as a whole 28-32 English: Rearrange sentences to improve the logic and coherence of a complex paragraph 28-32 English: Correct vague and wordy or clumsy and confusing writing containing sophisticated language.
C6	Write clearly and concisely	C (Write clearly & concisely)	Communication Skills PE-Write internal & external business correspondence to convey & obtain information effectively PI-Select & utilize appropriate formats for professional writing	Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels.	3.A.5 (Produce grammatically correct documents using standard manuscript specifications for a variety of purposes & audiences)	33-36 English: Delete redundant material that involves subtle concepts or that is redundant in terms of the paragraph as a whole 28-32 English: Rearrange sentences to improve the logic and coherence of a complex paragraph 28-32 English: Correct vague and wordy or clumsy and confusing writing containing sophisticated language 24-27 English: Delete material primarily because it disturbs the flow and development of the paragraph 16-19 English: Provide appropriate punctuation and straightforward situations 20-23 English: Delete redundant material when information is repeated in different parts of speech 11-12 Writing: Using Language; Show effective use of language to clearly communicate ideas by using precise and varied vocabulary.
C7	Practice active listening	C (practice active listening)	Communication Skills PE-Apply active listening skills to demonstrate understanding of what is being said PI (Demonstrate active listening skills)	Communication: V: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.	4.A.4a(Apply listening skills as individuals & members of a group in a variety of settings (e.g., lectures, discussions, conversations, team projects, presentations, interviews) SEL 1a Identify and manage one's emotions and behavior	

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C8	Identify impact of diverse cultures, backgrounds and styles in marketing	IP (Work collaboratively with diverse populations)	Emot Intelligence PE-Manage internal & external business relationships to foster positive interactions PI-Foster positive working relationships)	Communication II: Apply basic social communication skills in personal and professional situations. Communication: V: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.	2.B.5b(Apply knowledge gained from literature as a means of understanding contemporary & historical economic, social & political issues & perspectives) SEL 1a Identify and manage one's emotions and behavior	
D	Technology					
D1	Use presentation software to enhance a presentation	Tech: Use presentations software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use. Information Technology: VI: Use input technologies appropriately to enter and manipulate text and data.	Tech-English/Language Arts (Using available technology, produce compositions & multimedia works for specific audiences.) 5.c.5.Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical occupational topics and present the findings in oral or multimedia formats. SEL2c Use communication and social skills to interact.	11-12 Writing Using Language: Show effective use of language to clearly communicate ideas.
D2	Use word processing software to create marketing plan	Tech: Use word processing software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use. Information Technology: VI: Use input technologies appropriately to enter and manipulate text and data.	Tech-English /Language Arts Using available technology, ;produce compositions & multimedia works for specific audiences. English/Language Arts: Research, design and present a project to an academic, business or school community audience on a topic selected from among contemporary issues	11-12 Writing Using Language: Show effective use of language to clearly communicate ideas.

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D3	Use spreadsheet software/database software to analyze data and create charts	Tech: Use spreadsheet software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use. Information Technology: VI: Use input technologies appropriately to enter and manipulate text and data. Information Technology VIII: Use, plan, develop, and maintain database management systems.	Tech-Mathematics (Represent algebraic concepts with physical materials, words, diagrams, tables, graphs, equations & inequalities & through the use of appropriate technology.) T5.C.5a Using contemporary technology, create a research presentation or prepare a documentary related to academic, technical or occupational topics and present the findings in oral or multimedia formats. 5.B.5a Evaluate the usefulness of information, synthesize information to support a thesis, and present information in a logical manner in oral and written forms.	24-27 Science: Compare data from a simple table, graph, or diagram 24-27 Science: Compare or combine data from two simple data sets 24-27 Science: Identify a direct or inverse relationship between variables in a complex table, graph, or diagram
D4	Identify emerging software		Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: I: Assess the impact of information technology on society. Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships.		

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D5	Demonstrate a working knowledge of data-base software	Tech: Input data accurately Tech: Use, store, share electronic documents such as PDF's Tech: Use project management software Tech: Use contact management software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use. Information Technology: VI: Use input technologies appropriately to enter and manipulate text and data. Information Technology: VIII: Use, plan, develop, and maintain database management systems.	Tech-English/Language Arts(using contemporary technology, create a research presentation or prepare a documentary related to academic, technical or occupational topics & present the findings in oral or multi-media formats.)	
D6	Integrate software applications		Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use.	Tech-English/Language Arts(using contemporary technology, create a research presentation or prepare a documentary related to academic, technical or occupational topics & present the findings in oral or multi-media formats.)	

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D7	Use photo enhancing/editing software		Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: V: Identify, evaluate, select, install, use, upgrade, and customize application software; diagnose and solve problems resulting from an application software's installation and use.		
D8	Identify desktop publishing principles	Tech: Use desktop web-publishing software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Communications I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations. Communication V: Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies	Tech-English/Language Arts (Using available technology, produce compositions & multimedia works for specific audiences.) SEL2 Use social-awareness and interpersonal skills to establish and maintain positive relationships.	16-19 English: Identify the basic purpose or role of a specified phrase or sentence 16-19 English: Provide appropriate punctuation in straightforward situations

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D9	Use email	Tech: Use email	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Communication: I: Communicate in a clear, courteous, concise, and correct manner on personal and professional levels. Communication II: Apply basic social communication skills in personal and professional situations. Communication: III: Use technology to enhance the effectiveness of communication.	Tech-English/Language Arts: Using available technology, produce compositions and multimedia works for specific audiences. SEL2 Use social-awareness and interpersonal skills to establish and maintain positive relationships	33-36 Science: Determine why given information supports or contradicts a hypothesis or conclusion. 11-12Writing: Using Language; S+G46how effective use of language to clearly communicate ideas.
D10	Conduct web searches	Tech: Conduct web searches Tech: Use desktop and web-publishing software	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: VII: Gather, evaluate, use, and cite information from information technology sources.	Tech-English/Language Arts: Produce, edit, revise and format work for submission and/or publication (e.g., manuscript form, appropriate citation of sources. Using contemporary technology.	33-36 Science: Determine why given information supports or contradicts a hypothesis or conclusion
D11	Evaluate web search results	Conduct web searches	Information Management PE: Utilize information-technology tools to manage and perform work responsibilities.	Information Technology: IV: Describe the information technology components of major business functions and explain their interrelationships. Information Technology: VII: Gather, evaluate, use, and cite information from information technology sources.	5.C.4b Produce oral presentations and written documents using supportive research and incorporating contemporary technology.	33-36 Science: Determine why given information supports or contradicts a hypothesis or conclusion
E	Professional Dev.					

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E1	Explore careers in marketing (awareness, job shadowing, etc)	Tech: Conduct web searches, Use mobile communication devices Comm: Practice active listening, Adapt communication to audience and situation IP: Interact with a positive attitude, Act appropriately at the work place, Work independently, Practice career planning with realistic expectations	IA: Emotional Intelligence PE: Foster self-understanding to recognize the impact of personal feelings on others PI: Assess personal strengths and weaknesses IA: Emotional Intelligence PE: Foster self-understanding to recognize the impact of personal feelings on others PI: Identify desirable personality traits important to business	Career Development: I: Assess personal skills, abilities, and aptitudes and personal strengths and weaknesses as they relate to career exploration and development. Career Development: II: Utilize career resources to develop a career information database that includes international career opportunities. Career Development: IV: Apply knowledge gained from individual assessment to a comprehensive set of goals and an individual career plan. Career Development: V: Develop strategies to make an effective transition from school to career: . Career Development: VI: Relate the importance of lifelong learning to career success.	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others SEL2d Demonstrate an ability to prevent, manage, and resolve interpersonal conflicts in constructive ways. SEL3a Consider ethical, safety, and societal factors in making decisions	
E2	Develop a resume	Tech:Use word processing software, Use store, share, electronic documents such as PDF's, Comm:Use appropriate grammar, spelling and punctuation, write clearly and concisely,	IA: Emotional Intelligence PE: Foster self-understanding to recognize the impact of personal feelings on others PI:Exhibit self-confidence IA: Emotional Intelligence PE: Foster self-understanding to recognize the impact of personal feelings on others PI:Demonstrate initiative	Career Development: III: Relate the importance of workplace expectations to career development. Communication: IV: Integrate all forms of communication in the successful pursuit of employment.	3.C,5b(Write for real or potentially real situations in academic, professional & civic contexts (e.g.. applications, job applications, business letters, resume, petitions)	

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E3	Develop letters of application/cover letters	Tech:Use word processing software, Use store, share, electronic documents such as PDF's, Comm:Use appropriate grammar, spelling and punctuation, write clearly and concisely, BL: analyze current events	IA: Emotional Intelligence PE: Use communication skills to foster open, honest communication PI:Explain the nature of effective communicationsIA: Emotional Intelligence PE: Use communication skills to influence others PI:Persuade others	Career Development: III: Relate the importance of workplace expectations to career development. Communication: IV: Integrate all forms of communication in the successful pursuit of employment.	3.C,5b(Write for real or potentially real situations in academic, professional & civic contexts (e.g.. applications, job applications, business letters, resume, petitions) SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others SEL2d Demonstrate an ability to prevent, manage, and resolve interpersonal conflicts in constructive ways	11-12 Writing: Using Language; Show effective use of language to clearly communicate ideas.
E4	Develop an interview follow-up letter	Tech:Use word processing software, Use store, share, electronic documents such as PDF's, Comm:Use appropriate grammar, spelling and punctuation, write clearly and concisely,	IA: Emotional Intelligence PE: Use communication skills to foster open, honest communication PI:Explain the nature of effective communicationsIA: Emotional Intelligence PE: Use communication skills to influence others PI:Persuade others	Career Development: III: Relate the importance of workplace expectations to career development. Communication: IV: Integrate all forms of communication in the successful pursuit of employment.	3.C,5b(Write for real or potentially real situations in academic, professional & civic contexts (e.g.. applications, job applications, business letters, resume, petitions) SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others	

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E5	Complete mock interviews	Tech: Conduct web searches Comm: Practice active listening. Discuss various communications types and strategies, Adapt communication to audience & situation, communicate with people from a variety of cultures, backgrounds & styles, IP: Interact with a positive attitude, Display ethical behavior	IA: Emotional Intelligence PE: Use communication skills to foster open, honest communication PI: Explain the nature of effective communications IA: Emotional Intelligence PE: Use communication skills to influence others PI: Persuade others	Career Development: III: Relate the importance of workplace expectations to career development.	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others	
E6	Participate in CTSO's (Career Technical Students Org.)	Tech: Use presentation software, Use desktop and web-publishing software, Comm: Demonstrate creativity through brainstorming, problem solving, Present ideas and information to group, BL: Demonstrate sales process, cold call, etc., Demonstrate the project management process, IP: Work collaboratively with diverse populations, Network for professional growth and advocacy	IA: Emotional Intelligence PE: Implement teamwork techniques to accomplish goals. PI: Motivate team members IA: Emotional Intelligence PE: Manage internal and external business relationships to foster positive interactions PI: Treat others fairly at work	Career Development: III: Relate the importance of workplace expectations to career development. Career Development: V: Develop strategies to make an effective transition from school to career.	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others SEL2d Demonstrate an ability to prevent, manage, and resolve interpersonal conflicts in constructive ways.	

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E7	Complete a marketing internship	IP: Demonstrate a positive work ethic, Demonstrate intellectual curiosity, Display ethical behavior, Demonstrate/accept accountability	IA: Emotional Intelligence PE: Manage internal and external business relationships to foster positive relationships PI: Maintain collaborative partnerships with colleagues IA: Emotional Intelligence PE: Manage internal and external business relationships to foster positive relationships PI: Explain the nature of organizational culture	Career Development: III: Relate the importance of workplace expectations to career development. Career Development: V: Develop strategies to make an effective transition from school to career. Communication: IV: Integrate all forms of communication in the successful pursuit of employment. Level 2 Performance Expectations: Role-play interview situations for simulated job opportunities	SEL 1a Identify and manage one's emotions and behavior SEL 1b Recognize personal qualities and external supports SEL 1c Demonstrate skills related to achieving and academic goals. SEL2a Recognize the feelings and perspectives of others SEL2b Recognize group similarities and differences SEL2c Use communication and social skills to interact effectively with others SEL2d Demonstrate an ability to prevent, manage, and resolve interpersonal conflicts in constructive ways.	
E8	Display organizational skills	Tech: Use spreadsheet software, Input data accurately, BL: Multi-task, IP: Display critical thinking & problem-solving skills, work independently	IA: Communication Skills PE: Record information to maintain and present a report of business activity. PI: Utilize note-taking strategies A: Communication Skills PE: Record information to maintain and present a report of business activity. PI: Organize information	Management: I: Analyze the management functions and their implementation and integration within the business environment.	SEL3 Demonstrate decision-making skills and responsible behaviors in personal, school, and community contexts.	
E9	Display time management skills	BL: Multi-task, Demonstrate/accept accountability	IA: Entrepreneurship PE: Determine needed resources for a new business venture to contribute to its start-up viability PI: Assess the costs/benefits associated with resources IA: Entrepreneurship PE: Actualize new business venture to generate profit and/or meet objectives. PI: Explain the impact of resource productivity on venture success.	Management: IV: Development personal management skills to function effectively and efficiently in a business environment.		