

12198-Marketing Workplace Experience

Rational Statement:

Marketing Workplace Experience course provides students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher and employer. Students may be paid or nonpaid during the experience. This course may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

Suggested Grade Level: 9-12

Topics Covered:

- **Work experience in fields related to marketing**
- **Goals setting**
- **Paid or nonpaid during the experience**
- **Further study of the field**
- **Discussion regarding experiences**

Indicator #1: Analyze careers available in marketing.

Bloom's Taxonomy Level	Standards and Examples
Analyzing	<p>MWE .1.1 Analyze career paths in marketing.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Identify tentative occupational interests. • Assess personal interests and skills needed to succeed in marketing. • Use an interest inventory test to assess career interests in marketing. • Take an aptitude test to determine the careers that match the abilities. • Identify sources of career information.
Applying	<p>MWE .1.2 Identify and analyze sources of professional development.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Analyze education and training requirements for a specific career in marketing. • Analyze employer expectations in the business environment. • Identify desirable personality traits important to business. • Explain employment opportunities in business. • Identify skills needed to enhance career progression.
Applying	<p>MWE .1.3 Discern employment documents and effectiveness on obtaining a job.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Utilize job-search strategies. • Complete a job application manually and online.

	<ul style="list-style-type: none">• Write a letter of application.• Prepare a resume with secured references and a cover letter.• Utilize electronic portfolio to upload employment materials.
Applying	<p>MWE .1.4 Demonstrate methods used to obtain a job.</p> <p>Examples:</p> <ul style="list-style-type: none">• Role-play for a job interview.• Interview for a job.• Write a follow-up letter after job interviews.

Indicator #2: Demonstrate marketing principles in a work-based learning experience.

Bloom's Taxonomy Level	Standards and Examples
Applying	<p>MWE.2.1 Demonstrate organizational and leadership skills.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Apply marketing principles in a work-based situation. • Accept task/project responsibilities in the workplace. • Recognizes and solves problems utilizing role-play, team decision-making, DECA projects and devises and implements plan of action. • Organize, process symbols, pictures, graphs, objects, and other information. • Uses efficient learning techniques to acquire and apply new knowledge and skills. • Discover a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.
Applying	<p>MWE.2.2 Demonstrate acceptable work habits.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Score average or above on the employer performance evaluation. • Integrate time management principles in organizing his/her schedule to include school, work, social and other activities. • Employ the principles of safety to the work-based experience. • Evaluate and apply principles of ethics as they relate to the work-based experience.
Applying	<p>MWE.2.3 Demonstrate effective use of resources.</p> <p>Examples:</p> <ul style="list-style-type: none"> • Compose and maintain a journal outlining general work site experiences, time management planning, and evaluation of ethical behavior. • Create training manual for new employee outlining the safety considerations of the job. • Keep a report of wages and hours on the job.