



TENNESSEE DEPARTMENT OF

EDUCATION

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Exploration of Organizational Leadership and Marketing

Primary Career Cluster:	Marketing
Consultant:	Joy Smith, (615) 532-6248, Joy.Smith@tn.gov
Course Code(s):	5941
Recommended Prerequisite(s):	
Credit:	½ - 1*
Grade Level:	9-10
Aligned Student Organization(s):	DECA: www.decatn.org FBLA: www.fblatn.org Sarah Williams, (615) 532-2829, Sarah.G.Williams@tn.gov
Teacher Resources:	http://www.tn.gov/education/cte/Marketing.shtml

Course Description

This course is designed to introduce and provide an overview of marketing and organizational leadership, as well as employment opportunities available in these fields. Students will explore important marketing concepts, personality traits, and communication skills. Students will also develop skills in teamwork, conflict resolution, and group problem-solving techniques used in business.

*Standards to be completed for ½ credit are identified with one asterisk.

**Additional standards to be completed for 1 credit are identified with two asterisks.

Course Standards

Standard 1.0

The student will evaluate the leadership techniques used by organizations.

The student will:

- 1.1 Examine methods for developing teamwork.
- 1.2 Compare and contrast the advantages and disadvantages of delegating responsibilities.
- 1.3 Assess the importance of employee training programs.

Sample Performance Task

- Role-play a DECA Management Team Decision Making scenario.

Standard 2.0

The student will explore the foundations and functions of marketing.

The student will:

- 2.1 Analyze marketing functions and related activities.
- 2.2 Evaluate the importance of marketing and management.
- 2.3 Distinguish the types of businesses that market goods and services.

Sample Performance Tasks

- Prepare a visual depiction of the four P's of marketing.

Standard 3.0

The student will explore the interpersonal skills needed in marketing and organizational leadership.

The student will:

- 3.1 Analyze the importance of interpersonal skills.
- 3.2 Examine techniques for problem solving.
- 3.3 Assess the importance of teamwork in leadership.

Sample Performance Tasks

- Role-play a conflict and resolution situation.
- Evaluate self and team members involved in a class project.

Standard 4.0

The student will assess cultural diversity and equity issues as they relate to organizational goals.

The student will:

- 4.1 Examine the various components involved in distinguishing cultural differences.
- 4.2 Analyze the impact of cultural differences in the workplace.
- 4.3 Evaluate equity requirements in employment.

Sample Performance Tasks

- Survey a class, the school population, and/or the student's cooperative training station for the diverse cultures in each.

Standard 5.0

The student will develop communication skills necessary for organizational leadership.



The student will:

- 5.1 Demonstrate appropriate verbal, nonverbal, and written communication skills needed in marketing.
- 5.2 Distinguish between the types of communication used in business.
- 5.3 Utilize proper grammar and vocabulary.
- 5.4 Comprise a list of the most commonly asked questions for entry level job interview.

Sample Performance Tasks

- Role-play a procedural explanation of a problem between marketing workers and customers using communications skills.

Standard 6.0

The student will evaluate characteristics of a successful employee.

The student will:

- 6.1 Examine an employee's responsibilities in an entry-level marketing position.
- 6.2 Analyze the rights of employees and employers.
- 6.3 Evaluate the importance of ongoing education as an employee.
- 6.4 Determine needed safety policies and procedures to protect employees.

Sample Performance Tasks

- Interview a manager/owner of a local business to determine expectations of an employee.

Standard 7.0

The student will examine the legal issues relating to leadership responsibilities in social and environmental areas.

The student will:

- 7.1 Examine the laws and regulations affecting the management of employees.
- 7.2 Analyze management's legal responsibility to the consumer.
- 7.3 Identify safety responsibilities and issues within the workplace.

Sample Performance Tasks

- Research laws affecting employees on the Internet.

Standard 8.0

The student will explore career opportunities in marketing and organizational leadership.

The student will:

- 8.1 Investigate career options in the marketing and organizational leadership fields.
- 8.2 Explain the importance of marketing and organizational leadership in a private enterprise system.
- 8.3 Discuss the benefits associated with careers in marketing.



- 8.4 Assess student's values and interests as they relate to career choice.
- 8.5 Distinguish techniques necessary for acquiring a marketing related job.

Sample Performance Tasks

- Using a variety of resources, collect information about a specific marketing career.

Standard 9.0

The student will demonstrate organizational and leadership skills.

The student will:

- 9.1 Demonstrate knowledge of DECA.
- 9.2 Utilize critical thinking in decision-making situations.
- 9.3 Compare and integrate personal characteristics needed in leadership situations.

Sample Performance Tasks

- Join and participate in DECA.
- Attend a leadership conference.
- Chair a committee.
- Organize a DECA project.

Standard 10.0

The student will review and analyze safety guidelines and regulations as related to Exploration of Organizational Leadership and Marketing.

The student will:

- 10.1 Complete a general safety test with 100% accuracy as related to Exploration of Organizational Leadership and Marketing.

Suggested Resources

National Retail Merchants Association
Area Chamber Partnerships
Career and Technical Advisory Committees
SCANS
MBA Research – Marketing Education Resource Center
MBA LAPs
National DECA
Chamber of Commerce
Marketing Essentials; Glencoe
Marketing Foundations and Functions; Southwestern
Marketing Practices and Principles; Glencoe
DECA Guide
DECA- A Continuing Tradition of Excellence



Introduction to Marketing
Human Relations for Career Success; Southwestern
Fundamentals of Human Relations: Applications for Life and Work; Southwestern
Learning to Lead - Teambuilding; MBA Research
The Job Interview - Marketing Essentials; Glencoe
Communication for Careers - Module B; Southwestern
National Marketing Education Standards
OSHA
Department of Labor
Trade Journals
Internet
Occupational Outlook Handbook
Guidance Office
INFOE

