



# Exploring Business and Marketing

<b>Primary Career Cluster:</b>	Business Management & Administration
<b>Course Contact:</b>	<a href="mailto:CTE.Standards@tn.gov">CTE.Standards@tn.gov</a>
<b>Course Code(s):</b>	C12X01
<b>Prerequisite(s):</b>	None
<b>Credit:</b>	½ - 1
<b>Grade Level:</b>	7-8
<b>Focused Elective Graduation Requirements:</b>	This course does not satisfy credit attainment for concentrator status because it is not part of an approved program of study.
<b>Programs of Study and Sequence</b>	This course serves as a middle school primer for all programs of study in the Business Management & Administration, Finance, and Marketing, Distribution and Logistics career clusters.
<b>Aligned Student Organization(s):</b>	FBLA: <a href="http://www.fblatn.org">http://www.fblatn.org</a>
<b>Promoted Tennessee Student Industry Credentials:</b>	Credentials are aligned with postsecondary and employment opportunities and with the competencies and skills that students acquire through their selected program of study. For a listing of promoted student industry credentials, visit <a href="https://www.tn.gov/education/educators/career-and-technical-education/student-industry-certification.html">https://www.tn.gov/education/educators/career-and-technical-education/student-industry-certification.html</a> .
<b>Teacher Endorsement(s):</b>	030, 033, 037, 039, 041, 052, 054, 055, 057, 152, 153, 158, 201, 202, 203, 204, 311, 430, 431, 432, 434, 435, 436, 471, 472, 474, 475, 476, 952, 953, 958
<b>Required Teacher Certifications/Training:</b>	None
<b>Teacher Resources:</b>	<a href="https://www.tn.gov/education/educators/career-and-technical-education/career-clusters/cte-cluster-business-management-administration.html">https://www.tn.gov/education/educators/career-and-technical-education/career-clusters/cte-cluster-business-management-administration.html</a>  Best for All Central: <a href="https://bestforall.tnedu.gov/">https://bestforall.tnedu.gov/</a>

## Course at a Glance

CTE courses provide students with an opportunity to develop specific academic, technical, and 21st century skills necessary to be successful in career and in life. In pursuit of ensuring every student in Tennessee achieves this level of success, we begin with rigorous course standards which feed into intentionally designed programs of study.

Students engage in industry relevant content through general education integration and experiences such as career and technical student organizations (CTSO) and work-based learning (WBL). Through these experiences, students are immersed with industry standard content and technology, solve industry-based problems, meaningfully interact with industry professionals and use/produce industry specific, informational texts.

### Using a Career and Technical Student Organization (CTSO) in Your Classroom

CTSOs are a great resource to put classroom learning into real-life experiences for your students through classroom, regional, state, and national competitions, and leadership opportunities. Below are CTSO connections for this course, note this is not an exhaustive list.

- Participate in CTSO Fall Leadership Conference, FBLA Fall Leadership Camps, FBLA Regional and State Leadership Conferences to engage with peers by demonstrating logical thought processes and developing industry specific skills that involve teamwork and project management.
- Participate in FBLA Middle School career competitive events that highlight career development, including developing business ethics, business etiquette, and career exploration.
- Participate in FBLA Middle School competitive events such as Career Research, Critical Thinking, Digital Citizenship, Exploring Technology, and Multimedia and Website.

For more ideas and information, visit Tennessee FLBA at <https://www.fblatn.org/>.

### Using Work-Based Learning (WBL) in Your Classroom

Sustained and coordinated activities that relate to the course content are the key to successful work-based learning. Possible activities for this course include the following. This is not an exhaustive list.

- **Standard 1.1–3.2, 6.1–6.3** | Invite guest speakers to discuss potential occupations in business and finance and required technology skills and knowledge.
- **Standards 4.1–4.2** | Host guest speakers from local banks and businesses to discuss the role of finance and money in business and personal finance.

## Course Description

*Exploring Business and Marketing* is a foundational course intended to teach students business fundamentals and concepts while exploring related careers. Upon completion of this course, students will gain collaboration, leadership, and research skills. In addition, students will have engaged in key critical thinking skills and will have practiced ethical and appropriate behavior required for the responsible use of technology.

## Course Standards

### 1. Careers and the Nature of Work

- 1.1 Explore Career Pathways: **Identify and describe** a range of **career paths** and related skills, interests, and education requirements by researching career options and interacting with professionals in various fields.
- 1.2 Collaboration and Teamwork: Work collaboratively with peers to **solve problems** and **complete projects**, demonstrating **effective communication, active listening, and respect** for diverse perspectives.
- 1.3 Leadership Roles: Demonstrate **leadership skills**, such as **goal setting, decision-making, and delegation**, in both academic, extracurricular, and/or FBLA Middle School settings.

### 2. Business Basics

- 2.1 Types of Business: **Identify and describe** different **types of businesses** and their characteristics, including sole proprietorships, partnerships, corporations, and non-profit organizations.
- 2.2 Business Opportunities: Identify and evaluate potential **business opportunities** and develop basic **entrepreneurial skills**, including **market research**, identifying **customer needs**, and creating a **basic business plan**.
- 2.3 Business Ethics: Identify and analyze **ethical issues** in business, such as **conflicts of interest, social responsibility, and fair business** practices.

### 3. Business Operations

- 3.1 Products and Services: Develop a **product or service** based on an identified **need**. Explore how products are **produced and priced** for profit. Investigate **delivery models** of products and services.
- 3.2 Business Support Functions: Understand and explain the **functions of management, human resources, legal, and information technology**, and how their **roles interact** with a business.

## 4. Money

- 4.1 Economic Fundamentals: Identify and describe **fundamental economic concepts**, such as **supply and demand, market competition, economic systems**, and the role of government in regulating the economy.
- 4.2 Money Management in Business: Develop basic **financial skills** for a business, including creating a **budget, forecasting revenues and expenses**, and making informed financial decisions. In addition, understand the need to **raise money, impact of interest, and taxes**.

## 5. Marketing

- 5.1 Marketing Concepts: Define **marketing** and its **role in business**. Describe the **four P's (product, price, place, promotion)** of marketing and how **market research impacts** them. Investigate how goods and services are marketed to different **target markets**.
- 5.2 Branding and Intellectual Property: Analyze the impact of **product/service branding and intellectual property** on businesses, including understanding the **nature of branding**, evaluating the impact of a company's **image on income**, and explaining the effect of **copyright/trademark infringement**.
- 5.3 Sales and Customer Experience: Understand the **basics of sales** and the importance of **customer experience**, including defining **selling, prospecting, and clientele**; describing the steps of the **selling process**; role-playing a sales presentation; exploring **upselling opportunities**; and describing the relationship between sales and the customer experience.

## 6. Modern Commerce

- 6.1 Business Practices and Models: Understand the **evolution of business practices** and models over time, including **comparing previous and current practices**; predicting future practices; defining widely used business models; explaining the **impact of technology** on traditional business models and the role of the consumer; and researching a **disruption** to a business model.
- 6.2 Customer Experience and Service: Discuss the components of a customer experience and the importance of **good customer service**, including describing all the **components of a customer experience**; evaluating examples of **customer experience in retail, dining, and entertainment settings**; exploring possibilities for the **future of customer experience**; and identifying expectations of the **customer of the future**.
- 6.3 Emerging Business Issues: Understand and analyze **current and emerging business issues**, including identifying **trends and disruptions** in the business world, exploring **ethical and social responsibility** considerations in business, evaluating the **impact of globalization** on business practices, and considering the **role of innovation** and entrepreneurship in driving business growth.

## Standards Alignment Notes

\*References to other standards include:

- P21: Partnership for 21st Century Skills [Framework for 21st Century Learning](#)
  - Note: While not all standards are specifically aligned, teachers will find the framework helpful for setting expectations for student behavior in their classroom and practicing specific career readiness skills.