



Principles of Business, Marketing, and Finance provides the knowledge and skills students need for careers in business and marketing. Students begin exploring roles and functions that business and marketing play in a global society, develop an understanding of the market place, as well as understanding product placement and promotion.

Students analyze the impact of government, legal systems, and organized labor on business; develop an understanding of business communications and management; and explore legal, ethical, and financial issues in business and marketing. Furthermore, students delve into basic economic concepts including personal finance, economic systems, cost-profit relationships, and economic indicators and trends.

Using hands-on activities, students reinforce, apply and transfer academic knowledge and skills to a variety of interesting and relevant real-world inspired scenarios. This course focuses on developing knowledge and skills around marketing, pricing, distribution and management, while also focusing on economics and interpersonal skills. This course also addresses exploring career options in business and marketing as well as securing and keeping a job.

Principles of Business, Marketing, and Finance is a full-year Career and Technical course for programs of study in Business Administration and Management. This course is built to state and national standards.

Length: Two Semesters

## UNIT 1: MARKETING IN THE GLOBAL ENVIRONMENT

### LESSON 1: MARKETING AND THE ECONOMY

#### **Study: What Is Marketing?**

Explain the role of business and marketing in a global society.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: What Is Marketing?**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Study: Economics and Marketing**

Explain the role of economics and marketing in a global society.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Economics and Marketing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Study: Economic Systems**

Describe various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Economic Systems**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Practice: Comparing Economic Systems**

Compare various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 40 points

#### **Study: How the Economy Affects Business and Marketing**

Compare various types of economic systems.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Quiz: How the Economy Affects Business and Marketing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

## **LESSON 2: MARKETING IN BUSINESS ORGANIZATIONS**

### **Study: Types of Businesses**

Describe different types of businesses and how they use marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Quiz: Types of Businesses**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### **Checkup: Analyzing Types of Businesses**

Compare different types of businesses and forms of ownership.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Study: Organizational Structure and Functions**

Describe the organizational structure and functions of a business.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Quiz: Organizational Structure and Functions**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### **Practice: Analyzing Organizational Structure**

Analyze the organizational structure and functions of a business.

Duration: 0 hrs 40 mins Scoring: 40 points

### **Study: Marketing, Technology, and the Changing Environment**

Learn about marketing, technology, and the changing environment.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Quiz: Marketing, Technology, and the Changing Environment**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

## **LESSON 3: MARKETING AND THE GLOBAL ENVIRONMENT WRAP-UP**

### **Project: Evaluating the Economy**

Evaluate the effects of the economy on an organization in a given business scenario.

Duration: 2 hrs 30 mins Scoring: 100 points

### **Review: Marketing and the Global Environment**

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

### **Test (CS): Marketing and the Global Environment**

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## **UNIT 2: UNDERSTANDING THE MARKETPLACE**

### **LESSON 1: CONSUMER AND BUSINESS BEHAVIORS**

#### **Study: Consumer Buying Behaviors**

Describe factors that influence consumer buying behavior.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Consumer Buying Behaviors**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Business Buying Behaviors**

Describe factors that influence business buying behavior.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Business Buying Behaviors**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Analyzing Buyer Behavior**

Explain how businesses and consumers are motivated to buy through the selling process.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 2: CREATING CUSTOMER LOYALTY****Study: Marketing Research**

Describe the factors taken into consideration during marketing research.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Marketing Research**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Strategic Planning**

Describe ways businesses strategically plan for reaching customers.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Strategic Planning**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Analyzing Marketing Research**

Analyze marketing research decisions in various business scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

**LESSON 3: PRODUCT DEVELOPMENT****Study: Creating Products**

Explain how businesses create products to meet the needs and demands of consumers and businesses.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Creating Products**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Managing Products**

Explain product management.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Managing Products**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Evaluating Product Management**

Assess product management in various business scenarios.

## LESSON 4: UNDERSTANDING THE MARKETPLACE WRAP-UP

### Project: Creating a Product

Create a product to market.

Duration: 2 hrs 30 mins Scoring: 100 points

### Review: Understanding the Marketplace

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

### Test (CS): Understanding the Marketplace

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## UNIT 3: MARKETING PLACEMENT AND PRICING

### LESSON 1: PLACEMENT AND MARKETING

#### Study: Distribution Channels and Supply Chains

Explain distribution channels and supply chains.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Marketing Channels and Supply Chains

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Checkup: Analyzing Marketing Channels and Supply Chains

Explain marketing channels and supply chains.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Study: Logistics and Distribution

Describe ways products move through supply chains and channels.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Logistics and Distribution

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Study: Retailers and Wholesalers

Explain the role of retailers and wholesalers in the marketing process.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Retailers and Wholesalers

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Study: Visual Merchandising

Describe the importance of visual merchandising and how it is used.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Visual Merchandising

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Practice: Creating Visual Merchandising and Displays

Create a plan for placing products.

Duration: 0 hrs 40 mins Scoring: 40 points

## LESSON 2: PRICING AND MARKETING

### Study: Pricing and the Marketplace

Explain how supply and demand can affect pricing.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Pricing Basics

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Checkup: Analyzing Pricing

Analyze how supply and demand can affect pricing.

Duration: 0 hrs 40 mins Scoring: 0 points

### Study: Pricing Strategies

Describe various pricing strategies.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Pricing Strategies

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Study: The Price Is Set... Now What?

Examine mathematical processes that take place once the price has been set for a product.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: The Price Is Set... Now What?

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Study: Point of Sale Transactions

Discuss point of sale transactions.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Point of Sale Transactions

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Practice: Pricing in Practice

Practice using concepts in pricing.

Duration: 0 hrs 40 mins Scoring: 40 points

## LESSON 3: MARKETING PLACEMENT AND PRICING WRAP-UP

### Project: Placing and Pricing Your Product

Create a placement and pricing strategy for your product.

Duration: 2 hrs 30 mins Scoring: 100 points

### Review: Marketing Placement and Pricing

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

### Test (CS): Marketing Placement and Pricing

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## UNIT 4: MARKETING PROMOTION

### LESSON 1: PROMOTIONAL PLANNING

**Study: Promotion Basics**

Explain promotion in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Promotion Basics**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Analyzing Promotion**

Analyze the role of promotion in various business scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

**Study: Promotional Strategies**

Describe promotional strategies used in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Promotional Strategies**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Sales Promotion**

Describe different types of sales promotion.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Sales Promotion**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Analyzing Sales Promotion**

Differentiate different types of sales promotion.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 2: SELLING AND PUBLIC RELATIONS****Study: Selling**

Describe the selling process and the role of sales people in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Selling**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Practicing Your Salesmanship**

Apply effecting selling strategies to a variety of scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

**Study: Public Relations**

Explain the importance of public relations in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Public Relations**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: PR Plans**

Analyze the effectiveness of various public relations scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

**LESSON 3: ADVERTISING**

**Study: What Is Advertising?**

Describe different types of advertising.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: What Is Advertising?**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Effective Advertisements**

Explain how to create an effective advertisement.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Effective Advertisements**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Creating Effective Ads**

Create and evaluate an effective advertisement.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 4: MARKETING PROMOTION WRAP-UP****Project: Promoting Your Product**

Create a promotion and advertising plan for your product.

Duration: 2 hrs 30 mins Scoring: 100 points

**Review: Marketing Promotion**

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

**Test (CS): Marketing Promotion**

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

**UNIT 5: YOUR FUTURE IN MARKETING****LESSON 1: MARKETING AND ETHICS****Study: Ethics in Business**

Identify ethical, moral, and legal business practices.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Ethics in Business**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Ethical or Unethical?**

Compare ethical and unethical business practices.

Duration: 0 hrs 40 mins Scoring: 0 points

**Study: Ethics and Marketing**

Identify legal and ethical considerations in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Ethics and Marketing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Applying Ethics to Business Situations**

Evaluate legal and ethical marketing considerations in business.

## LESSON 2: EXPLORING YOUR MARKETING CAREER

### Study: Marketing Career Opportunities

Identify marketing career cluster pathways and occupations that align with personal interest.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Marketing Career Opportunities

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Practice: Researching Marketing Careers

Research marketing careers and requirements.

Duration: 0 hrs 40 mins Scoring: 40 points

### Study: Requirements for a Successful Marketing Career

Describe the behaviors, traits, skills, and abilities needed for a career in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Requirements for a Successful Marketing Career

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### Checkpoint: Marketing Self-Assessment

Analyze personal skills and aptitudes as part of a personal growth plan for pursuing a career in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

### Study: Creating a Plan

Explain how to create a career plan.

Duration: 0 hrs 40 mins Scoring: 0 points

### Quiz: Creating a Plan

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

## LESSON 3: YOUR FUTURE IN MARKETING WRAP-UP

### Project: Career Plan

Create an individual career plan.

Duration: 2 hrs 30 mins Scoring: 100 points

### Review: Your Future in Marketing

Review the material from this unit.

Duration: 0 hrs 30 mins Scoring: 0 points

### Test (CS): Your Future in Marketing

Take a test on the material from this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## UNIT 6: SEMESTER WRAP-UP

### LESSON 1: SEMESTER REVIEW AND EXAM

#### Review: Semester Review

Prepare for the end-of-course exam by reviewing key concepts and skills.

Duration: 0 hrs 45 mins Scoring: 0 points

#### Exam: Semester Exam

Take a computer-scored exam to assess what you have learned in previous units.



## UNIT 7: ROLE OF ECONOMICS AND FINANCE IN MARKETING

### LESSON 1: ECONOMICS AND MARKETING

#### Study: The Nature of Business and Marketing

Describe the current state of business.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: The Nature of Business and Marketing

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Study: Economics Overview

Describe basic economic principles and how they relate to marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Economics Overview

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Study: Current Economic Conditions

Explain how to measure current economic conditions.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Current Economic Conditions

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Checkup: Measuring Economic Conditions

Determine current economic conditions.

Duration: 0 hrs 40 mins Scoring: 0 points

### LESSON 2: FINANCE AND MARKETING

#### Study: Overview of Finance

Explain finance in business and how it relates to marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Overview of Finance

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Study: Productivity

Explain productivity.

Duration: 0 hrs 40 mins Scoring: 0 points

#### Quiz: Productivity

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### Practice: Analyzing Productivity

Analyze productivity in various marketing-related scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

#### Study: What Is Money?

Explain the concepts of money and credit.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: What Is Money?**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Analyzing Money**

Analyze the role of money in various marketing-related scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 3: COMPUTER TECHNOLOGY IN FINANCE****Study: Financial Tools**

Describe various financial tools used in business.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Financial Tools**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Spreadsheet Basics**

Describe the components and features of spreadsheets.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Spreadsheet Basics**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**LESSON 4: ROLE OF ECONOMICS AND FINANCE IN MARKETING WRAP-UP****Project: Financial Management**

Use financial tools to manage business-related scenarios.

Duration: 2 hrs 30 mins Scoring: 100 points

**Review: Role of Economics and Finance in Marketing Wrap-Up**

Prepare for the unit test by reviewing key concepts and skills.

Duration: 0 hrs 30 mins Scoring: 0 points

**Test (CS): Role of Economics and Finance in Marketing Wrap-Up**

Take a computer-scored test to assess what you have learned in this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

**UNIT 8: STARTING A BUSINESS****LESSON 1: ENTREPRENEURSHIP****Study: What Is Entrepreneurship?**

Describe entrepreneurship.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: What Is Entrepreneurship?**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Entrepreneurial Trends**

Analyze current entrepreneurial trends in business and marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Study: Starting a New Business**

Explain how to start a new business.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Starting a New Business**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**LESSON 2: DEVELOPING A PRODUCT****Study: Product Development**

Explain how businesses develop and market products.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Product Development**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Product Considerations**

Describe various considerations businesses take into account when developing products.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Product Considerations**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Planning for Product Development**

Create a plan for developing a product.

Duration: 0 hrs 40 mins Scoring: 40 points

**LESSON 3: MARKET RESEARCH AND PURCHASING****Study: Market Research**

Explain the importance of market research.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Market Research**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Analyzing Marketing Information Needs**

Analyze marketing information needs in various business-related scenarios.

Duration: 0 hrs 40 mins Scoring: 40 points

**Study: Purchasing**

Explain sound purchasing procedures and decisions.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Purchasing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Applying Purchasing Practices**

Apply purchasing techniques to various business-related scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 4: STARTING A BUSINESS WRAP-UP****Project: Marketing Plan**

Create a marketing plan.

Duration: 2 hrs 30 mins Scoring: 100 points

**Review: Starting a Business Wrap-Up**

Prepare for the unit test by reviewing key concepts and skills.

Duration: 0 hrs 30 mins Scoring: 0 points

### **Test (CS): Starting a Business Wrap-Up**

Take a computer-scored test to assess what you have learned in this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## **UNIT 9: MANAGING A BUSINESS**

### **LESSON 1: GENERAL BUSINESS MANAGEMENT**

#### **Study: Management and Leadership**

Explain the difference between management and leadership in the marketing field.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Management and Leadership**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Study: Human Resource Management**

Explain the role of human resource management and organized labor in the marketing field.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Human Resource Management**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Checkup: Analyzing Management and Leadership**

Analyze the role of management and leadership in various business-related scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

### **LESSON 2: MANAGEMENT OF DISTRIBUTION AND PRICING**

#### **Study: Distribution**

Describe considerations businesses take into account when planning for product distribution.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Distribution**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Study: Pricing**

Explain the importance of pricing in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Pricing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

#### **Practice: Distribution and Pricing**

Demonstrate distribution and information management skills.

Duration: 0 hrs 40 mins Scoring: 40 points

### **LESSON 3: MANAGEMENT OF PROMOTION**

#### **Study: Promotion**

Explain the importance of promotion in marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

#### **Quiz: Promotion**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Creating Promotional Materials**

Explain how to use design and other techniques to create promotional materials.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Creating Promotional Materials**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Selling**

Describe appropriate selling techniques in the marketing field.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Selling**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Practice Selling Techniques**

Apply selling techniques to a marketing scenario.

Duration: 0 hrs 40 mins Scoring: 40 points

**LESSON 4: MANAGEMENT OF MARKETING INFORMATION****Study: Marketing Information Management**

Explain how information management can help with managing product lines.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Marketing Information Management**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Information Management and Tracking**

Demonstrate tracking and information management skills.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 5: MANAGING A BUSINESS WRAP-UP****Project: Promotional Materials**

Create promotional materials.

Duration: 2 hrs 30 mins Scoring: 100 points

**Review: Managing a Business Wrap-Up**

Prepare for the unit test by reviewing key concepts and skills.

Duration: 0 hrs 30 mins Scoring: 0 points

**Test (CS): Managing a Business Wrap-Up**

Take a computer-scored test to assess what you have learned in this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

**UNIT 10: GOVERNMENT, LAW, AND ETHICS IN BUSINESS****LESSON 1: BUSINESS AND GOVERNMENT****Study: Role of Government in Business**

Describe the relationship between government and business.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Role of Government in Business**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Impact of Government Regulations on Business**

Explain how government regulation affects business.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Impact of Government Regulations on Business**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Analyzing Regulations**

Evaluate the effects of government on business.

Duration: 0 hrs 40 mins Scoring: 40 points

**Study: International Business**

Describe the features of international business.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: International Business**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkpoint: Exploring International Trade**

Analyze domestic and international business trade.

Duration: 0 hrs 40 mins Scoring: 0 points

**LESSON 2: BUSINESS LAW AND ETHICS****Study: Law and Ethics in Business and Marketing**

Explain the role of law and ethics in business and marketing.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Law and Ethics in Business and Marketing**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkpoint: Analyzing Legal and Ethical Issues**

Analyze legal and ethical issues in various workplace scenarios.

Duration: 0 hrs 40 mins Scoring: 0 points

**Study: Workplace Safety**

Explain how law and ethics can help guide workplace safety.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Workplace Safety**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Workplace Security**

Explain how law and ethics can help guide workplace security.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Workplace Security**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**LESSON 3: GOVERNMENT, LAW, AND ETHICS IN BUSINESS WRAP-UP****Project: Planning for Workplace Safety and Security**

Create a plan for workplace safety and security.

Duration: 2 hrs 30 mins Scoring: 100 points

**Review: Government, Law, and Ethics in Business Wrap-Up**

Prepare for the unit test by reviewing key concepts and skills.

Duration: 0 hrs 30 mins Scoring: 0 points

**Test (CS): Government, Law, and Ethics in Business Wrap-Up**

Take a computer-scored test to assess what you have learned in this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## UNIT 11: YOUR FUTURE IN BUSINESS, MARKETING, AND FINANCE

### LESSON 1: EXPLORING YOUR BUSINESS CAREER

**Study: Marketing-Related Careers**

Identify marketing-related career opportunities.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Marketing-Related Careers**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Study: Marketing Career Requirements**

Describe the skills, talents, and abilities needed for marketing-related careers.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Marketing Career Requirements**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Practice: Researching Marketing-Related Careers**

Research marketing-related careers and requirements.

Duration: 0 hrs 40 mins Scoring: 40 points

**Study: Creating an Education and Career Plan**

Explain how to create an education and career plan.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Creating an Education and Career Plan**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Assessing Your Goals and Skills**

Analyze individual goals and skills.

Duration: 0 hrs 40 mins Scoring: 0 points

### LESSON 2: PERSONAL FINANCE

**Study: Getting Paid**

Explain what happens before and after receiving a paycheck.

Duration: 0 hrs 40 mins Scoring: 0 points

**Quiz: Getting Paid**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

**Checkup: Preparing a Tax Return**

Prepare an individual income tax return.

Duration: 0 hrs 40 mins Scoring: 0 points

**Study: Managing Your Money**

Describe the features of a personal finance plan.

Duration: 0 hrs 40 mins Scoring: 0 points

### **Quiz: Managing Your Money**

Take a short quiz on what you've just learned.

Duration: 0 hrs 20 mins Scoring: 30 points

### **Practice: Understanding Banking Services**

Practice managing a bank account.

Duration: 0 hrs 40 mins Scoring: 40 points

## **LESSON 3: YOUR FUTURE IN BUSINESS, MARKETING, AND FINANCE WRAP-UP**

### **Project: Planning for Your Future**

Create an education, career, and investment plan.

Duration: 2 hrs 30 mins Scoring: 100 points

### **Review: Your Future in Business, Marketing, and Finance Wrap-Up**

Prepare for the unit test by reviewing key concepts and skills.

Duration: 0 hrs 30 mins Scoring: 0 points

### **Test (CS): Your Future in Business, Marketing, and Finance Wrap-Up**

Take a computer-scored test to assess what you have learned in this unit.

Duration: 0 hrs 40 mins Scoring: 60 points

## **UNIT 12: SEMESTER WRAP-UP**

### **LESSON 1: SEMESTER REVIEW AND EXAM**

#### **Review: Semester Review**

Prepare for the final exam by reviewing key concepts and skills.

Duration: 0 hrs 45 mins Scoring: 0 points

#### **Exam: Semester Exam**

Take a test on the material from this course.

Duration: 1 hr Scoring: 120 points