

**Trinity Area School District
Template for Curriculum Mapping**

Course: Virtual Business I Grade: 9 – 12	Overview of Course (Briefly describe what students should understand and be able to do as a result of engaging in this course): Can you lead a task? Are you creative? Do you like using different forms of technology? Then, Virtual Business is the course for you. You will be given the opportunity to use ALL of your business skills to engage in realistic business simulations.
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Overarching Big Ideas, Enduring Understandings, and Essential Questions
(These “spiral” throughout the entire curriculum.)

Big Idea (A Big Idea is typically a noun and always transferable within and among content areas.)	Standard(s) Addressed (What Common Core Standard(s) and/or PA Standard(s) addresses this Big Idea?)	Enduring Understanding(s) (SAS refers to Enduring Understandings as “Big Ideas.” EUs are the understandings we want students to carry with them after they graduate. EUs will link Big Ideas together. Consider having only one or two EUs per Big Idea.)	Essential Question(s) (Essential Questions are broad and open ended. Sometimes, EQs can be debated. A student’s answer to an EQ will help teachers determine if he/she truly understands. Consider having only one or two EQs per Enduring Understanding.)
Careers	15.9.12.A Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each. 15.9.12.B Analyze how marketing influences today’s households, businesses, and society including but not limited to business-to-consumer, business-to-business, and consumer-toconsumer.	<ul style="list-style-type: none"> <input type="checkbox"/> To work in the field of marketing, you need to obtain a four year college degree in marketing. <input type="checkbox"/> In the field of marketing, there are many different career paths you may choose. <input type="checkbox"/> Working hard and having an updated portfolio pays off. 	<ul style="list-style-type: none"> • How does having a degree in marketing benefit your future? • What are the different careers, fields, and organizations within the field of marketing. • How does working hard and having a working portfolio help in your future endeavors.

<p>Analyzing</p>	<p>15.9.12.C Evaluating the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.</p>	<p><input type="checkbox"/> Evaluating how members of the marketing channel influence what products or services are sold is an essential part of marketing.</p>	<ul style="list-style-type: none"> • How does analyzing members of the marketing channel impact the marketing decisions that we make? • Why would you want to improve a
	<p>15.9.12.E Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.</p> <p>15.9.12.F Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.</p> <p>15.9.12.G Assess the distribution process of various companies and industries.</p> <p>15.9.12.H Evaluate the impacts of various pricing strategies on the consumer and businesses at the local, domestic, and global level; including penetration, skimming, supply/demand, and exchange rates.</p> <p>15.9.12.L Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.</p> <p>15.9.12.M Evaluate laws and regulations impacting marketing.</p>	<p><input type="checkbox"/> Constantly improving product development, packaging, and branding are essential parts of staying competitive in the ever-changing market.</p> <p><input type="checkbox"/> Using cost effective technology will give you a competitive advantage in the marketplace.</p>	<p><input type="checkbox"/> product that is already selling in the market? How can utilizing technology benefit your future in the marketing profession?</p>

Creating	<p>15.9.12.I Design a comprehensive promotion plan for a product or service.</p> <p>15.9.12.K Create a comprehensive marketing plan.</p> <p>15.9.12.M Evaluate laws and regulations impacting marketing.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Designing a comprehensive promotion plan is an essential part of marketing. <input type="checkbox"/> Creating a detailed marketing plan before implementing a new product or service will save time and money for a company. 	<ul style="list-style-type: none"> <input type="checkbox"/> What is the relevance of designing a comprehensive promotion plan for a new product or service? <input type="checkbox"/> Why should you create a detailed marketing plan before you implement a new product? <input type="checkbox"/> How can knowing the business laws
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		<ul style="list-style-type: none"> <input type="checkbox"/> Knowing the laws and regulations of business is an essential element when deciding what, where, when, and how to produce a new product or service. 	and regulation impact what product or service is created.

Big Ideas, Enduring Understandings, and Essential Questions Per Unit of Study
(These do NOT “spiral” throughout the entire curriculum, but are specific to each unit.)

Month of Instruction (In what month(s) will you teach this unit?)	Title of Unit	Big Idea(s) (A Big Idea is typically a noun and always transferable within and among content areas.)	Standard(s) Addressed (What Common Core Standard(s) and/or PA Standard(s) addresses this Big Idea?)	Enduring Understanding(s) (SAS refers to Enduring Understandings as “Big Ideas.” EUs are the understandings we want students to carry with them after they graduate. EUs will link Big Ideas together. Consider having only one or two EUs per Big Idea.)	Essential Question(s) (Essential Questions are broad and open ended. Sometimes, EQs can be debated. A student’s answer to an EQ will help teachers determine if he/she truly understands. Consider having only one or two EQs per Enduring Understanding.)	Common Assessment(s)* (What assessments will all teachers of this unit use to determine if students have answered the Essential Questions?)	Common Resource(s)* Used (What resources will all teachers of this unit use to help students understand the Big Ideas?)
August September	Clip for the Cure Task	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M	Knowing the target audience and demographics determines how a product is marketed. Extensive research and knowledge about the	<ul style="list-style-type: none"> • How does demographics effect your marketing decisions? • Why would you need to research a 		

				<p>company and product is important before try to advertise it.</p> <p>Accuracy is an essential element when advertising an event for a company.</p> <p>Designing and utilizing advertisements, flyers, brochures, and billboards is an essential part of marketing.</p> <p>Product, price, promotion, and distribution are essential elements of the marketing mix.</p>	<p>company that you are already familiar with before you advertise them? Why is accuracy important when advertising an event?</p> <ul style="list-style-type: none"> □ How does advertising promote a company's business? □ How can product, price, promotion, and distribution effect the life cycle of a product? 		
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October – mid November	Honda Marketing Task	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.I 15.9.12.K 15.9.12.L	Researching a company and knowing about the products and services they offer is essential before designing an advertising campaign for them.	<input type="checkbox"/> Why is it necessary to research a company before preparing an advertising campaign ?		
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			15.9.12.M	<p>Designing a detailed and creative marketing campaign is an essential part of advertising.</p> <p>Utilizing technology enhances an advertisement.</p> <p>Preparation before presenting a promotional ideas is essential in marketing.</p>	<input type="checkbox"/> Why is being detailed and creative and essential element in marketing? <input type="checkbox"/> How can technology benefit your future career in marketing? <input type="checkbox"/> How can be prepared enhance your performance in marketing?		
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November (2 weeks)	Individual Task Virtual Resume/ Digital Portfolio	Careers Analyzing Creating	15.9.12.A 15.9.12.J 15.9.12.L	Preparing an individual virtual resume is essential before obtaining a career in marketing. Creating a digital portfolio containing samples of your individual work is an important aspect of marketing.	<input type="checkbox"/> Why is it important to have an updated virtual resume? How <input type="checkbox"/> can have a digital portfolio benefit your future?		
December	Professional Sports' Team Marketing Task	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.G	Knowing about the team your marketing is essential before designing an advertising campaign for them.	<input type="checkbox"/> Why is it important that you know about your subject before you		

			<p>15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M</p>	<p>Sticking to a timeline is essential in the marketing profession.</p> <p>Developing creative marketing strategies is an important element in marketing a product or service.</p> <p>Preparing a wellorganized presentation is an essential element in marketing.</p>	<ul style="list-style-type: none"> <input type="checkbox"/> design an advertising campaign? Why is it <input type="checkbox"/> important to stick to a timeline? How can being creative in developing marketing strategies benefit your future? <input type="checkbox"/> How does being prepared enhance your marketing presentation? 		
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January	Amusement Park Marketing Task	Careers Analyzing Creating	15.9.12.A 15.9.12.B 15.9.12.C 15.9.12.E 15.9.12.F 15.9.12.G 15.9.12.I 15.9.12.K 15.9.12.L 15.9.12.M	<p>Designing a campaign to promote a new ride requires extensive research and planning.</p> <p>Accuracy is essential when creating a billboard, flyer, and presentation.</p> <p>Accuracy, creativity, and fluency are important elements when creating and presenting a radio ad or video</p>	<input type="checkbox"/> Why would you need to know all the features of a new ride before promoting it? <input type="checkbox"/> How can accuracy enhance a marketing campaign? <input type="checkbox"/> How can accuracy, creativity, and		
				<p>advertisement. Deadlines are important when presenting an advertisement campaign to an executive.</p> <p>Logo design and slogan are essential when promoting a new ride at an amusement park.</p>	<input type="checkbox"/> fluency improve a radio ad or video? How can the logo design and slogan increase merchandise sales at an amusement park?		

* Some teachers may need to think about the assessments and resources used in order to determine the Big Ideas, Enduring Understandings, and Essential Questions embedded in their courses. At this point in your curriculum mapping, you might want to ignore the “Common Assessments” and “Common Resources Used” columns. However, you may use them if you wish.