

**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): Did you enjoy presenting to local businesses? Would you like to work with more? Then Virtual Business II is the course for you. You will be given the opportunity to use even more of your business and computer skills to engage in more 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-to-consumer.	<ul style="list-style-type: none"> • To work in the field of marketing, you need to obtain a four year college degree in marketing. • In the field of marketing, there are many different career paths you may choose. • 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.
Analyzing	15.9.12.C Evaluating the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.	<ul style="list-style-type: none"> • Evaluating how members of the marketing channel influence what products or services are sold is an essential part of marketing. 	<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>	<ul style="list-style-type: none"> • Constantly improving product development, packaging, and branding are essential parts of staying competitive in the ever-changing market. • Using cost effective technology will give you a competitive advantage in the marketplace. 	<p>product that is already selling in the market?</p> <ul style="list-style-type: none"> • How can utilizing technology benefit your future in the marketing profession?
<p>Creating</p>	<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"> • Designing a comprehensive promotion plan is an essential part of marketing. • 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"> • What is the relevance of designing a comprehensive promotion plan for a new product or service? • Why should you create a detailed marketing plan before you implement a new product? • How can knowing the business laws

		<ul style="list-style-type: none"> 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	Individual Task: Marketing a Local Insurance Company	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 service will be marketed. Extensive research and	<ul style="list-style-type: none"> How does demographics effect your marketing strategies? Why would you need to research a 		

				<p>knowledge about the service being marketed is important before trying to promote it.</p> <p>Accuracy is an essential element when promoting a service for a company.</p> <p>Designing and utilizing advertisements, flyers, brochures, and billboards is an essential part of marketing.</p> <p>Product/service, price, promotion, and distribution are essential elements of the marketing mix.</p>	<p>service before you promote it to a target audience?</p> <ul style="list-style-type: none"> • Why is accuracy important when promoting a service? • How does advertising promote a company's business? • How can product/service, price, promotion, and distribution effect the life cycle of a service being offered? 		
October – mid November	Individual Task: Military 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 15.9.12.M	<p>Researching a branch of the military and knowing about the services they offer is essential before designing an advertising campaign for them.</p> <p>Designing a detailed and</p>	<ul style="list-style-type: none"> • Why is it necessary to research a military branch before preparing an advertising campaign? • Why is being detailed and 		

				<p>creative marketing campaign is an essential part of advertising.</p> <p>Utilizing technology enhances an advertisement.</p> <p>Preparation before presenting a publicizing presentation is essential in marketing.</p>	<p>creative and essential element in marketing?</p> <ul style="list-style-type: none"> • How can technology benefit your future career in marketing? • How can be prepared enhance your performance in marketing? 		
November (2 weeks)	<p>Individual Task:</p> <p>Virtual Resume/ Digital Portfolio Update</p>	<p>Careers</p> <p>Analyzing</p> <p>Creating</p>	<p>15.9.12.A</p> <p>15.9.12.J</p> <p>15.9.12.L</p>	<p>Preparing and updating an individual virtual resume is essential before obtaining a career in marketing.</p> <p>Creating and constantly updating a digital portfolio which contains samples of your individual work is an important aspect of marketing.</p>	<ul style="list-style-type: none"> • Why is it important to have an updated virtual resume? • How can having a current updated digital portfolio benefit your future? 		
December	<p>Individual Task:</p> <p>Professional Sports' Team Marketing Task</p>	<p>Careers</p> <p>Analyzing</p> <p>Creating</p>	<p>15.9.12.A</p> <p>15.9.12.B</p> <p>15.9.12.C</p> <p>15.9.12.E</p> <p>15.9.12.F</p> <p>15.9.12.G</p> <p>15.9.12.I</p>	<p>Knowing about the team your marketing is essential before designing an advertising campaign for them.</p> <p>Sticking to a timeline is</p>	<ul style="list-style-type: none"> • Why is it important that you know about your subject before you design an advertising 		

			<p>15.9.12.K 15.9.12.L 15.9.12.M</p>	<p>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 well-organized presentation is an essential element in marketing.</p>	<p>campaign?</p> <ul style="list-style-type: none"> • Why is it important to stick to a timeline? • How can being creative in developing marketing strategies benefit your future? • How does being prepared enhance your marketing presentation? 		
January	<p>Individual Task: Teacher/ School Group Enhanced Marketing Task</p>	<p>Careers Analyzing Creating</p>	<p>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>	<p>Designing a campaign or product for an individual or group requires extensive research and planning.</p> <p>Accuracy is essential when creating a billboard, flyer, commercial, and presentation.</p> <p>Accuracy, creativity, and fluency are important elements when creating and presenting a radio ad or video advertisement.</p>	<ul style="list-style-type: none"> • Why would you need to research an organization you already familiar with before your market their product. • How can accuracy enhance a marketing campaign? • How can accuracy, creativity, and fluency 		

				<p>Deadlines are important when presenting an advertisement campaign to an executive.</p> <p>Willing to take constructive criticism is an important characteristic in the marketing profession.</p>	<p>improve a radio ad or video?</p> <ul style="list-style-type: none"> • How can meeting deadlines benefit your future prospective clientele? • How can constructive criticism benefit your professional growth? 		
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* 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.