

INTRO TO BUSINESS & MARKETING

Grades: 9 – 11 Prerequisite: None

Course Description

Students discover the roles of business and marketing in the free enterprise system and the global economy. Basic financial concepts of banking, insurance, credit, inheritance, taxation, and investments are investigated to provide a strong background as students prepare to make sound decisions as consumers, wage earners, and citizens. The real-world impact of technology, effective communication, and interpersonal skills is evident throughout the course. This course also supports career development skills and explores career options.

Required Materials

- ❖ 3-ring, 1-in. Binder
- ❖ 3 – 5 Tab Dividers
- ❖ Blue or Black Pen
- ❖ Pencil
- ❖ Positive Attitude! 😊

Binders may be stored in class for the student's convenience and at the student's own risk.

Communication



@RockRidgeDECA



@RRHS-DECA
[text code to 81010]

ALL CLASS MATERIALS ARE POSTED ON VISION.

Quarter 1



Quarter 2



Quarter 3



Quarter 4

Workplace Readiness Skills
Student Life — DECA and FBLA

ECONOMICS IN A GLOBAL ECONOMY

- ✓ Needs vs. Wants
- ✓ Factors of Production
- ✓ Supply & Demand
- ✓ Free Enterprise
- ✓ Economic Systems
- ✓ Business Cycle

Workplace Readiness Skills

BUSINESS & MARKETING CONCEPTS

- ✓ Types of Businesses
- ✓ Functions of Management
- ✓ Marketing Concept
- ✓ Marketing Functions
- ✓ Selling Process
- ✓ Communication Skills
- ✓ Social Responsibility/Ethics

CONSUMER CHOICES

- ✓ Rights & Responsibilities
- ✓ Purchase Motives/Best Value
- ✓ Banking Services
- ✓ Types of Credit
- ✓ Creditworthiness
- ✓ Savings & Investments
- ✓ Personal Taxation
- ✓ Insurance

EMPLOYABILITY SKILLS

- ✓ Interests, Aptitudes, Abilities
- ✓ Career Exploration
- ✓ Resumes
- ✓ Cover Letters
- ✓ Employment Applications
- ✓ Steps for Successful Interviews
- ✓ Mock Job Interview
- ✓ Follow Up & Thank You Letters

Four Year Progression

