

Pacing Guide: Semester (18 Week) View

David Crockett High School: CTE

Course: Introduction to Business & Marketing (Grades 9-12)

Week(s)	State Standard(s)	Main Topics
Week 1		<ul style="list-style-type: none">• Introduction to Course• Safety (Safety Precautions, Security Precautions, Handling Accidents)
Week 2	State Standard 4 (Marketing Concepts)	<ul style="list-style-type: none">• Marketing & The Marketing Concept• 5 Utilities & The 4 P's of the Marketing Mix
Week 3	State Standard 4 (Marketing Concepts)	<ul style="list-style-type: none">• Project 1 – Product Development
Week 4, 5, 6	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Economics• Supply & Demand Concepts• Economic Indicators (GDP, Inflation, ETC.)• Business Cycle• Infrastructure Development
Week 7	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• PowerPoint/Slides Brand/Product Research & Presentation Project
Week 8	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Management Structures & Functions
Week 9	State Standard 4, 5 (Marketing Concepts) (Social Responsibility)	<ul style="list-style-type: none">• Advertising and Ad Effectiveness• Public Relations• Print Ad Project
Week 10	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Distribution & Transportation

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Week 11	State Standard 2,4 (Business Concepts and Operations) (Marketing Concepts)	<ul style="list-style-type: none">• Branding, Packaging, & Labeling• Brand Logo Quiz Creation Project
Week 12	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Entrepreneurship & Factors of Production
Week 13	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Global Entrepreneurship
Week 14	State Standard 2, 4 (Business Concepts and Operations) (Marketing Concepts)	<ul style="list-style-type: none">• Entrepreneurship Project• Research, Presentation, Poster
Week 15	State Standard 2 (Business Concepts and Operations)	<ul style="list-style-type: none">• Types of Business Ownership• Sole Proprietorship• Partnership• Corporation
Week 16	State Standard 3 (Financial Concepts)	<ul style="list-style-type: none">• Financial Concepts and Terminology
Week 17	State Standards 1, 3 (Career Exploration of Business Management, Finance, and Marketing Careers) (Financial Concepts)	<ul style="list-style-type: none">• Career Exploration & Job Market Search• Business Plan – Company Description, Vision/Mission, P/S Plan
Week 18	State Standards 3 (Career Exploration of Business Management, Finance, and Marketing Careers)	<ul style="list-style-type: none">• Career Planning & Resumes