

COOPERATIVE MARKETING EDUCATION CLASS 1-2
COOPERATIVE MARKETING EDUCATION JOB 1-2
GRADES 11-12
(2 Semesters, 16 years, Application Required, Instructor Approval)

COURSE OVERVIEW:

Cooperative Marketing Education (CME) is designed to give the student an opportunity to receive training in a business related occupation. The class will present basic business competencies, and the job will allow students the opportunity to apply skills learned in class. The career goals may include areas such as professional secretary, marketing, management, accounting, or entrepreneurship. The student may work in industries such as apparel, finance, hospitality, or warehousing. The district requirement for consumer education can be met in the related class. Students will become members of DECA (an association for marketing students) and be allowed to participate at the area, state, and national levels. The business community is used as a major source for information in this class.

UNITS OF INSTRUCTION:

First Semester

- UNIT I - Introduction to Work-Based Learning
- UNIT II - Vocational Student Organizations (DECA)
- UNIT III - Computer & Social Skills
- UNIT IV - Business Communications and Teamwork
- UNIT V - Banking, Savings, Investing
- UNIT VI - Insurance and Managing Responsibilities
- UNIT VII - Credit

Second Semester

- UNIT I - Understanding Income and Taxes
- UNIT II - Business Mathematics
- UNIT III - Individualized Career Instruction
- UNIT IV - Managing Spending
- UNIT V - Career Planning and Decision Making
- UNIT VI - Applying for Jobs

STUDENT OUTCOMES:

<ol style="list-style-type: none">1.2.3.	<p>Students will demonstrate basic procedures of Cooperative Education.</p> <p>Students will participate in meetings and activities with DECA.</p> <p>Students will apply skills related to their chosen career.</p> <p>Students will apply skills related to consumerism.</p> <p>Students will demonstrate job-seeking skills.</p>
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MAJOR LEARNING EXPERIENCES TO ACHIEVE OUTCOMES:

<ol style="list-style-type: none">1.2.3.4.5.6.	<p>Students will read the text.</p> <p>Students will complete selected activities in the workbook.</p> <p>Students will participate in DECA activities.</p> <p>Students will work on their instructor approved job 15-30 hours per week and submit appropriate forms while maintaining their jobs.</p> <p>Students will participate in activities related to job seeking.</p> <p>Students will follow all labor laws and regulations of their employer while at work.</p>
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ADOPTED TEXT OR PRINCIPAL MATERIALS USED:

<p>Littrell, Joseph. <i>From School to Work</i>. South Holland, IL: Goodheart-Willcox Company. <i>From School to Work</i> workbook. (Adopted 2001)</p> <p>Textbook and Workbook</p> <p>Teacher created materials.</p> <p>Current business publications.</p> <p>MarkEd Resource Materials.</p>

(10/03/03)
(07/06/99)
(Rev 01/29/98)
(05/10/95)