

**Course Title:** 661 - Management & Leadership

**Board Approval Date:** November 17, 2020

**Credit / Hours:** 1.0 Credit / 126 hours

### **Course Description:**

Are you a leader or aspiring leader in our school? Do you want to improve your leadership abilities? The Management & Leadership course introduces students to key leadership and ethical knowledge and skills, including integrity, trust, accountability, transparency, fairness, and respect. Students will use real-world situations to help strengthen their leadership and ethical decision-making skills through the planning, implementation, and evaluation of a class service-learning project. Sales, Distribution, & Marketing Operations, General CIP 52.1801

### **Learning Activities / Modes of Assessment:**

Independent	Technology
Small Group	Projects
Whole Group	Presentations
One-on-one	Research
Classwork	Quizzes
Activities	Writing

### **Instructional Resources:**

MBA Research & Curriculum Center

- Course Guides
- LAP Modules
- Teacher Professional Development Training Materials

DECA, Inc. & PA DECA Competition Materials

Marketing Brew

Online Resources

Technical Journals

The RED Zone School Store

Discovery Education (login through Clever)

Curriculum: Marketing

Course: 661- Management & Leadership

Know/Task:	Understand:	Do:
<p>300- Explore Career Development Opportunities</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Prepare a resume for a specific job in Marketing or Business</li>   <li>-Prepare a letter of application for a specific job in the field of Marketing or Business</li>   <li>-Complete a job application for a specific job in the field of Marketing or Business</li>   <li>-Prepare for a job interview in the field of Marketing or Business</li>   <li>-Research career and educational opportunities in Marketing and Business</li>   <li>-Demonstrate and practice networking skills</li> </ul>	<p>301- Prepare a resume for a specific job in Marketing or Business. (6)</p> <p>302- Prepare a letter of application for a specific job in the field of Marketing or Business. (6)</p> <p>303- Complete a job application for a specific job in the field of Marketing or Business. (6)</p> <p>304- Prepare for a job interview in the field of Marketing or Business. (6)</p> <p>305- Research career and educational opportunities in Marketing &amp; Business. (6)</p> <p>306- Demonstrate and practice networking skills. (6)</p>
<p>500- Communications in Marketing</p>	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Communicate effectively in the workplace (classroom)</li>   <li>-Read &amp; comprehend written communication</li>   <li>-Create a variety of business communications utilized in the workplace (classroom)</li>   <li>-Prepare &amp; deliver a marketing related presentation</li>   <li>-Interpret nonverbal communications</li> </ul>	<p>502- Communicate effectively within the workplace. (2)</p> <p>503- Demonstrate ability to read and comprehend written communications. (2)</p> <p>504- Create a variety of written business communications utilized in the workplace. (2)</p> <p>507- Prepare and deliver a marketing related presentation. (2)</p> <p>509- Interpret nonverbal</p>

		communications. (2)
800- Business Management & Administration	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Compare the different forms of business ownership</li> <li>-Research safety concerns in the marketing and business industry</li> <li>-Analyze the nature of risk management</li> <li>-Explain the nature of business ethics</li> </ul>	<p>801- Compare the different forms of business ownership. (3)</p> <p>802- Research safety concerns in the marketing and business industry. (3)</p> <p>803- Analyze the nature of risk management. (3)</p> <p>805- Explain the nature of business ethics. (3)</p>
1100- Providing Personalized Customer Service	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Describe the benefits of customer service</li> <li>-Demonstrate the use of effective face-to-face communication with customers</li> <li>-Develop a rapport with customers</li> <li>-Solve customer problems</li> <li>-Handle difficult customers</li> <li>-Exhibit positive customer relations</li> </ul>	<p>1101- Describe the benefits of customer service. (4)</p> <p>1103- Demonstrate the use of effective face-to-face communication with customers. (4)</p> <p>1104- Develop a rapport with customers. (4)</p> <p>1105- Solve customer problems. (4)</p> <p>1107- Handle difficult customers. (4)</p> <p>1110- Exhibit positive customer relations. (4)</p>
1200- Channel Management	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Identify and explain the channels of distribution</li> <li>-Distinguish and select channel of distribution for a product</li> <li>-Describe types of inventory control</li> </ul>	<p>1201- Identify and explain the channels of distribution. (5)</p> <p>1202- Distinguish and select channel of distribution for a product. (5)</p> <p>1203- Describe types of inventory control. (5)</p>

	<ul style="list-style-type: none"> <li>-Receive and inspect merchandise</li> <li>-Identify the purpose and importance of purchasing procedures</li> </ul>	<p>1204- Receive and inspect merchandise. (5)</p> <p>1205- Identify the purpose and importance of purchasing procedures. (5)</p>
1500- Product/Service Management	<p>Students will be able to...</p> <ul style="list-style-type: none"> <li>-Explain the nature of product/service branding</li> <li>-Develop strategies to position a product/business</li> </ul>	<p>1502- Explain the nature of product/service branding. (4)</p> <p>1504- Develop strategies to position a product/business. (4)</p>

## Pacing Guide

Course: 661- Management & Leadership

<b>Course Unit (Topic)</b>	<b>Length of Instruction (Class Periods)</b>
1- Course Policies, Expectations, Procedures	3-4 days
2- Planning & Organizing	13 days
3- Staffing & Directing	8 days
4- Customer Service	20 days
5- Controlling	38 days
6- Final Project- Career Planning	7 days
<b>Total Days</b>	<b>90</b>