

# Unit 2: Communication

Content Area: **Business**  
Course(s): **Marketing**  
Time Period: **2nd Marking Period**  
Length: **10 Weeks**  
Status: **Published**

## Unit Overview

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This unit is designed to have the students explore communication skills in order to make effective presentations and articulate written messages.

## Transfer

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Students will be able to demonstrate effective oral and written communication skills through oral presentations to the class and persuasive written email to a client.

## Meaning

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## Understandings

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Students will understand...

1. the role of listening in communication
2. why awareness of cultural differences is important
3. how to organize and present ideas
4. how to demonstrate professional telephone communication skills
5. how to write effective business letters and persuasive messages
6. how to problem solve a business scenario and clearly present findings

## **Essential Questions**

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1. What are barriers to listening?
2. Why is it important for businesspeople to be aware of cultural differences?
3. What techniques can help you read for understanding?
4. What are the considerations in business writing?
5. What are methods for organizing and presenting your ideas?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know...

1. the role of listening in communication
2. why awareness of cultural differences is important
3. how to organize and present ideas
4. how to demonstrate professional telephone communication skills
5. how to write effective business letters and persuasive messages
6. how to problem solve a business scenario and clearly present findings

### **Students will be skilled at...**

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Students will be able to...

1. Explain the role of listening in communication
2. Identify why awareness of cultural differences is important
3. Experiment with how to organize and present ideas

4. Demonstrate professional telephone communication skills
5. Develop an effective business letter with a persuasive message
6. Solve a business scenario and clearly present findings

## **Academic Vocabulary**

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Communication

Channels

Media

Feedback

Barriers

Setting

Distractions

Emotional Barriers

Jargon

Additional Vocabulary to come from DECA Role Plays on [www.deca.org](http://www.deca.org)

## **Learning Goal 1**

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Students will apply effective communication strategies in reading and listening.

- Students will identify effective communication strategies in reading and listening.

12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MGT.4	Access, evaluate and disseminate information to aid in making marketing management decisions.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.

CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.C	Communication and Collaboration: Students use digital media and environments to communicate and work collaboratively, including at a distance, to support individual learning and contribute to the learning of others.

## **Target 1**

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Students will be able to read for key content throughout the chapter.

- Students will be able to read for key content throughout the chapter.

## **Target 2**

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Students will be able to apply effective listening techniques to accurately identify important information.

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## **Learning Goal 2**

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Students will be able to analyze a business scenario and create a persuasive presentation with their solutions.

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12.9.3.MK.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
12.9.3.MK.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK.10	Use marketing strategies and processes to determine and meet client needs and wants.
12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.3	Access, evaluate and disseminate information to enhance marketing decision-making processes.
12.9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a

	desired outcome.
12.9.3.MK-MGT.4	Access, evaluate and disseminate information to aid in making marketing management decisions.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
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## **Target 1**

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Student will be able to problem solve a DECA role play and orally share their ideas.

- Student will be able to problem solve a DECA role play and orally share their ideas.

## **Target 2**

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Student will be able to construct a persuasive writing to a prospective client.

- Student will be able to construct a persuasive writing to a prospective client.

## **Summative Assessment**

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Unit Assessment will be created and will count as the Marking Period 2 Benchmark. In addition, there will be other assessments in the form of projects, pen and paper tests, and quizzes.

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## **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussion

Do Nows and Closures

Class Polling

Observation

DECA Role Plays

Test and Quizzes

## **Accommodations/Modifications**

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Differentiation:

Possible opportunities to make connections with ELA courses.

Partner students for some oral presentation activities to reduce anxiety

All instruction, labs, activities, and assessments will be modified and enhanced to adhere to individual student's IEPs and 504s. As well differentiated classroom management strategies will be utilized as to adhere to these students individual plans as well.

Enrichment:

DECA enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated Power Points, Notes, Projects and Worksheets

Textbooks

Internet Resources

Computer Based Activities

Document Projector

Overhead Projector

Vocabulary Workbooks

[www.deca.org](http://www.deca.org)

## **Interdisciplinary Connections**

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LA.RST.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.
LA.RST.11-12.9	Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.
LA.WHST.11-12.4	Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.
LA.WHST.11-12.6	Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.
MA.K-12.5	Use appropriate tools strategically.