

Learning Goals and Scales  
2016-2017

**Rigorous Learning Goal/Scale**

<b>Course: Unit 1</b>	<b>Honors Marketing</b>
<p><b>Score 4</b></p> <p>Additional Success with the complex content and concepts—inferences, novel applications</p>	<p><b>In addition to score 3.0 performance, the student demonstrates in-depth inferences and applications that go beyond what was taught.</b></p> <p><b>Student makes no major errors or omissions regarding the score 4 content</b></p>
<p><b>Score 3</b></p> <p>Mastery of complex content and concepts of learning goal</p>	<p><b>TARGET LEARNING GOAL: The student will be able to understand the importance of E-commerce capabilities and the impact of technology to business</b></p> <ul style="list-style-type: none"> <li>• Describe e-commerce capabilities and how it can impact a business</li> <li>• Describe e-tailers and how interactive marketing offers the buyer-seller communications</li> <li>• Analyze the various differences of a brick and mortar vs Internet sales</li> <li>• Explain how retailers utilize website for research prior to sale</li> </ul> <p><b>Student makes no major errors or omissions regarding the score 3 content</b></p>
<p><b>Score 2</b></p> <p>Success with simpler content—vocabulary, foundational skills</p>	<p><b>The student will recognize or recall specific vocabulary or basic content, such as:</b></p> <ul style="list-style-type: none"> <li>• E-commerce, e-business, interactive marketing, electronic storefront, firewall, phishing, podcast, banner ads, pop-up ads</li> </ul> <p><b>The student will perform basic skills or process, such as:</b></p> <ul style="list-style-type: none"> <li>• Examine the profile of online buyers and sellers working with charts and graphs</li> <li>• Explain the difference between e-marketing vs online marketing</li> <li>• Review traditional marketing strategies including pricing, distribution, advertising, promotion and customer service</li> <li>• Explain traditional brick and mortar vs internet</li> </ul> <p><b>Student makes no major errors or omissions regarding the score 2 content</b></p>
<p><b>Score 1</b></p> <p>Partial success with help</p>	<p><b>With help, student achieves partial success at score 2 content and/or score 3 content</b></p>
<p><b>Score 0</b></p> <p>No success even with help</p>	<p><b>Even with help, no success</b></p>