

# Unit 5: Skills for Marketing

Content Area: **21st Century Life & Careers**  
Course(s): **Business and Consumer Math**  
Time Period: **Semester 1**  
Length: **3 Weeks**  
Status: **Published**

## Unit Introduction

---

## Standards

---

9.4.D.(2); 9.4.D.(4); 9.4.N.(1); 9.4.N.(2)

BUS.9-12.V	Marketing Research
BUS.9-12.IV.1.A.2	New Product Development and Ideas
BUS.9-12.IV.1.D.2	Sales Promotion
BUS.9-12.III.1.G	Technology

## Essential Questions

---

1. Why do we need to know how to communicate clearly and effectively?
2. What is the impact of technology on business?
3. Why is the basic understanding of management structure essential for business success?

## Content / Skills

---

### CONTENT

- The communication process <sup>[L]</sup><sub>[SEP]</sub>
- Speech and writing <sup>[L]</sup><sub>[SEP]</sub>
- Personal interactions <sup>[L]</sup><sub>[SEP]</sub>
- Leadership and teamwork <sup>[L]</sup><sub>[SEP]</sub>
- <sup>[L]</sup><sub>[SEP]</sub>Management structures
- Management functions

### SKILLS <sup>[L]</sup><sub>[SEP]</sub> <sup>[L]</sup><sub>[SEP]</sub>

- Contrast verbal and nonverbal communication
- Explain the role of listening in communication <sup>[L]</sup><sub>[SEP]</sub>

- Organize and present ideas
- Demonstrate professional communication skills SEP
- Identify personal traits necessary for ethical action in the workplace
- Demonstrate aspects of a successful team member
- Contrast horizontal and vertical management structures
- Identify levels and functions of management
- Explain effective management techniques