GEORGIA | PEACH STATE PATHWAYS 2009 · 2010

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing Communications and Promotions

COURSE: E-marketing

UNIT 12: You and E-commerce

☑ INTRODUCTION

Annotation:

Students will complete a career project on an e-marketing career.

Grade(s):

	9th
X	10th
X	11th
X	12th

Time: 3 50 minute periods

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Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.

FOCUS STANDARDS

GPS Focus Standards:

MKT-EM-12. Students will explore e-marketing careers.
  a. Differentiate between jobs and careers.
  b. Explain how career choices impact lifestyles.
  c. Determine careers available in e-marketing.
  d. Determine education, skills, and training necessary to obtain positions in this career area.
  e. Determine traits that appeal to employers.

GPS Academic Standards:

ELA11C1. The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

National / Local Standards / Industry / ISTE:

UNDERSTANDINGS & GOALS

Enduring Understandings:
  ▪ Students will have a working understanding of potential careers in E-marketing.
  ▪ Students will understand E-marketing careers on a personal level (how the careers relate to the students as possible opportunities)

Essential Questions:
  ▪ How would you go about pursuing a career in E-marketing?
  ▪ What types of careers could one pursue in E-marketing?
  ▪ Why is it particularly important to have a working knowledge of E-marketing careers in the 21st Century?

Knowledge from this Unit:

  ▪ A list of careers in the field of E-marketing.
  ▪ A list of skills generally associated with most jobs in E-marketing

Skills from this Unit:

  ▪ How to research information on careers.

ASSESSMENT(S)

Assessment Method Type:

           Pre-test

           Objective assessment - multiple-choice, true- false, etc.
             __ Quizzes/Tests
             __ Unit test

           Group project

     X   Individual project

           Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
             __ Self-check rubrics
             __ Self-check during writing/planning process
             __ Journal reflections on concepts, personal experiences and impact on one's life
             __ Reflect on evaluations of work from teachers, business partners, and competition judges
             __ Academic prompts
             __ Practice quizzes/tests

           Subjective assessment/Informal observations
             __ Essay tests
             __ Observe students working with partners
             __ Observe students role playing

           Peer-assessment
             __ Peer editing & commentary of products/projects/presentations using rubrics
             __ Peer editing and/or critiquing

           Dialogue and Discussion
             __ Student/teacher conferences
             __ Partner and small group discussions
             __ Whole group discussions
             __ Interaction with/feedback from community members/speakers and business partners

           Constructed Responses
             __ Chart good reading/writing/listening/speaking habits
             __ Application of skills to real-life situations/scenarios

           Post-test

Assessment(s) Title:

[Catch a Career Activity](#)

[Catch a Career Rubric](#)

Assessment(s) Description/Directions:

Student researches an E-marketing career. Student presents PowerPoint presentation on chosen career.

LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
    MKT-EM-12. Students will explore e-marketing careers.
    - f. Differentiate between jobs and careers.
    - g. Explain how career choices impact lifestyles.
    - h. Determine careers available in e-marketing.
    - i. Determine education, skills, and training necessary to obtain positions in this career area.
    - j. Determine traits that appeal to employers.

    ELA11C1. The student demonstrates understanding and control of the rules of the English language, realizing that usage involves the appropriate application of conventions and grammar in both written and spoken formats.

2. Review Essential Questions.
    - How would you go about pursuing a career in E-marketing?
    - What types of careers could one pursue in E-marketing?
    - Why is it particularly important to have a working knowledge of E-marketing careers in the 21st Century?

3. Identify and review the unit vocabulary.

4. Using the E-marketing career listing given, either assign or allow students to choose one career from the list. Make sure there are a variety of careers.

5. Have students complete project – Career Study Presentation (you may choose Catch a Career Activity instead if you choose and you have less time)

6. Give students time in class to complete the project.

7. Assist students as needed in completing the career study.

8. Have students present their projects to the class.

9. Grade projects with Career Study Presentation Evaluation

Attachments for Learning Experiences:
E-Marketing Career List

Notes & Reflections:
Teacher will need to get the GCIS (GCIC) password for the school from the media center prior to the lesson. If the school doesn't have access to GCIS, then use the Catch a Career Activity instead. It is a good idea to have students take the interest inventory and skills assessment on GCIS. The results will give them Holland Codes and tell them where their particular skills and interests are for finding a fitting career.

CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

Career Study Presentation Instructions

Career Study Presentation (Evaluation)

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

Students prepare PowerPoint presentation on E-marketing career and present to class.

UNIT RESOURCES

Web Resources:

Georgia Career Information Center
www.gcic.edu
U.S. Department of Labor Dictionary of Occupational Titles
http://www.oalj.dol.gov/libdot.htm
Occupational Outlook Handbook
http://www.bls.gov/oco/home.htm
Salary.com
http://www.salary.com

Attachments, Materials & Equipment:

Computers with presentation software & internet capability. Presentation equipment.

What 21st Century Technology was used in this Unit:

X	Slide Show Software		Graphing Software		Audio File(s)
	Interactive Whiteboard		Calculator		Graphic Organizer
	Student Response System		Desktop Publishing		Image File(s)
	Web Design Software		Blog		Video
	Animation Software		Wiki		Electronic Game or Puzzle Maker
	Email	X	Website		