



# SCHOOL DISTRICT OF MONROE

*Preparing for the Future, One Child at a Time*

## Money & Marketing

### **Course Description:**

The curriculum for this course is developed from the [Wisconsin Standards for Business and Information Technology](#). This is an elective course that meets every day for a semester. This is an introductory course designed to give students an introduction to the stock market and business concepts, including: needs versus wants, opportunity cost, supply and demand, advertising, advertising campaigns, infomercials, and entrepreneurship. Grades are determined by quizzes, tests, projects and daily work. The information in this course overview outlines what students should understand and be able to do by the end of the semester/year.

### **Mastery Standards:**

Students will evaluate how resources are allocated in society. (BIT.EC1)

Describe how productive resources are limited and people must make choices in how they are used. (BIT.EC1.a)

Use effective decision making processes to compare the costs and benefits of alternatives. (BIT.EC1.b)

Students will analyze how market structures and prices affect the economy. (BIT.EC4)

Differentiate between buyers and sellers. (BIT.EC4.a)

Evaluate how competition between buyers and sellers influences both the quantity produced and the price of a good or service. (BIT.EC4.b)

Students will recognize that entrepreneurs possess unique characteristics and evaluate the degree to which one possesses those characteristics. (BIT.EN1)

Explore the characteristics of an entrepreneur. (BIT. EN1.a)

Students will analyze the elements of the marketing mix, the interrelationships and how they affect sales and business processes. (BIT.MK1)

Implement appropriate strategies to communicate information about products and services to achieve a desired outcome. (BIT.MK1.d)

Students will evaluate savings and investment options and implement a diversified investing strategy that is compatible with personal goals. (BIT.PF3)

Applying basic application within a spreadsheet software develops the foundation of formatting. (BIT.IT1.c)

Determine an author's point of view or purpose in a text. (CCSS.ELA-LITERACY.RI.8.6)

Unit	Description of Unit and Learning Targets
<p><b>Unit Title: Opportunity Cost/The Economic Way of Thinking—Needs versus Wants</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>How do we make decisions incorporating trade offs and opportunity cost in our daily lives?</li> </ul>	<p>Students will.....</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>Identify the opportunity costs involved in making personal decisions.</li> <li>Develop a solution to a problem and identify the opportunity cost.</li> </ul>

<p><b>Unit Title: Spreadsheets</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• Why do companies and individuals use spreadsheet software?</li> <li>• What can be done with a spreadsheet?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Enhance a spreadsheet visually using fonts, colors and graphics.</li> <li>• Generate formulas to perform calculations.</li> <li>• Analyze numerical and graphic data in a spreadsheet.</li> </ul>
<p><b>Unit Title: Stock Market</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How can saving and investing help me earn additional income?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Describe the relationship between saving and investing.</li> <li>• Describe reasons for saving and investing.</li> <li>• Differentiate between various savings/investing options.</li> </ul>
<p><b>Unit Title: Supply and Demand</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How do the forces of supply and demand influence price, wages and even college admissions?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Examine how markets are interrelated and changes in the price of one good or service can lead to changes in the price of other goods and services.</li> <li>• Demonstrate how an increase or a decrease in the price of a good or service affects the quantity that producers are willing to make.</li> <li>• Discuss when consumers look for substitutes.</li> <li>• Examine how competition for similar products impacts buyers and sellers.</li> <li>• Discuss the effect of competition on products and prices.</li> </ul>
<p><b>Unit Title: Entrepreneurship</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• What motivates entrepreneurs?</li> <li>• Why are entrepreneurs risk-takers?</li> <li>• How are entrepreneurs essential to the 21st century economy?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Identify the characteristics of a successful entrepreneur.</li> <li>• Identify one's own personal traits that are typical characteristics of an entrepreneur.</li> <li>• Identify entrepreneurs and their contributions to the local economy.</li> </ul>
<p><b>Unit Title: Advertising, Ad Campaigns, and Infomercials</b></p> <p><u>Essential Questions:</u></p> <ul style="list-style-type: none"> <li>• How do others influence our thinking?</li> </ul>	<p>Students will...</p> <p><u>Learning Targets:</u></p> <ul style="list-style-type: none"> <li>• Explain the role of advertising.</li> <li>• Explain how advertising affects consumer purchases.</li> <li>• Identify a variety of advertising techniques, including persuasive techniques using Ethos, Pathos, and Logos.</li> <li>• Create and revise an advertisement after learning about advertising concepts.</li> <li>• Explain types of promotion.</li> <li>• Identify the various media available for advertising.</li> </ul>