



Course Title: Marketing Education, DMACC

Description: The Marketing Education class will provide instruction in a classroom setting. Marketing Education students will study a variety of subjects which will include: self-assessment, exploring careers, finding a job, joining the workforce, professional development, life skills, and lifelong learning. Classroom opportunities include entry-level requirements for succeeding and progressing on the job and application of classroom learning to an internship in a chosen career area. Marketing Education corresponds with ADM 269 and ADM 221 in the DMACC course guide.

ADM 221 DMACC Course Description: The course covers aspects of professional career placement including various interview methods, job application materials, electronic career portfolios, digital footprint, and professional image, as well as negotiating the job offer. Prepare a cover letter, resume, letter of acceptance, resignation letter, thank you letter, and answers for behavioral interview questions.

ADM 269 DMACC Course Description: Designed to make students aware of their personal strengths and identify areas for improvement. Concentrates on helping students develop marketable personal and professional image and work behavior. Includes personal styles, leadership, diversity. Students may not receive course credit for both ADM 269 and ADM 259.

Standards are from DMACC Courses ADM 221 & ADM 269, plus Iowa CTE Business, Finance, Marketing, Management Standards #2, #3, #4, #5, #6, #8, #12, #13

<u>Reporting Topic</u>	<u>Course Level Standards</u>	<u>Competency Statement</u>
<u>Finding A Job</u>	<ul style="list-style-type: none"> ● Explain the need to plan the job search process. ● Describe how a job search is conducted. ● Utilize job-seeking methods, (as appropriate with current trends for each industry such as on-line applications, via social media, etc.)to the job search process. 	Students will assess the job search process.
<u>Career Search</u>	<ul style="list-style-type: none"> ● Give examples of ways job or career decisions affect an individual's life. ● Identify job wants and needs which offer work satisfaction. ● Convert individual strengths to match employer needs. ● Identify interests, aptitudes, skills, experiences and accomplishments. ● List job related strengths. 	Students will develop a personal inventory.



	<ul style="list-style-type: none"> ● Discuss how individual weaknesses can be communicated in a positive way. ● Write clear and concise short, intermediate and long term career goals. ● Define the ideal job or position being sought. ● Complete a personal and professional reference list. ● Review your online presence/foot-print and understand “digital citizenship”. 	
<u>Researching Careers</u>	<ul style="list-style-type: none"> ● Identify an employer target market. ● Prepare a list of network sources for assistance in identifying prospective employers. ● Conduct an interview with an individual working in the career goal position. ● Demonstrate proper telephone/email/communication techniques to gain appointments. ● 	Students will assess the job market.
<u>Job Portfolio</u>	<ul style="list-style-type: none"> ● Prepare a personal resume. ● Write a letter of application. ● Complete an employment application properly. ● Write a follow-up letter to the interviewer. ● Establish a professional online presence with a platform such as Linked-In and/or an electronic portfolio. ● Compile and assemble an employment resource binder. ● 	Students will develop a job seeking promotional portfolio.
<u>Interviewing</u>	<ul style="list-style-type: none"> ● Identify necessary steps to prepare for the interview. ● Plan appropriate interview attire/image. ● Prepare responses for commonly asked interview questions. ● Demonstrate the proper technique for greeting the interviewer. ● Demonstrate ways to sell oneself during the interview. 	Students will prepare for the employment interview.



	<ul style="list-style-type: none"> ● Prepare questions to ask the interviewer. ● Role play the appropriate techniques for a phone/web interview. ● Demonstrate the proper way to end the interview. ● Identify proper techniques in negotiating starting salary and/or employment benefits. ● 	
<u>Job Transition</u>	<ul style="list-style-type: none"> ● Determine ways to adapt to a new workplace environment. ● Discuss appropriate exit techniques from a current position. ● Become aware of and prepare for your role in an exit interview. ● Create a letter of resignation. ● Analyze transferable skills and the best strategies for a career change. 	Students will examine job transition strategies.
<u>Professional Image</u>	<ul style="list-style-type: none"> ● Demonstrate physical poise ● Describe the importance of portraying a professional image ● Identify an office's professional dress code ● Analyze present business attire 	Students will develop a professional image.
<u>Principles of Communication</u>	<ul style="list-style-type: none"> ● Identify the communication cycle, verbal and nonverbal ● Analyze how social media influences business communication ● Identify the various communication styles and relate to each style ● Evaluate common causes of breakdown in communication 	Students will apply principles of communication.
<u>Positive Attitude</u>	<ul style="list-style-type: none"> ● Describe the importance of positive self-esteem ● Interact with others in a courteous manner 	Students will practice a positive attitude.



	<ul style="list-style-type: none"> ● Cooperate with others with diverse attitudes, customs, practices ● Accept criticism and/or praise ● Evaluate personal behavior for positive change. 	
<u>Utilizing Professional Organizations</u>	<ul style="list-style-type: none"> ● Observe activities and/or work procedures of business professionals ● Utilize professional journals and resources ● Expand your personal and professional life with service learning and volunteer activities ● Learn to present and describe valuable skills obtained while serving others 	Students will recognize the value of professional organizations and service learning.
<u>Time Management</u>	<ul style="list-style-type: none"> ● List goals both for personal/professional growth ● Describe obstacles to achievement of goals ● Apply time management skills ● Describe money management principles 	Students will apply self-management principles.
<u>Business Etiquette</u>	<ul style="list-style-type: none"> ● Define telephone techniques ● Describe business meeting/meal etiquette ● Explain how to make introductions and begin conversations 	Students will apply principles of business etiquette.
<u>Leadership Skills</u>	<ul style="list-style-type: none"> ● Demonstrate personal management techniques including problem solving, critical thinking, and teamwork negotiation ● Demonstrate personal management techniques including problem solving, critical thinking, and teamwork negotiation ● Facilitate team interaction ● Identify leadership characteristics ● Explain the importance of empowering and mentoring others ● Collaborate with team members and give presentation 	Students will build Leadership Skills.



<u>Job Adjustment</u>	<ul style="list-style-type: none">● Recognize a need for retraining and learning new skills● Identify the importance of supportive relationships with supervisors and coworkers	Students will explain job adjustment skills.
<u>Personal Values & Ethics</u>	<ul style="list-style-type: none">● Identify personal values● Recognize relevant ethical issues in business● Explore personal integrity and the integrity of the employer● Review fairness policies that are part of the office culture	Students will describe personal and business ethics.
<u>Cultural Diversity</u>	<ul style="list-style-type: none">● Illustrate strategies to embrace the value of diversity and generational influences in the workplace● Explore today's culturally-diverse society● Illustrate strategies to embrace cultural diversity● Identify the value of individual differences	Students will illustrate strategies to embrace the value of diversity and generational influences in the workplace.
<u>Health Management</u>	<ul style="list-style-type: none">● Practice personal hygiene and cleanliness● Apply principles of food nutrition and a healthy lifestyle● List the benefits of exercise● Apply stress management techniques	Students will apply principles of health management.