

**Florida Department of Education  
CURRICULUM FRAMEWORK**

**Program Title:** Marketing Education Directed Study  
**Program Type:** Job Preparatory  
**Occupational Area:** Marketing

**Program Number:** Secondary  
**8800100**  
 CIP Number: 0208999903  
 Grade Level: 11-12, 30, 31  
 Length: Multiple credits  
 Certification: ANY MARKETING ED G  
 CTSO: DECA  
 Coop Method: No  
 Apprenticeship: No

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to provide students with additional competencies or more extensive work-based learning experiences related to competencies in a job preparatory program that will enhance their opportunities for employment in the occupation chosen by the student. The content is prescribed by the instructor based upon the individual student's need for directed study. Research, portfolio development, and field experiences may be considered appropriate activities if related to framework outcomes in the job preparatory program.

Reinforcement of Florida's Sunshine State Standards appropriate for the job preparatory program occurs through career classroom instruction and applied laboratory procedures or practice.

- II. **LABORATORY ACTIVITIES:** A work station is provided as appropriate to support the training activities of the student.

- III. **SPECIAL NOTES:** DECA, "An Association of Marketing Students," is the appropriate career student organization for providing leadership training and reinforcing specific career and technical skills. Career Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065, FAC.

This course may be taken for additional study only by a student who has completed or is currently completing a specific secondary job preparatory program or occupational completion point. A student may earn multiple credits in this course.

The selected intended outcomes and student performance standards that the student must master to earn credit must be outlined in an instructional plan developed by the instructor.

The student enrolled in this course must be reported using the Course Code Directory program number for the specific occupational completion point.

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to: identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem solving, technical, and literacy skills.

IV. **INTENDED OUTCOMES**: After successfully completing this course, the student will be able to:

- 01.0 Perform the specific student performance standards identified through the instructor's assessment for determining individual student needs.
- 02.0 Demonstrate knowledge of the academic skills appropriate for the selected occupational goal.
- 03.0 Participate in work-based learning experiences.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Program Title:** Marketing Education Directed Study  
**Secondary Number:** 8800100

- 01.0 PERFORM THE SPECIFIC STUDENT PERFORMANCE STANDARDS IDENTIFIED THROUGH THE INSTRUCTOR'S ASSESSMENT FOR DETERMINING INDIVIDUAL STUDENT NEEDS--The student will be able to complete the individualized plan of study.
- 02.0 DEMONSTRATE A KNOWLEDGE OF THE ACADEMIC SKILLS APPROPRIATE FOR THE SELECTED OCCUPATIONAL GOAL--The student will be able to:
- 02.01 Use addition, subtraction, multiplication, and division to solve problems. MA.A.1.4, MA.A.2.4.2, MA.A.3.4.1, MA.A.3.4.3, MA.A.5.4.1, MA.B.1.4.3, MA.B.2.4, MA.B.3.4.1, MA.E.1.4, SC.H.3.4.1
  - 02.02 Research, read, and understand information. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8
  - 02.03 Write logical statements and reports using standard rules of English. LA.B.1.4, LA.B.2.4
  - 02.04 Apply scientific method. SC.H.1.4
  - 02.05 Use and relate academic knowledge. LA.C.1.4.1, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4, LA.C.3.4, LA.D.1.4, LA.D.2.4
- 03.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES—The student will be able to participate in work-based learning experiences appropriate to the chosen occupation.