

**Florida Department of Education  
CURRICULUM FRAMEWORK**

**Program Title:** Marketing Cooperative Education - OJT  
**Occupational Area:** Marketing

	<u>Secondary</u>	<u>PSAV</u>
<b>Program Numbers:</b>	<b>8800410</b>	<b>M899990</b>
CIP Number:	02089999CP	02089999CP
Grade Level:	9-12, 30, 31	30, 31
Length:	Multiple credits	Multiple hours
Certification:	TEACH CDE @7 DIST ED @7 MKTG 1 @2/TC COOP ED E	TEACH CDE @7 DIST ED @7 MKTG 1 @2/TC COOP ED E
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this course is to enhance or further develop competency through a paid, supervised, on-the-job training experience. The on-the-job experiences provided must be related to the job preparatory program.

Reinforcement of Florida’s Sunshine State Standards acquired through the job preparatory program should occur throughout the work-based learning experience.

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

- III. **SPECIAL NOTE:** DECA, “An Association of Marketing Students” (secondary), and Delta Epsilon Chi, “An Association of Marketing Students” (postsecondary), are the appropriate career student organizations for providing leadership training and for reinforcing specific career and technical skills. Career Student Organizations, when provided, shall be an integral part of the career instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

For on-the-job training, each student is required to have a training agreement and an individualized training plan signed by the student, teacher/coordinator, employer, and parent/guardian. The training plan is to include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The work station should reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must be paid for work performed. The employer will evaluate the student’s job performance of the instructional objectives and learning experiences each grading period.

The teacher/coordinator will visit each training site a minimum of once each grading period for the purposes of observation and evaluation of the student's progress in attaining the competencies listed in the training plan, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student’s progress in attaining the competencies listed in the training plan is highly recommended.

It is recommended that for every 20 students (or portion thereof) enrolled in this course, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction. The supervised on-the-job activities may be continued as a summer learning experience without

classroom instruction for students who participated in the program during the school year immediately preceding the summer assignment.

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.

This course may be taken by a student for one or more semester(s) at the secondary level. A student may earn multiple credits in this course. The specific student performance standards the student must achieve to earn credit must be specified in the OJT training plan.

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

- 01.0 Demonstrate competencies in a specific career.
- 02.0 Demonstrate legal and ethical behavior within the role and scope of specific job responsibilities.
- 03.0 Perform designated recordkeeping skills.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Program Title:** Marketing Cooperative Education - OJT  
**Secondary Number:** 8800410  
**Postsecondary Number:** M899990

01.0 DEMONSTRATE COMPETENCIES IN A SPECIFIC CAREER--The student will be able to:

- 01.01 Demonstrate job performance skills as outlined in the training plan. LA.B.2.4.1
- 01.02 Exhibit effective workplace safety practices including use of protective devices. HE.C.1.4.5, SC.H.3.4.3, SC.H.3.4.6
- 01.03 Display an acceptable level of productivity and quality control. LA.B.2.4.1, SC.H.1.4.1, SC.H.1.4.2, SC.H.1.4.3, SC.H.3.4.1, SC.H.3.4.6
- 01.04 Demonstrate effective written and oral communication and listening skills when interacting with customers, co-workers, and managers. LA.C.3.4.3, LA.D.1.4.2
- 01.05 Demonstrate decision making and problem solving processes and techniques used in the workplace. LA.C.3.4.3
- 01.06 Demonstrate acceptable work habits and conduct in the workplace as defined by company policy. LA.C.3.4.3
- 01.07 Demonstrate an understanding of the company's vision and mission statements. LA.C.3.4.3
- 01.08 Demonstrate an understanding of the company's goals and objectives. LA.C.3.4.3
- 01.09 Demonstrate familiarity with the company's products and services. LA.C.3.4.3
- 01.10 Demonstrate the ability to identify authority, rights, and responsibilities of both employers and employees. SS.C.2.4.3

02.0 DEMONSTRATE LEGAL AND ETHICAL BEHAVIOR WITHIN THE ROLE AND SCOPE OF SPECIFIC JOB RESPONSIBILITIES--The student will be able to:

- 02.01 Demonstrate legal and ethical behavior within the scope of job responsibilities. LA.C.3.4.3, SS.C.2.4.6
- 02.02 Demonstrate the ability to resolve customer, employee, and employee/employer problems and concerns. LA.C.3.4.3, SS.C.2.4.3, HE.B.3.4.2
- 02.03 Follow policies and procedures affecting the safety, health, and well being of all members of a workplace setting. HE.A.1.4.7, SC.F.1.4.1, SC.F.1.4.6, SC.F.1.4.7
- 02.04 Exhibit behavior supporting and promoting cultural and ethnic diversity. LA.D.2.4.1, HE.B.3.4.2
- 02.05 Recognize and report signs of substance abuse. HE.B.3.4.7, SC.F.1.4.6, SC.F.1.4.7, SC.H.1.4.1
- 02.06 Demonstrate interpersonal skills that enhance team productivity and foster positive work ethics. LA.C.3.4.3, HE.A.1.4.1
- 02.07 Demonstrate appropriate dress and grooming habits for the workplace environment. LA.C.3.4.3, HE.B.2.4.3, SC.H.3.4.6

03.0 PERFORM DESIGNATED RECORD KEEPING SKILLS--The student will be able to:

- 03.01 Identify job tasks that presently are and will be in the future performed in the specified occupation (training plan). LA.A.1.4.3, MA.A.4.4.1
- 03.02 Indicate on a training plan as competencies are mastered.
- 03.03 Maintain a record of employment hours and wages for auditing and budgetary purposes (e.g., time cards, budget sheets). MA.A.1.4.4, MA.A.1.4.3, MA.A.3.4.3, MA.B.3.4.1
- 03.04 Maintain an up-to-date, signed training agreement. LA.B.2.4.3