

Principles of Business and Marketing (6115, 6116)

Teacher Resources

Instructional Scenarios

The following instructional scenarios provide classroom activities to support the major concepts included in Principles of Business and Marketing.

- [The World Is at Your Doorstep. Do You Open the Door?](#)
Duty/Concept Area: Understanding the Role of Economics in a Global Economy
You have been hired as a market analyst for a major corporation that is considering going global with a product or service.
- [Is the Economy Healthy or Sick? Why Do Businesses Care?](#)
Duty/Concept Area: Understanding the Role of Economics in a Global Economy
Your friend Sharon has dreams of being an entrepreneur. Before she develops a business plan to launch her startup, she wants to know the condition of the economy and the role that it will play in the success of her business.
- [So You Want Your Own Business?](#)
Duty/Concept Area: Exploring the Core Concepts of Business and Marketing
You are an entrepreneur who wants to start a new business (of your choosing). You know you will need financing from an outside source to start.
- [Change the Mix](#)
Duty/Concept Area: Exploring the Core Concepts of Business and Marketing
You and your business partner are marketing consultants who have been contacted by a traditionally successful and well-known restaurant. Your task is to shake up their marketing mix in hopes of providing the company with better sales for their product.
- [Franchise Owner](#)
Duty/Concept Area: Exploring the Core Concepts of Business and Marketing
You just won the lottery and are now a millionaire! Your goal with your new riches is to invest as a franchise owner.
- [Using the Marketing Mix to Build Your Plan](#)
Duty/Concept Area: Exploring the Core Concepts of Business and Marketing
A law firm has \$5 million in annual income. They currently need to focus on gaining new business while retaining existing clients.

- [Ethical Behavior](#)
Duty/Concept Area: Exploring Interrelated Social, Environmental, and Ethical Responsibilities
Three scenarios offer ethical challenges for employees.
- [Extreme Office Makeover](#)
Duty/Concept Area: Investigating Technology Trends in Business and Marketing
You have been hired as a management consultant by a local small business (of your choosing). The owner feels that he/she needs to upgrade the business by incorporating more technology.
- [Virtual Medical Billing and Coding](#)
Duty/Concept Area: Investigating Technology Trends in Business and Marketing
Today medical billing and coding professionals are increasingly finding their workspace to be virtual and electronic.
- [Asking for College and Career Advice](#)
Duty/Concept Area: Developing Communication and Interpersonal Skills
You aren't sure which direction to take your college search or the next steps in your career. Fortunately, there's a person (or people) in your network who can provide solid guidance.
- [Understanding Communication in Different Cultures](#)
Duty/Concept Area: Developing Communication and Interpersonal Skills
You have been invited to join your boss on a sales trip to China.
- [Making Teamwork Work](#)
Duty/Concept Area: Developing Communication and Interpersonal Skills
The team must work together to solve the problem, then report their solution as a team.
- [Resolving Consumer Complaints](#)
Duty/Concept Area: Making Sound Business Decisions
Conduct research to explain the process of resolving consumer complaints and the impact complaints have on business performance.
- [How Much Does It Take?](#)
Duty/Concept Area: Making Consumer Choices
You must determine your weekly income, plan for and pay the living expenses you will incur, and establish your monthly budget.
- [You Want Me to Do WHAT?](#)
Duty/Concept Area: Developing Employability Skills
You must find a job in an area that interests you but does not require education beyond a high school diploma.

Case Study

Marketing: Marketing Strategy for a Community Market

Formulate and present a marketing strategy using bartering as a means of obtaining marketing services.

Books

- Burrow, James L. *Marketing*. South-Western, Cengage Learning, 2009. ISBN 0-538-44664-1.
- Clark, Brenda; Jennie Sobel; and Cynthia Gendall Basteri. *Marketing Dynamics*. Goodheart-Willcox, 2006. ISBN: 1-59070-587-4.
- Farese, Lois Schneider; Grady Kimbrell; and Carl A. Woloszyk. *Marketing Essentials*. Glencoe McGraw-Hill, 2009. ISBN 0-07-861257-8.
- Greene, Cynthia L. *Entrepreneurship: Ideas in Action*. Thomson South-Western, 2006. ISBN 0-538-44122-4.
- Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. Prentice Hall, 2007. ISBN 0-13-239002-7.
- *Wall Street Journal* classroom edition, with teacher's guide and worksheets.

Websites

- *CareerBuilder Advice and Resources*. <http://www.careerbuilder.com>. Contains links to articles about employability and the workplace (e.g., "Jobs Before They Were Famous," "Making the First Ten Minutes of an Interview Count," and "America's Most Wanted Workers").
- *CBS News Videos*. <http://www.cbsnews.com>. Videos available by clicking on "More videos," then "Search videos" for a topic.
- *CNN Money*. <http://money.cnn.com/>. Contains links for Markets, Personal Finance, Technology, Small Business, and Fortune 500 companies, along with current business news.
- "Electronic Etiquette: Dos and Don'ts." http://www.iue.edu/ctl/documents/IT-Electronic_Etiquette_2_000.pdf. Site from Indiana University East that offers etiquette advice related to use of e-mail, cell phone, and other electronic formats.
- *Free Online Courses*. <http://www.sba.gov/training/index.html>. Web-based business and marketing courses, including Marketing 101, available at no charge from the Small Business Administration's site.
- *Hands On Banking*. <http://www.handsonbanking.org>. A money management resource for kids, teens, and adults from Wells Fargo Bank, N.A.
- *Job Hunter's Bible*. <http://www.jobhuntersbible.com>. Online job search resource hosted by Dick Bolles, author of "What Color Is Your Parachute?"
- *JobStar*. <http://www.jobstar.org>. Salary information for various jobs, resources for résumé-writing, and career guides.
- *Marketing Education Lessons*. <http://www.lions2.odu.edu/org/deca/weblessons/>. Lesson plans for marketing.

- *Metro Business*. <http://www.timesdispatch.com>. Monday supplement to the *Richmond Times-Dispatch*.
- “Personal Finance.” <http://www.fool.com>. Lots of links and articles related to saving, spending, credit, debt, and other personal finance topics, from Motley Fool.
- *The Simple Truths of Service*. <http://www.stservicemovie.com>. Online video about customer service.
- “Take the Steps to Career Success.” <http://www.nextsteps.org>. Profiles a career and an employer each month. Includes links to Career Planning, Job Seeking, and Career Maintenance.
- *Virginia Career VIEW*. <http://www.vacareerview.org/>. Careers in sales and marketing.
- Virginia Employment Commission. <http://www.vec.virginia.gov>. Employment resources for Virginia, by state or region.
- *Xap Student Center*. <http://www.xap.com>. Free login. Links for career exploration, college planning, SAT practice, and scholarship opportunities.

Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”