Arthur Vining Davis High Impact Fellows Projects   Arthur Vining Davis High Impact Fellows

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The Business of You, Integrated Business Applications I, Grades 9-12

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Project Title, Course Name, Grade Level

The Business of You, Integrated Business Applications I, Grades 9-12

Team Members

Student: *Cailey Rowe*

High School Teacher: *Jill Hughey*   School: *Chesnee High*

Wofford Faculty: *Ryan Johnson*   Department: *Business*

Brief Description of Project (<150 words)

This project is designed to help students learn business software applications by tackling real-world business issues and engaging in personal reflection. Students will gain competency in Microsoft Excel, Word, and PowerPoint, as well as other business tools and online resources. In addition, students will learn to better market themselves, manage their time, and analyze their own personal "balance sheet." After each unit of study, students will complete a summative project that will become part of each student's personal business portfolio. Students will master technical skills and gain greater appreciation for the value they bring to the classroom and the world.

List of Materials Required and Costs, if Applicable
The only costs we have encountered were travel expenses for a group of current Chesnee High students to visit Wofford.

<div align="center">

"The Business of You"

Jill Hughey, Chesnee High School
Cailey Rowe, Wofford College
Ryan Johnson, Wofford College

</div>

Overview

This project is designed to help students learn business software applications by tackling real-world business issues and engaging in personal reflection. Students will gain competency in Microsoft Excel, Word, and PowerPoint, as well as other business tools and online resources. In addition, students will learn to better market themselves, manage their time, and analyze their own personal "balance sheet." After each unit of study, students will complete a summative project that will become part of each student's personal business portfolio. Students will master technical skills and gain greater appreciation for the value they bring to the classroom and the world.

Timeline: Spring 2013

The following is a projected timeline and description of the application projects students will complete for their portfolios.

January -- "Personal Marketing"

Students will learn the basic principles of marketing and gain proficiency in Microsoft PowerPoint by considering their own personal strengths and weaknesses. The project will encourage students to recognize their personal strengths and consider areas for personal improvement. After completing this project students will gain greater appreciation for their own abilities and be able to better communicate those strengths to others. The summative experience will be a comprehensive PowerPoint presentation in line with state standards.

Business topics: Marketing, Microsoft PowerPoint.

February -- "Managing My Life"

Students will learn the basic principles of management and gain proficiency in Microsoft Excel by using various functions to manipulate gathered classmate data. Students will also be taught what a SWOT analysis is and how to implement it personally and for a business. The projects will teach students to utilize Excel to calculate information and target areas of weakness in their personal brand. The summative experience will incorporate the components identified in the student's personal SWOT analysis to practice answering behavioral interview questions. The Excel project will be in line with state standards.

Business topics: Management, Microsoft Excel.

March: "Personal Advocacy"

Students will master Microsoft Word while learning to become better self-advocates. Students will identify a change they would like to see in the world, whether it be economic, political, or personal, and advocate for that change. Students will gather and discuss arguments for and against their position, weigh the evidence, and make a proposal for the change they seek. The students will prepare a one-page position paper written and properly formatted as a professional letter and mailed to an external stakeholder group in the student's area of interest. The summative paper will cover state standards for Microsoft Word proficiency. The student's will also be taught the proper format of memos, emails, and other professional communication and practice formatting each in Microsoft Word.

Business topics: Microsoft Word, Professional Communication, Student Organizations.

April: "Personal Ethics, Security, and Cybercrime"

Students will learn the basics of computer security, while considering and discussing several ethical dilemmas. They will learn about current developments in Internet, computer security and the importance of their cyber-image and what they put on the internet. Students will also be taught the value of networking and be introduced to various online professional networking sites and learn how to present themselves professionally online.

Business topics: Safety and Ethics, Basic Computer Concepts, Internet Applications, Online Professional Networks.

May: "Portfolio Practicum"

Students will combine the topics learned through each project to create a professional portfolio. Their portfolio will consist of starting to create a resume, learning the format of the cover letter, developing a personal statement after cultivating an "it factor", and a piece from each unit to demonstrate the skills acquired from the comprehensive unit. The portfolio will be a representation of the personal brand that the "Business of You" cultivated and will allow each student to be a marketable, professional asset.

Business topics: Microsoft Word.

4Ps of Marketing: Overview

The primary objective of this module is to help students understand and apply basic marketing principles, commonly referred to as the "4Ps" of marketing: Product, Promotion, Price, and Placement.

Learning Objectives:

1) Understand basic principles of marketing and identify those principles as they apply to products and services in the marketplace.

2) Learn to critically analyze positive and negative aspects of new and existing products and services from a marketing perspective.

3) Improve oral communication skills.

4) Practice of basic skills in PowerPoint and focus on animations, transitions, smart art, graphics, and meaningful tables.

SC Standards:
- **H1** Create new presentations from blanks and/or templates.
- **H2** Differentiate between Save and Save As (different name, location, or format).
- **H8** Insert and delete slides.
- **H9** Change the sequence of slides using Normal, Outline, and Slide Sorter view(s).
- **H10** Insert, position, and resize graphics in a presentation (WordArt, clip art, SmartArt, shapes, images, diagrams, and charts).
- **H11** Insert, position, and resize text box in a presentation.
- **H14** Apply and modify a theme to all or selected slides.
- **H15** Use special features (spelling, thesaurus, grammar, find/replace, GoTo).
- **H21** Apply custom animation.
- **H22** Apply slide transitions.
- **H27** Prepare to deliver presentations (e.g., print slides, outlines, handouts, and speaker notes, including pure black and white, grayscale and color).

Suggested Instruction:

Instruction in this module begins with a PowerPoint presentation which outlines basic concepts associated with the 4Ps. The last slide then gives an example of a product that most of the students should be familiar with, the Apple iPhone. Students should be asked some questions to encourage them to consider how to apply the Ps to real products and to foster class discussion. It may be useful to have students (to the extent possible) examine and compare different kinds of phones that they have with them, or that they have seen or used.

Following this the instructor may administer the module quiz, which will serve as a practice worksheet. The "quiz" is a recap of the presentation and reinforces the main ideas associated with the 4Ps.

The next section provided is a "capstone" project, with two options for maximum flexibility. Projects will be approved by instructor and completed individually. If there are significant Internet restrictions, the first option may be more appropriate. A performance rubric has been included, but may be adjusted as the instructor sees fit.

Marketing—4Ps Unit Project

Please choose one of the following options to demonstrate your understanding of the 4Ps of marketing while incorporating the skills you have learned in PowerPoint.

1. Design a new product. This can be done by answering one of the questions listed on the product slide (What do you wish was out on the market? What problem do you have that a product could solve? What would make your life easier?). Once a product or service is decided on, explain it and continue through the other 3Ps and explain how you would price your product, what promotion and advertising you would use, and where you would sell it, and in what types of stores.

2. Take a product that is currently being sold, and either going through the 4Ps explain how they are using them well or what they should do differently. Criticize each category thoroughly and be sure to back up your opinion.

Your choice should be approved by the instructor and then presented in a PowerPoint document with a different slide for each P.

Use the following steps to create your presentation.

1) Create a new presentation file and name it as follows: "4PS-LAST NAME" Save the presentation to your P drive. Then, save the file again under a different name using the "Save As" function. (H1, 2)

2) Create a title slide with name of your chosen product and your name in the subtitle. Choose a theme for your presentation at this point. (H14)

3) Insert a slide after your title slide for the first "P". Repeat for each of the next three Ps. Insert a title for each slide, such as "Product." Now you should have 5 slides: a title slide and a title and content slide for each P. Please incorporate a table and smart art into your slides. (H8, 10)

4) For each of the 4P slides, insert your analysis of the P, your understanding of each term, and how it applies to the chosen product. Adjust the size of the text boxes as needed. (H11)

5) Spell check your PowerPoint presentation to ensure there are no spelling or grammatical errors. (H15)

6) Insert a new slide after the last P. Attach a picture of your product. If a picture is not available, insert a detailed description of your product. What does it look like? What color is it? Is it large or small? Is it light or heavy? (H10)

7) Insert a new slide, but make your new slide a duplicate of Slide 1. (Hint: Select the slide you want to duplicate and then click the "Insert New Slide" option on the toolbar and

click on the "Duplicate Selected Slide" option. This will place the duplicate slide directly after slide one, please make the duplicate slide the last slide. (H8, 9)

8) Make your PowerPoint visually appealing! Include a slide transition on each slide, use at least one entrance, emphasis and exit effect. (H21, 22)

Bonus:

Include a slide that shows the target market for the product, or which customers the product targets based on the 4Ps.

Also… prepare to present your slideshow, print notes if necessary and rehearse before giving your presentation. (H27)

Marketing-- 4Ps Quiz
20 points

Name: _____
Date: _____

Multiple Choice: (3 points each)
1. Placement, Promotion, Product, and Price are known as the 4Ps and are also called a:
   a) Target market
   b) Marketing mix
   c) Competitive advantage
   d) Product market

2. The methods of communication to spread the word about a product or service is called:
   a) Placement
   b) Radio advertising
   c) Endorsements
   d) Promotion

3. Which of the following should be taken into consideration when determining the price of a product?
   a) What does it cost to produce, deliver, and/or provide this service?
   b) What is the customer willing to pay?
   c) What is the product or service being provided actually worth?
   d) All of the above.

4. The placement of a product deals with:
   a) Distribution
   b) Where it is made
   c) How much to charge
   d) Where to advertise it

True/False: (2 points each)

5. _____ The different Ps all affect each other, and have a reciprocal relationship.
6. _____ When the 4Ps are adjusted specifically to focus on a target they can offer a competitive advantage.
7. _____ Coupons are an example of a Price strategy.
8. _____ A good product should provide a solution to a problem that customers have.

4Ps PowerPoint Project

Performance Rubric		
Description	**Possible Points**	**Your Score**
Content		
Designed a new product or criticized a product currently being sold after instructor approved the student proposal	6	
Slide content provided an understanding of each P:		
▪ Product	4	
▪ Price	4	
▪ Placement	4	
▪ Promotion	4	
Presentation Skill		
▪ Eye Contact	4	
▪ Clear Voice	4	
▪ Logically Presented	4	
▪ Content (Did not read directly from slide)	4	
Possible Content Points	**38**	
Format and PowerPoint Navigation		
Free of grammar errors	4	
Free of spelling errors	4	
Title slide contains product name and student name	4	
PowerPoint is appealing; backgrounds and colors are appropriate and professional	4	
Theme has been applied to entire presentation	4	
Slide 1 duplicated correctly	3	
Duplicated slide was moved to correct place in slide show	3	
Slide Transition utilized on all slides and does not take away from presentation	4	
Custom Animation- at least 1 entrance	4	
Custom Animation- at least 1 emphasis	4	
Custom Animation- at least 1 exit effect	4	
Product picture is included or description if picture not available	4	
Table used to enhance presentation of 4Ps	4	
Table and smart art used to enhance presentation of 4Ps	4	
Presentation is saved to the proper file and labeled correctly	4	
All slides are formatted properly, title slides are title format and content slides have necessary text and pictures	4	
Possible Format and PowerPoint Navigation Points	**62**	
Bonus		
Target market/customer identified	5	
Total Possible Points	**105**	

Module 1
Personal Marketing: Overview

The primary objectives of this module are to 1) help students understand and apply basic marketing principles, commonly referred to as the "4Ps" of marketing: Product, Promotion, Price, and Placement, and 2) help students apply these principles to marketing themselves, known as "personal branding" for current or future personal goals, educational advancement, or employment.

Learning Objectives:

1) Understand basic principles of marketing and identify those principles as they apply to products and services in the marketplace.

2) Learn to critically analyze positive and negative aspects of new and existing products and services from a marketing perspective.

3) Learn how to apply marketing principles to improve personal marketability- also known as creating a "personal brand."

4) Improve oral communication skills.

5) Improve skills in PowerPoint and informal written communication.

Suggested Instruction:

Instruction consists of two modules: 4Ps and Personal Marketing or "Branding." Each has a "capstone" exercise with a rubric to allow the students an opportunity to demonstrate mastery. Students should learn to apply marketing principles to match buyers and sellers on the open market, as well as learn to develop and market their own personal "brand."

4Ps Module

Instruction begins with a PowerPoint presentation which outlines basic marketing concepts- known as the "4Ps" of marketing. The last slide then gives an example of a product that most students should be familiar with, the Apple iPhone. Students should be asked some questions to encourage them to consider how to apply the Ps to real products and to foster class discussion. It may be useful to have students (to the extent possible) examine and compare different kinds of phones or electronic devices that they have with them, or that they have seen or used. Next, the instructor may administer the module quiz, which may be a graded activity or a practice worksheet. The "quiz" is a recap of the presentation and reinforces the main ideas associated with the 4Ps. Finally, the students should complete one of the capstone exercises below. The instructor may allow the students to choose, or may assign different questions to the class.

Project: Are you ready to design and market your own product?

Objectives:

- Learn to create a successful plan for marketing your own product, or analyze an existing product
- Develop your skills in Microsoft PowerPoint

Required: Using the information presented in the power point presentation on the 4Ps of marketing, choose and complete <u>one</u> of the following options:

1. Think of and design a new product you would like to see on the market. What problem or need do you have that a new product could solve? What product would make your life easier? Make sure your new product addresses the 4Ps of marketing.

   Once you decide on a product, explain its function. How you would price your product? What promotion and advertising you would use? Where you would sell it? Who would buy it, and why?

2. Choose a product that is currently being sold. Using the 4Ps describe how the company is using the 4Ps. What is the company doing correctly? What should they do differently? Criticize each category thoroughly and be sure to back up your opinion with concrete facts or observations. Make sure to address who buys this product, and why.

Please present your work by creating your own PowerPoint presentation, <u>using each of the steps on the following page.</u>

CREATING YOUR OWN 4Ps POWERPOINT

Required: Follow each step below. Respond to each question briefly in the margin.

1) Create a new presentation file and name it as follows: "MARKETING-LASTNAME" Save the presentation to your file folder (last name)/PowerPoint. Then, save the file again as "MARKETING-LASTNAME2" using the "Save As" function. (H1, 2)

   What are the differences in the two files created?

2) Choose and open the file named "MARKETING-LASTNAME". Create a title slide with name of your chosen product and your name in the subtitle. (H4)

3) Under the "FILE" menu, examine the document Properties. (H3)

   What important pieces of information are available to the user under Properties?

4) Close your file. Make sure to save it.

5) From the Windows Explorer view the directory where your files are located. Right click the mouse on this folder and create a new folder named "Marketing." Drag and drop both of your files from step 1 into the new folder. (H5)

6) Open up "MARKETING-LASTNAME" to the first slide-- the title slide. On the slide tab (appears on the left side of the screen) click on the title slide. It should appear to be selected. Next, hold down Control and press C. Release, then click just below the slide. You should see a small line appear. Now press Control-V.

   What happened?

   Control-C is the "Cut" function, while Control-V is the "Paste" function.

   What other objects can be influenced by Ctrl-V and Ctrl-C? What about pictures? Text?

   Next, try Control-Z.

   What happened? What is Ctrl-Z?

Now, try Control-Y.

What happened? What is Ctrl-Y?

Finally, try Control-S.

What is the function of control-S? If you missed it, hit it again and look closely.

When finished, be sure to delete the extra title slide if you still have one. (H6)

7) Insert a slide after your title slide for each "P" (Product, Promotion, Price, and Placement." Now you should have 5 slides: a title slide and a slide for each P.   (H8)

8) Insert your analysis of the P, your understanding of each term, and how it applies to the chosen product. (H16)

9) Spell check your PowerPoint presentation to ensure there are no spelling or grammatical errors. (H15)

10) Insert a new slide after the last P. Attach a picture and include a detailed description of your product. What does your product look like? What color is it? Is it large or small? Is it light or heavy? (H8,10)

11) **Insert additional slides to respond to the main project questions- # 1 or # 2.**

12) Insert a new slide, but make your new slide a duplicate of your product picture slide. (Hint: Use the Insert New Slide tab on the ribbon) Click on the Duplicate Selected Slide option. (H8)

13) Delete one of the two duplicate slides. (H8)

14) Change the order of your slides using the Normal, Outline, and Slide Sorter views. Once finished, put them back in the correct order. (H9)

Can you put your slides back in the correct order using Ctrl-Z?

15) Make your PowerPoint visually appealing! Take a few minutes to experiment with slide transitions (use the Transitions tab), animation (use the Animation tab), layout, and slide themes. (H13, 14, 21, 22)

16) Using the "Review" tab, answer the following questions. (Hint- look toward the left side of the ribbon for the tools you need!)

Does your slideshow have any spelling errors?

If so, how many?

17) Use the help feature to save a **new** version of your slideshow as a .PDF file. The file should be called "FIRSTNAME-LASTNAME-PDF"

What does the PDF file look like?

How is it different?

What are the advantages of saving a file this way? What are the disadvantages?

18) Include another slide that shows the target market for the product, or which customers the product targets based on the 4Ps.

19) Save all versions of your PowerPoint presentation and close out of the window.

20) Turn in the final version of your slideshow file (MARKETING-LASTNAME) to _____.

Marketing-- 4Ps Quiz
20 points

Name: _____
Date: _____

Multiple Choice: (3 points each)
1. Placement, Promotion, Product, and Price are known as the 4Ps and are also called a:
   a) Target market
   b) Marketing mix
   c) Competitive advantage
   d) Product market

2. The methods of communication to spread the word about a product or service is called:
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   d) All of the above.

4. The placement of a product deals with:
   a) Distribution
   b) Where it is made
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True/False: (2 points each)

5. _____ The different Ps all affect each other, and have a reciprocal relationship.
6. _____ When the 4Ps are adjusted specifically to focus on a target they can offer a competitive advantage.
7. _____ Coupons are an example of a Price strategy.
8. _____ A good product should provide a solution to a problem that customers have.

4Ps PowerPoint Project

Performance Rubric		
Description	**Possible Points**	**Your Score**
Content	40 points total	
Student designs a new product or analyzes existing product		
Student presented a clear understanding of each P:		
▪ Product	4	
▪ Price	4	
▪ Placement	4	
▪ Promotion	4	
Student thoroughly explained/presented how they would use each P.		
▪ Product	4	
▪ Price	4	
▪ Placement	4	
▪ Promotion	4	
PowerPoint Skills	60 points total	
Student project file demonstrates evidence of following each of the 20 steps.	40	
Student project has no spelling or grammar errors.	5	
Title slide contains product name and student name; all content items are addressed with an appropriate slide.	10	
PowerPoint is appealing; backgrounds and colors are appropriate and professional.	5	
Total Possible Points	**100**	

Project: Marketing yourself by creating your own personal "brand"

Objectives:

- Learn to create a successful plan for marketing yourself by creating an authentic personal brand
- Develop your skills in Microsoft PowerPoint

Part 1: With a partner or in a small group, discuss briefly each of the following questions.

1. Consider how you learned to market a product in the first part of this exercise. Do you think it is important for students and professionals in the work force to learn to market themselves as well? Why? Discuss and list three major points you and your partner agree on in the margin below.

   1)

   2)

   3)

2. Consider a product you know well, or the product you created in the first part of this exercise. Does it have a brand name? What do brand names tell us about a product before we even purchase it?

   Consider the following examples:

   Nike shoes
   Chick-Fil-A
   Apple

3. **In the next 10 minutes, create a brand that is unique to you and share it with your partner.** Remember, everyone brings with them unique skills and perspectives.

   What does your "brand" tell others about your strengths?

Is a good personal brand helpful to others who might want to work with you?

How is your personal brand similar to "brands" you see marketed in stores and online?

Develop your brand by addressing the following:

What are your strengths? (examples: are you Organized? Creative? Dependable?)

Do you need to improve or change your personal brand? (examples: Facebook, Twitter, personal conduct at school or home)

What is important to you, or what do you value? (example: Honesty)

Why should others choose to work with you? (examples: Experience? Talent? A Unique Idea?)

How do others know you will be a good colleague or resource? (example: Have you performed well in school? Have you been helpful at home, or to fellow students?)

Part 2: Using the elements of the personal brand you have created, your knowledge of the 4Ps of marketing, and the skills you have built in PowerPoint, create a brief PowerPoint presentation that highlights each of the following elements.

1) What are the major aspects of your personal brand?

2) Using the 4Ps how could you successfully market this personal brand to others? What goals could you reach if you were successful?

    (Examples: learning a new skill, going to college, getting a job you want, getting good grades in high school)

3) Be sure to use each of the PowerPoint steps you learned in part 1.

4) Remember to make your brand (and your presentation) easily identifiable and original!

5) When finished, save your presentation with a unique name and if possible e-mail it to your teacher.

Performance Rubric- Personal Marketing/Branding　　　　　　**100 points possible**

Criteria	Standards			Weight	Total Score Possible
	Level 1	**Level 2**	**Level 3**		
Student demonstrates knowledge of PowerPoint (#3)	Presentation demonstrated only a few PP skills in the lesson	Presentation demonstrated most PP skills in the lesson	Presentation demonstrated all PP skills in the lesson	20	60
Student developed a clear personal brand (#1)	Identifies a personal brand with few examples or descriptors or does not develop a brand	Identifies a personal brand with some descriptors	Brand is clear and well-developed. Supported by description.	4	12
Student addresses the 4Ps (#2)	Not all are addressed.	All 4Ps are addressed, but are listed or not developed well.	Student addresses all 4Ps and uses them effectively.	4	12
Student addresses a goal (#2)	No goals considered.	Goal identified but not developed.	Goal identified and well-developed.	2	6
Student makes brand original and identifiable (#4)	Brand is not identifiable or does not follow principles of marketing.	Student brand is present but not original.	Student brand is original, easily identifiable, and effective	2	6
Student provides completed file to teacher timely (#5)	Timely provided.	NA	NA	1	4
				SCORE	**100**

INTEGRATED BUSINESS APPLICATIONS 1
ACTIVITY/COURSE CODE: 5020

Microsoft Office 2007/2010 (MOS) Core Certification Preparation Course

COURSE DESCRIPTION: This course is designed to teach students software applications that are necessary to live and work in a technological society. The applications covered include word processing, database, spreadsheet, and presentation. Other content areas may include computer hardware, terminology, and concepts.

OBJECTIVE: Given the necessary equipment, supplies, and appropriate software, the student will be able to successfully complete the standards necessary for national credentials.

> **Note:**
> Refer to the www.microsoft.com Web site to obtain skills standards for each certification exam.

COURSE CREDIT: 1 unit

RECOMMENDED GRADE LEVELS: 9–12

PREREQUISITE: Keyboarding (Course Code 5100) or successful completion of state keyboarding proficiency exam

COMPUTERS REQUIRED: one computer per student
Microsoft Office Suite 2007, 2010, or above

A.   SAFETY AND ETHICS

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).
5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.

7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

B.   EMPLOYABILITY SKILLS

1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).

C.   STUDENT ORGANIZATIONS

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

D.   BASIC COMPUTER CONCEPTS

1. Explain steps in the information processing cycle.
2. Identify and explain the components of a computer system.
3. Categorize software according to function (system and application).
4. Define basic computer terminology (hardware, software, input devices, output devices, storage devices, program, pixel, resolution, binary, RAM, ROM, bit, byte, path, prompt, root directory, subdirectory, and wildcard).
5. Demonstrate both cold and warm boots.
6. Define characteristics of LANs, WANs, MANs, and WIFI.

E.   INTERNET APPLICATIONS

1. Explain net addresses.
2. Demonstrate ability to use search engines.
3. Evaluate Web site security and integrity.
4. Use e-mail (if available).

5. Discuss issues surrounding information privacy (e.g., social media).
6. Analyze the pros and cons of Web 2.0 (blogs, wikis, social networking, podcasts, and Google Apps).

F.   WORD

1. Create a document (e.g., business letter, resume, MLA/APA report).
2. Differentiate between Save and Save As (different name, location, or format).
3. Discuss file properties.
4. Locate and open an existing document.
5. Create a folder.
6. Discuss shortcut keys/commands.
7. Use the Undo, Redo, and Repeat commands.
8. Apply font formats (font type, font size, font color, bold, italics, and underline).
9. Clear formatting.
10. Apply character effects (superscript, subscript, strikethrough, small caps, and outline).
11. Highlight text in document.
12. Cut, copy, paste, and paste special using the clipboard/Office Clipboard.
13. Copy formats using the Format Painter.
14. Insert and move text (cut-paste and drag-drop).
15. Use special features (e.g., spelling, thesaurus, grammar, find/replace, GoTo, Word Count).
16. Insert hard (manual) and soft (automatic) page breaks.
17. Insert date and time.
18. Insert bullets, numbering, symbols, and special characters.
19. Create a multi-level list (e.g., table of contents, outlines).
20. Define and use AutoCorrect, AutoFormat, and Quick Parts.
21. Align text in paragraphs (center, left, right, and justified).
22. Set character, line, and paragraph spacing options.
23. Apply borders and shading to paragraphs and pages.
24. Use indentation options (left, right, first line, and hanging).
25. Use tab commands (center, decimal, left, right, and leaders).
26. Use the following views: print preview, normal view, page layout view, zoom view, and Web page preview.
27. Print a document.
28. Insert and modify page numbers.
29. Set page orientation.
30. Set margins.
31. Create and modify headers and footers.
32. Align text vertically.
33. Create and modify columns.

34. Create sections with formatting that differs from other sections.
35. Create envelopes and labels.
36. Apply styles, themes, and page backgrounds.
37. Create a new document using a wizard.
38. Use templates to create a new document.
39. Create and modify hyperlinks (e.g., e-mail, document, Web site).
40. Send a Word document via e-mail (if available).
41. Create, edit, and format tables.
42. Modify table structure (insert/delete rows/columns, change cell formats, merge cells, change height/width, and rotate text).
43. Insert, position, and resize graphics in a document (WordArt, clip art, SmartArt, shapes, images, diagrams, and charts).
44. Insert, position, and resize a text box in a document.
45. Create, format, and revise footnotes, endnotes, references, and captions.
46. Merge documents and data sources (e.g., mail merge).
47. Use and manage comments and changes by inserting, modifying, deleting, tracking, accepting, and rejecting.
48. Combine multiple documents/files into one document.
49. Use the Help feature.
50. Use the Backstage environment (MS Office 2010 users only).

G. EXCEL

1. Create a worksheet/workbook.
2. Differentiate between Save and Save As (different name, location, or format).
3. Discuss file properties.
4. Locate and open an existing worksheet/workbook.
5. Create a folder.
6. Discuss shortcut keys/commands.
7. Define and use the name box.
8. Define and use the formula bar.
9. Enter text, dates, and numbers.
10. Use Undo, Redo, and Repeat commands.
11. Apply font formats (font type, font size, font color, bold, italics, and underline).
12. Apply number formats (currency, percent, increase/decrease decimal place, dates, and comma).
13. Clear or edit cell content and/or format.
14. Apply formatting to cells and worksheets (size rows/columns, alignment, merge/split, indentation, borders/shading, text alignment, hide/unhide, and freeze/unfreeze).
15. Insert and delete selected cells, columns, rows, and ranges.
16. Cut, copy, paste, and paste special using the clipboard/Office Clipboard.

17. Copy formats using the Format Painter.
18. Use special features (spelling, thesaurus, grammar, find/replace, GoTo).
19. Use AutoFill to work with a series.
20. Create and modify hyperlinks.
21. Use templates to create a new workbook.
22. Send a workbook via e-mail (if available).
23. Apply AutoFormat.
24. Define, apply, and remove a style.
25. Use the following views: print preview, normal view, page break view, zoom view, and Web page preview.
26. Print a selection, worksheets, and/or workbooks.
27. Set print titles and options (gridlines, print quality, and row/column headings).
28. Change page orientation and scaling.
29. Set page margins and centering.
30. Insert and remove a page break.
31. Clear a preset print area.
32. Create and modify headers and footers.
33. Move between worksheets in a workbook.
34. Insert, delete, move, copy, and rename worksheets.
35. Link worksheets and consolidate data using 3D References.
36. Enter a range within a formula by dragging.
37. Enter and edit formulas in a cell and/or use the formula bar.
38. Use cell references (absolute, mixed, and relative).
39. Use and modify AutoSum.
40. Use basic functions (AVERAGE, SUM, COUNT, MIN, and MAX).
41. Use date functions (NOW and DATE).
42. Use financial functions (PV, FV, and PMT).
43. Use logical functions (IF).
44. Use chart wizard to create a chart.
45. Modify charts.
46. Preview and print charts.
47. Insert, position, and resize graphics on a worksheet (WordArt, clip art, SmartArt, shapes, images, diagrams, and charts).
48. Create and modify lines and objects.
49. Sort and filter data (e.g., AutoFilter).
50. Use the Help feature.
51. Use the Backstage environment (MS Office 2010 users only).

H.   POWERPOINT

1. Create new presentations from blanks and/or templates.
2. Differentiate between Save and Save As (different name, location, or format).
3. Discuss file properties.

4. Locate and open an existing presentation.
5. Create a folder.
6. Discuss shortcut keys/commands.
7. Enter text using normal and outline tabs.
8. Insert and delete slides.
9. Change the sequence of slides using Normal, Outline, and Slide Sorter view(s).
10. Insert, position, and resize graphics in a presentation (WordArt, clip art, SmartArt, shapes, images, diagrams, and charts).
11. Insert, position, and resize text box in a presentation.
12. Navigate among different views (normal, outline, and slide sorter).
13. Change the layout for one or more slides.
14. Apply and modify a theme to all or selected slides.
15. Use special features (spelling, thesaurus, grammar, find/replace, GoTo).
16. Edit text (individual slide and slide Master).
17. Copy slides from one presentation to another.
18. Create and modify headers and footers.
19. Add graphical bullets.
20. Insert hyperlinks.
21. Apply custom animation.
22. Apply slide transitions.
23. Use and manage comments and changes by inserting, modifying, deleting, tracking, accepting, and rejecting.
24. Manage presentations (e.g., set up and customize slide show with rehearsed timings, hidden slides, sound files, use screen navigation tools, pen, highlighter, etc.).
25. Discuss publishing a presentation.
26. Send a presentation via e-mail (if available).
27. Prepare to deliver presentations (e.g., print slides, outlines, handouts, and speaker notes, including pure black and white, grayscale, and color).
28. Use the Backstage environment (MS Office 2010 users only).
29. Use the Help feature.

I. ACCESS

1. Create and name Access databases.
2. Create and modify tables using datasheet and design views.
3. Define and modify field names, data types, and field properties.
4. Set primary keys.
5. Enter, add, delete, modify, and navigate through records and fields using datasheet and design views.
6. Discuss shortcut keys/commands.
7. Cut, copy, paste, and paste append data/records.
8. Find and replace data/records.

9. Define table relationships.
10. Enforce referential integrity.
11. Create, save, and print queries, forms, and reports.
12. Modify queries, forms, and reports in various views.
13. Modify the design of forms and reports in various views.
14. Import and export data to and from Access.
15. Sort and/or filter records.
16. Save database objects as file types.
17. Print preview and print database objects.
18. Compact and repair a database.
19. Use the Backstage environment (MS Office 2010 users only).
20. Use the Help feature.

J.   Project/Simulation Learning

1. Produce documents integrating word processing, spreadsheet, database, and/or presentation files.
2. Apply problem solving and critical thinking skills to projects and/or simulations (cross-curricular or team teaching).

Revised June 2011

The 4Ps of Marketing

A Marketing Mix

Marketing Mix

- Product
- Promotion
- Price
- Placement

Product

- A good or service that satisfies a customer need or want
- Innovation is important, what sets the product/service apart from competitors

- What do you wish was out on the market?
- What problem do you have that a product could solve?
- What would make your life easier?
- What is already being sold or offered that you could make more efficiently or provide for a lesser cost?

Promotion

▸ Methods of communication a marketer uses to spread the word about product/service

▸ Advertising
  ▸ Newsletters/ newspaper
  ▸ Coupons
  ▸ Television commercials
  ▸ Radio ads

▸ Competitive advantages, what sets your product or service apart?

▸ Why should someone why your product/service over another option?

▸ Endorse the benefits and advantages

▸

Price

▸ Amount a customer will pay for the product/service

▸ To set a price must consider: what is the true value of the thing being provided?

▸ Take into consideration the expenses related to making, providing, and/or delivering the product or service

▸ What are customers willing to pay?
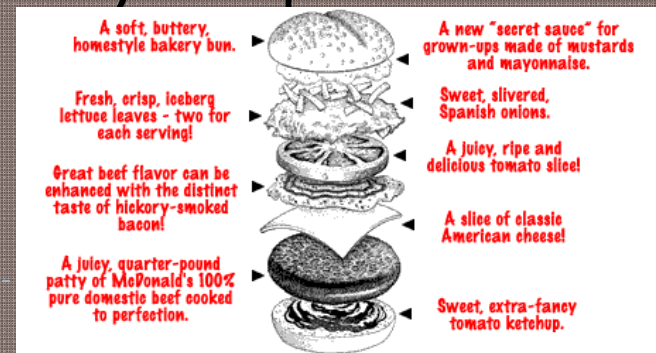
▸ What are competitors charging?

Placement

▶ Distribution

▶ Where the product will be sold or is available

▶ Must be convenient for customers

▶ Consider local, regional, state-wide, country-wide, or international

▶ What kind of stores will sell the product, franchised stores, exclusive stores, or intensive distribution to any type of store

Target Market

▸ A product should be created around consumer needs and wants

▸ Each of the 4Ps should be manipulated to aim at a specific type of consumer that the product is meant to serve

▸ Example: McDonalds had a product that is now discontinued but was called the Arch Deluxe that was targeted to adults. Most of their consumers were a younger crowd and as an effort to bring in an older consumer they marketed this burger for adults. Their promotions stated "your kids will hate it, but you will love it" which was bad advertising for a food product but was specifically aimed at an older demographic. The burger had toppings with more "sophisticated" flavors that catered to what adults would want. They manipulated the 4Ps to sell a product to a target market

A soft, buttery, homestyle bakery bun.

A new "secret sauce" for grown-ups made of mustards and mayonnaise.

Fresh, crisp, iceberg lettuce leaves - two for each serving!

Sweet, slivered, Spanish onions.

A juicy, ripe and delicious tomato slice!

Great beef flavor can be enhanced with the distinct taste of hickory-smoked bacon!

A slice of classic American cheese!

A juicy, quarter-pound patty of McDonald's 100% pure domestic beef cooked to perfection.

Sweet, extra-fancy tomato ketchup.

Why the Ps are helpful?

▶ Breakthrough opportunities

▶ Focuses on a target

▶ Competitive advantage

▶ Reciprocal relationship among the variables

Example:

- iPhone
- Product:
- Product or service
- Innovation- what sets it apart?
- Promotion:
- What kind of advertisements does Apple use?
- Do they tell about the features of the phone and compare it to similar phones?
- Price:
- Is it worth the price?
- Are customers willing to pay the price?
- Do they offer discounts to make it more reasonable?(Think about companies that offer the phone—a product with a service—a cell phone contract for a reduced price?)
- Placement:
- Where can you buy the iPhone?
- Are they offered internationally?