

## DESE Model Curriculum

GRADE LEVEL/UNIT TITLE: 11-12/Communications

Course Code: **040001**

CIP Code: **52.1401**

### **COURSE INTRODUCTION:**

An instructional program for students who are interested in a career in the field of marketing and management. This course includes instructional areas designed to provide an understanding of the fundamental marketing processes and an orientation to the American free enterprise system. The program may utilize the Supervised Marketing Education Employment course to support classroom instruction.

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<p><b>UNIT DESCRIPTION:</b></p> <p>Students will learn about communication as a tool in marketing and in routine business practices.</p>		<p><b>SUGGESTED UNIT TIMELINE: 1 WEEK</b></p> <p><b>CLASS PERIOD (min.): 50 MINUTES</b></p>				
<p><b>ESSENTIAL QUESTIONS:</b></p> <p>1. How can communication be used as a tool in marketing?</p> <p>2. What are types of communication for use with business stakeholders?</p>						
ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	MBA Research Standards	DOK
<p><b>1.</b> Explain the nature of effective verbal communications.</p>				L.11-12.1	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>1</b>
<p><b>2.</b> Interpret others' nonverbal cues.</p>				SL.11-12.2	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>3</b>
<p><b>3.</b> Give verbal directions</p>				SL.11-12.3	Understands the concepts,	<b>1</b>

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					strategies, and systems used to obtain and convey ideas and information.	
<b>4.</b> Employ communication styles appropriate to target audience				SL.11-12.1.b	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>3</b>
<b>5.</b> Handle telephone calls in a businesslike manner				SL.11-12.6	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>2</b>
<b>6.</b> Participate in group discussions				SL.11-12.1a	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>1</b>
<b>7.</b> Make oral presentations				SL.11-12.2	Understands the concepts, strategies, and systems used to	<b>1</b>

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					obtain and convey ideas and information.	
<b>8.</b> Select and use appropriate graphic aids				SL.11-12.5	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>2</b>
<b>9.</b> Explain the nature of effective communication				SL.11-12.6	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>1</b>
<b>10.</b> Adapt communication to the cultural and social differences among clients				SL.11-12.1d	Understands the concepts, strategies, and systems used to obtain and convey ideas and information.	<b>4</b>
<b>11.</b> Describe current business trends				WHST.11-12.6	Understands tools and strategies used to access, process, maintain, evaluate, and disseminate information to	<b>2</b>

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					assist business decision-making.	
<b>12.</b> Conduct an environmental scan to obtain business information				RI.11-12.3	Understands tools and strategies used to access, process, maintain, evaluate, and disseminate information to assist business decision-making.	<b>3</b>
13. Persuade others					Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.	<b>3</b>
14. Explain the nature of stress management					Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.	<b>1</b>
<b>ASSESSMENT DESCRIPTIONS*:</b> (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc. )						

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<b>Human Resources Interviewing Role Play Activity from DECA Scoring Guide</b>	
<b>*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above ( i.e., Grade Level/Course Title/Course Code, Unit #.)</b>	
<b>Obj. #</b>	<b>INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)</b>
1, 2, 3, 4, 5, 7, 9, 13	<b>1. Guided Practice. Teacher models listening skills activity using ESL Lab Score Rubric and individual listening activity documents.</b>
2, 4, 6, 10, 13, 14	<b>2. The instructor will schedule a meeting or invite students to attend a business meeting in DECA or another CTSO.</b>
1, 2, 4, 6, 7, 9, 10, 11, 12, 13	<b>3. Role Play, cooperative learning</b>
<b>Obj. #</b>	<b>INSTRUCTIONAL ACTIVITIES: (What Students Do)</b>
1, 2, 3, 4, 5, 7, 9, 13	<b>1. Participate in listening skills activity</b> <ul style="list-style-type: none"> <li>a. A visitor from space listening activity</li> <li>b. An airport announcement listening activity</li> <li>c. Elections campaign speech listening activity</li> <li>d. Listening Exercise</li> <li>e. Listening Test – C Henry</li> </ul>
2, 4, 6, 10, 13, 14	<b>2. Observe/participate in a DECA, FBLA or mock business meeting (some students may also be a part of Skills USA or FFA).</b>
1, 2, 4, 6, 7, 9,	<b>3. Students will participate in a role play activity.</b>

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10, 11,  
12, 13

### **UNIT RESOURCES: (include internet addresses for linking)**

#### **Glencoe Marketing Essentials Textbook -- Communications Chapter**

<http://www.deca.org>

<http://www.robertsruleseasy.com/>

<http://www.rulesonline.com/index.html>

#### **Resources @ MCCE:**

#### **MCE DVD ROM 49 - Basic Career Communication Skills: Marketing & Customer Service**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — Good listening and speaking skills for dealing with customers are highlighted in this program. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. 17:42 minutes.

#### **T&I 11.0112 S434.1C - Professional Development Program-Level 2: Enhancing Your Career Skills**

SkillsUSA

LEESBURG, VA, SKILLS USA-VICA, 1999.

BOOK — Work on short term goals; identify and deal with stress, team skills, meeting skills, speaking/presentation skills, positive image and rules of social etiquette.

#### **MCE DVD ROM 48 - Non-verbal Communication in the Global Marketplace**

DE Visuals

SUNRISE, FL, DE VISUALS, 2004.

DVD ROM — This program focuses on 1)introducing the mechanics of nonverbally communicating through gestures, proxemics and other techniques; and 2) exposing viewers to the vast array of interpretations of similar techniques throughout the global marketplace. 24 minutes.

#### **MCE DVD ROM 48.1 - How To Speak Without Fear**

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Fred Pryor Seminars

KANSAS CITY, MO, FRED PRYOR SEMINARS, 1997, 2010.

DVD ROM — In this program, viewers will learn how to: Alleviate public speaking anxiety; Craft powerful and dynamic presentations; Make the most out of a few practice sessions; Transition smoothly from audience member to presenter; Assess your audience's listening style; Use notes the right way; Captivate your audience with humor; Deliver speeches and presentations with confidence; Take the worry out of Q & A sessions; Handle difficult situations with grace and composure.

### **MCE DVD ROM 7.2 - Upgrade Your Communication Skills At Work: Websites & Blogs**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — In this program, advice is provided for turning a company's online presence into a resource that's useful, interactive, and a selling tool. Viewers can also learn how an organization can use websites and blogs to enhance its image, distribute information, connect with visitors, build a sense of community, and boost sales. This program includes: techniques for determining which features a website should include — and updating or revamping an existing site as appropriate; strategies for identifying the various types of people who visit a website; ways to engage website visitors by offering a user-friendly, interactive, and positive online experience; advice about creating and maintaining a blog; tips that can help get more hits and increase profits; sample webpages, blog posts, etc. that illustrate key concepts. 1 hour 16 minutes.

### **BE 13.1303 L18 - 50 Communication Skills Activities**

Karen Lawson , PhD

KING OF PRUSSIA, PA, HRDQ, 2000.

BOOK — Lay the groundwork for skill development with this collection of 50 activities. These exercises are basic enough to incorporate into any training program that includes communication skills.

### **BE 13.1303 L722 - Effective Workplace Communication, Third Edition**

Marsha Ludden

INDIANAPOLIS, IN, JIST PUBLISHING, 2007.

BOOK — This edition is designed to engage readers' interest and help develop their skills with clear and concise explanations of principles of effective listening, oral, written, and nonverbal communication. Several workplace scenarios are presented in which readers can test their skills in applying those principles.

### **BE CD ROM 16 - Breaking the Barriers: Improving Communication Skills**

Cambridge Educational

LAWRENCEVILLE, NJ, CAMBRIDGE EDUCATIONAL, 2003.



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CD ROM — Two-CD-ROM set exposes the entire range of communication barriers while providing users with an opportunity to apply what they learn through interactive video scenarios of real-world workplace situations. The tutorial exposes the potential pitfalls of spoken, written, and visual communication. In addition to a wide variety of basic issues, such as talking too fast, writing imprecisely, and not paying attention, many subtle issues are also addressed, like cultural insensitivity, negative body language, bad timing, choosing the wrong medium, and jumping to conclusions.

### **BE DVD ROM 16.3 - Telephone Skills and Tips**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — This program is designed to help the viewer understand the importance of creating a positive rapport with customers when using the telephone. How to project a caring attitude, respond to hostile customers, and create a positive image for the company. High School, Post-secondary and Adult. 16 minutes.

### **BE DVD ROM 16.9 - Upgrade your Communication Skills at Work: Email**

Video Aided Instruction

ROSLYN HEIGHTS, NY, VIDEO AIDED INSTRUCTION, 2009.

DVD ROM — This program covers the must-know rules for using email efficiently and appropriately including: when to use email; proven email techniques that boost productivity; strategies for composing email messages that are succinct; writing subject lines; when to use "To:," "Cc:," and "Bcc:,"; adding links and attachments; sample subject lines and email messages that illustrate key concepts. 1 hour and 5 minutes

### **BE DVD ROM 19 - Communicating With Customers**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2005.

DVD ROM — This program features five scenarios of young people relating to customers. Viewers will learn: The importance of making a connection with customers; The value of listening and taking a real interest in customers; How tone of voice and body language influence job performance; To avoid making negative comments about customers on the job; How to handle miscommunications and phrase helpful responses; A five step process to use with angry customers. 15 minutes

### **BE DVD ROM 19.1 - Communication Skills on the Job**

Sunburst Visual Media

PLAINVIEW, NY, SUNBURST VISUAL MEDIA, 2006.

DVD ROM — This program uses vignettes to demonstrate good communication, covering such topics as introductions and titles, phone etiquette, asking questions, active listening, using I-messages, and communicating a positive attitude. Grades 7-12. 20 minutes

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### **BE DVD ROM 19.2 - Communicating with Tact, Candor and Credibility**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2008.

DVD ROM — Program covers topics including: rephrasing: making "talking points" tactfully; what to say: the art of scripting; lightweight speech patterns; and jargon-filled corporate speak. Shows how to connect with co-workers, team members and supervisors and introduces a four-step method to present your point of view with tact and diplomacy. Audience: General. 19 minutes

### **BE DVD ROM 19.3 - Business Writing**

Teachers Video Company

SCOTTSDALE, AZ, TEACHER'S VIDEO COMPANY, 2001.

DVD ROM — Effective writing is an essential skill for any business career. This program teaches students to write professional-looking documents using the language of business. Students are presented with the professional form for letters, memos, and emails. 30 minutes.

Grades 9-12

### **BE DVD ROM 19.4 - Workplace Communication Skills**

JIST

ST. PAUL, MN, JIST, 2012.

DVD ROM — This program teaches viewers about the importance of good communication in the workplace and how to improve upon these skills. Viewers get guidance for developing their verbal, listening, nonverbal, and written skills. The program depicts scenarios of good and poor communication skills in action and includes expert interviews on workplace communication. Also addresses communication through e-mail, voicemail, cell phones, video conferencing, and online sites like Facebook and Twitter. 50 minutes. Helpful pause points allow instructors to stop the program and discuss the material

### **BE DVD ROM 46 - Nonverbal Communication & Positive Body Language**

The School Company

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

DVD ROM — This program describes the various components of non-verbal communication and how it contributes to success or failure in the workplace. Points out that when verbal and non-verbal communication conflicts, customers trust the non-verbal messages. High School, Post-secondary and Adult. 17 minutes.

### **BE KIT 10 - Let's Talk...Telephone Tactics for Better Business: Every Call Counts**

Cambridge Educational

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MONMOUTH JUNCTION, NJ, CAMBRIDGE EDUCATIONAL, 2003.

KIT — Despite advancing technology, one communication tool remains a constant: the telephone. Using it competently and courteously is vital to customer and client satisfaction. This 2-part series is designed to help students and professionals improve their telephone skills and understand the impact that both good and bad phone etiquette can have on the bottom line of any business. Combining the video's tutorial examples with the reinforcement of practical exercises on the CD ROM, this interactive series will prepare students and professionals to: make outgoing and receive incoming calls; conduct effective and efficient telephone calls in a business environment; take control of a conversation and direct it towards a specific purpose; use tone, pitch, and inflection to an advantage when speaking on the phone; make a positive impression over the telephone; properly compose and deliver a voicemail announcement and message

### **BE VIDEO 104 - Marketing and Customer Service**

Princess Co, Ltd.

VANCOUVER, WA, THE SCHOOL COMPANY, 2005.

VIDEO — Good listening and speaking skills for dealing with customers are highlighted in this video. The difference between hearing and listening and how to ask the right questions to get the information needed from the customer are presented. The importance of writing and filling out customer service reports and writing letters to clients is also stressed. Grades middle school to Adult. 17:42 minutes

### **BE VIDEO 52 - It's Not What You Say: Mastering the Art of Communication**

Linx Educational Publishing, Inc.

JACKSONVILLE BEACH, FL, LINX EDUCATIONAL PUBLISHING, INC., 2003.

VIDEO — Discover the difference word choice can make. Find out what non-verbal communication is all about. Understand the power of emotional tone. From body language to listening, communication is a skill you can learn . . . today! Grades 8-Adult. 26 minutes

### **BE VIDEO 65 - Communicating Between Cultures**

Learning Seed

LAKE ZURICH, IL, LEARNING SEED, 2004.

VIDEO — Some "cultural givens" are so deeply imbedded in thought patterns they are invisible to those who hold them. This video shows how to make some of these patterns visible and improve communication. A series of cross-cultural situations show how even good intentions often go astray. 23 minutes