

Alabama State Department of Education
High-Quality Instructional Materials Review Form
Finance (PERSONAL FINANCE)

Textbook Title: _____
Publisher: _____
Grade Level or Subject Area: _____
Reviewer: _____

SECTION 2: ALIGNMENT TO ALABAMA COURSE OF STUDY STANDARDS

_____ Number of Standards Met _____ Number of Standards Met _____ Percentage of Standards Met

Directions for reviewers using this rubric:

Indicate your findings based on the extent to which the criteria were met using 1-4 rating scale. Ratings are equivalent in point value. To determine the percentage of standards met, divide total points obtained by possible points.

- 4-Exceeds Expectations: All materials reviewed indicate high-quality; none indicate low quality.
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CONTENT STANDARDS: HIGH SCHOOL COURSES

PERSONAL FINANCE

Each content standard completes the stem "Students will...."

Financial Responsibility						Citations
<p>1. Describe the nature and scope of personal finance, including how personal finance concepts fit into key life events or stages.</p> <p style="padding-left: 20px;">a. Research and share information from a variety of sources to explain the importance of personal financial planning.</p> <p style="padding-left: 40px;"><i>Examples: instructional materials, news articles, blogs from reputable sources, personal narratives, industry publications</i></p> <p style="padding-left: 20px;">b. Specify how monetary and non-monetary assets can contribute to net worth.</p>	1	2	3	4	IE	
<p>2. Describe personal spending behavior that contributes to building wealth.</p> <p style="padding-left: 20px;">a. Explain how charitable giving fits into a spending plan.</p> <p style="padding-left: 20px;">b. Describe practices that assist individuals and families to achieve and maintain financial security.</p> <p style="padding-left: 40px;"><i>Examples: determining needs and wants, creating a budget, setting goals, keeping records, developing a personal financial plan, saving, investing</i></p>	1	2	3	4	IE	
<p>3. Explain how goals, decision-making, and planning affect personal financial choices and behaviors.</p> <p style="padding-left: 20px;">a. Create a plan to reach a specific financial goal.</p> <p style="padding-left: 20px;">b. Explain personal values that affect financial choices.</p> <p style="padding-left: 40px;"><i>Examples: desire for home ownership, work ethic, charity, civic virtue</i></p> <p style="padding-left: 20px;">c. Explain the advantages of designing and following a personal financial plan.</p> <p style="padding-left: 20px;">d. Compare and contrast retirement and estate planning options available to individuals and families.</p>	1	2	3	4	IE	

<p>4. Explain how certifications may expand employment opportunities and positively impact earnings. <i>Examples: lifeguard training, tax preparation class, first aid training</i></p> <p>a. Describe the opportunity costs of developing human capital by taking courses to prepare for employment in careers that are in high demand with high income potential.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>5. Gather information from several sources when planning to purchase a product. <i>Examples: manufacturers, retailers, consumer reviews, independent testing laboratories</i></p> <p>a. Explain what information is most helpful in choosing which product to buy.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
Consumer Protection		
<p>6. Outline the purposes and features of consumer protection laws, agencies, and sources of assistance, including identity protection and credit regulations.</p> <p>a. Explain ways to avoid identity theft, fraud, financial scams, and schemes designed to defraud consumers.</p> <p>b. Discuss the financial and emotional costs of recovering from identity theft or fraud.</p> <p>c. Describe possible responses to excessive debt collection practices. <i>Examples: payday loans, instant credit</i></p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>7. Locate and share credible sources of up-to-date information about consumer rights and responsibilities.</p> <p>a. Investigate and report on sources of assistance for resolving consumer disputes.</p> <p>b. Demonstrate procedures for filing formal consumer complaints.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>8. Outline steps to resolve identity theft problems as recommended by the Federal Trade Commission and financial institutions.</p> <p>a. List entities that have a right to request certain personal financial data.</p> <p>b. Investigate and report on consumer safeguards for mobile and online banking.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

Consumer Decisions and Behavior

<p>9. Describe factors that impact consumer purchasing decisions throughout the lifespan.</p> <p>a. Explain how limitations on financial resources affect the choices people make.</p> <p>b. Explain how consumers can benefit from conducting a cost-benefit analysis before making a financial decision. c.</p> <p>Analyze the influence of peer pressure and emotions on purchasing decisions. Examples: fashion, acceptance from others, desire for the latest gadget</p> <p>d. Describe how scarcity relates to needs and wants.</p> <p>e. Explain the impact of marketing, advertising, and sales strategies or techniques on purchasing decisions. Examples: impulse buying, delayed payment</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>10. Apply a decision-making model to maximize consumer satisfaction when buying goods and services.</p> <p>a. Categorize possible purchases of goods and services as wants or needs, explaining the reasoning for each decision.</p> <p>b. Research and report pros and cons of e-commerce and online auctions.</p> <p>c. Analyze the value of warranties, service contracts, and risk protection for a variety of products and services.</p> <p><i>Example: research due diligence on service work</i></p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>11. Demonstrate how to use comparison shopping skills to make purchasing decisions, including major purchases.</p> <p>a. Compare the advantages and disadvantages of owning versus renting property or housing.</p> <p>b. Research and report on various types of consumer contracts, indicating each type's advantages and disadvantages for the consumer. Examples: renting to own, lease agreements</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p>c. Calculate cost and finance charges for major purchases. Examples: vehicles, appliances, electronics, dwellings</p> <p>d. Research the projected costs for all expenses associated with major purchases, including maintenance costs. <i>Examples: wedding, college, home, car</i></p>		
<p>12. Identify factors that affect the total cost of goods and services, including sales tax, tips, coupons, discounts, and unit pricing.</p> <p>a. Explain how sales and property taxes affect financial decisions. <i>Examples: buying a car or house</i></p>	<p>1 2 3 4 IE</p>	
<p>13. Explain the ways in which individuals are responsible for their finances and situations in which they share responsibility for other people's finances. <i>Examples: marriage, cosigning a loan</i></p> <p>a. List reasons to consult with a tax advisor or financial planner.</p> <p>b. Explain the value of sharing financial goals and personal finance information with a partner before combining households.</p>	<p>1 2 3 4 IE</p>	
Money Management		
<p>14. Demonstrate how to set financial goals and analyze the costs and benefits of spending decisions.</p> <p>a. Describe a sunk cost and situations in which losses should be accepted to avoid further loss.</p> <p>b. Compose an argument supporting the concept of paying yourself first. c. Determine the amount of savings needed for a given household.</p>	<p>1 2 3 4 IE</p>	
<p>15. Describe strategies for managing income to align with financial goals.</p> <p>a. Describe the impact of career choice, education, skills, and economic conditions on income and financial stability.</p>	<p>1 2 3 4 IE</p>	
<p>16. Prepare a monthly budget for an individual or a family given their income, savings goals, taxes, and list of fixed and variable expenses.</p> <p>a. Evaluate the impact of taxes, government payments, and employee benefits on budgeting decisions. Examples: FICA, income taxes; SNAP, Medicaid,</p>	<p>1 2 3 4 IE</p>	

<p>unemployment insurance, farm subsidies; health insurance, retirement plan contributions</p> <p>b. Describe methods of allocating resources to meet savings and investment goals.</p> <p>c. Analyze how changes in life circumstances can affect a personal spending plan. Examples: job change, having a child, major illness, theft of property, automobile accident</p> <p>d. Locate and use technology to help with financial management.</p> <p><i>Examples: online banking, mobile banking apps, direct deposit, money transfer apps, online payments</i></p>		
<p>17. Gather and share information on income, benefits, and deductions.</p> <p>a. Distinguish between gross and net income.</p> <p>b. Analyze the impact of payroll deductions and employee benefits on income. <i>Examples: state and federal income tax, FICA, flexible benefit plans</i></p> <p>c. Calculate the monetary value of employee benefits when determining earnings.</p> <p>d. Describe sources of income not derived from employment. <i>Examples: alimony, unemployment insurance, stock dividends, government transfer payments</i></p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>18. Demonstrate procedures for completing and filing income tax forms, utilizing tax terminology.</p> <p><i>Examples: dependent, exemption, credit, deduction</i></p> <p>a. Explain the requirements for filing annual tax returns and the consequences of not paying income tax.</p> <p><i>Examples: full or partial payments; penalties, federal tax lien, asset seizure, prison, passport revocation</i></p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>Credit and Debt</p>		
<p>19. Research and share information on credit options available to consumers. <i>Examples: revolving, installment, open</i></p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p>a. Explain how credit card grace periods, methods of interest calculation, and fees affect borrowing costs.</p> <p>b. List the types of information required on credit applications.</p> <p>c. Calculate the total cost of a loan.</p> <p>d. Differentiate among various types of student loans and compare to alternate means of paying for post-secondary education.</p>		
<p>20. Research and report on factors that affect creditworthiness and credit scores. Examples: payment history, credit mix, credit utilization</p> <p>a. List steps for obtaining a credit report from the three major reporting agencies.</p> <p>b. Describe effective methods for improving credit scores.</p> <p>c. Describe consequences of accumulating credit card debt and defaulting on loans, especially for young consumers.</p> <p>d. Identify sources, types, and risks of loans for consumers.</p> <p>e. Investigate and report on ways that a low credit score can affect a consumer's financial options.</p>	<p>1 2 3 4 IE</p>	
<p>21. Apply strategies to avoid or correct debt management problems.</p> <p>a. Examine and report on the types of services offered by consumer credit counseling agencies.</p> <p>b. Explain the economic consequences of personal bankruptcy and the financial responsibilities associated with filing for bankruptcy under Chapters 7, 11, and 13. Examples: negative effects on assets, employability, future cost and availability of credit</p> <p>c. Investigate how student loan obligations differ from other kinds of debt.</p> <p>d. Research and report on a financial institution's debt reduction services.</p>	<p>1 2 3 4 IE</p>	
<p>Saving</p>		

<p>22. Research and report on the benefits of savings.</p> <p>a. Distinguish between saving and investing, considering the characteristics of various methods of saving.</p> <p><i>Examples: savings account, money markets, certificates of deposit, IRAs, retirement accounts</i></p> <p>b. Calculate annual interest and annual yield on savings for various types of accounts.</p> <p><i>Examples: money market accounts, deposit savings accounts, 529 plans</i></p> <p>c. Explain reasons for maintaining an emergency savings account and methods for determining the amount needed</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>23. Compare certificates of deposit, money markets, and savings accounts and identify the benefits and disadvantages of each.</p> <p>a. Gather information on the interest rates that financial institutions pay on different types of savings accounts.</p> <p>b. Determine how real income, real return, real yield, and purchasing power are calculated and why they are important.</p> <p>c. Explain the difference between simple and compound interest and calculate interest on a given amount of savings using each method.</p> <p>d. Gather and share information on the impact of inflation on savings.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>Investing</p>		
<p>24. Identify types of investments appropriate for different objectives.</p> <p><i>Examples: short term vs. long term goals, liquidity, risks vs. reward</i></p> <p>a. Describe factors that affect the rate of return on investments.</p> <p>b. Differentiate between diversification and asset allocation.</p> <p>c. Compare the advantages of taxable, tax-deferred, and tax-advantaged investments, including Roth IRAs and employer-sponsored retirement options, and determine which are most beneficial for new savers.</p> <p>d. Describe steps that will maximize long-term investment returns and explain the advantages of each.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p><i>Examples: begin investing at an early age, diversify investments, take advantage of employer matching programs</i></p>		
<p>25. Evaluate types of investments to determine how they meet the objectives of a personal financial plan.</p> <p>a. Compare the advantages and disadvantages of buying and selling investments through various channels. Examples: direct purchase, stock options from employers, investment professionals, online brokerages</p> <p>b. Research and report on investment options, considering risks and returns and the reasons for diversification.</p> <p><i>Examples: stocks, bonds, Treasury bills, mutual funds, index funds, certificates of deposit, money market accounts</i></p>	<p>1 2 3 4 IE</p>	
<p>26. Identify warning signs of investment fraud and steps that can be taken if victimized by investment fraud.</p>	<p>1 2 3 4 IE</p>	
Personal Insurance		
<p>27. Describe how insurance protects against loss and mitigates financial consequences.</p> <p>a. Explain the various types of personal insurance and identify coverage needed at different stages of life.</p> <p><i>Examples: auto, rental, property, disability, life (whole and term), health</i></p> <p>b. Research and report on ways coverage, deductibles, and premiums are related. c. Analyze the costs and benefits of various types of insurance.</p>	<p>1 2 3 4 IE</p>	
<p>28. Compare and contrast types of property insurance and identify situations when certain types of coverage are needed.</p> <p><i>Examples: homeowner's, renter's, automobile</i></p> <p>a. Gather and share information about the consequences of accidents involving uninsured or underinsured motorists.</p> <p>b. Explain the differences between independent insurance agencies and franchised agencies.</p> <p>c. Determine the amount of coverage needed in a given situation.</p>	<p>1 2 3 4 IE</p>	

Banking

<p>29. Explain the role of the Federal Deposit Insurance Corporation (FDIC) and the National Credit Union Administration (NCUA) in protecting depositors' savings, including coverage limits.</p>	<p>1 2 3 4 IE</p>	
<p>30. Explain how state and federal agencies charged with regulating financial institutions protect the safety, soundness, and legal compliance of the nation's banking system. <i>Examples: Federal Reserve System, the Office of the Comptroller of the Currency, the Consumer Financial Protection Bureau, state banking departments</i></p>	<p>1 2 3 4 IE</p>	
<p>31. Investigate and report on account management services provided by financial institutions. <i>Examples: credit unions, pawn shops, payday lenders, commercial banks, online banks</i></p> <p>a. Summarize the risks and protections associated with checks, debit cards, credit cards, and online and mobile payment systems.</p> <p>b. Compare the features and costs of personal checking accounts offered by different financial institutions.</p> <p>c. Compare the features and costs of online and mobile banking and payment services offered by different financial institutions.</p> <p>d. Compare the cost of cashing a check with various third parties. <i>Examples: bank or credit union, check-cashing services, retail outlets</i></p> <p>e. Identify ways to avoid costly fees. <i>Examples: overdraft fees, late fees f. Discuss the pros and cons of being unbanked.</i></p>	<p>1 2 3 4 IE</p>	
<p>32. Demonstrate procedures for opening and managing a checking account, including writing checks; recording checks, debits, and deposits; and reconciling statements.</p>	<p>1 2 3 4 IE</p>	

Total Points: _____

Alabama State Department of Education
High-Quality Instructional Materials Review Form
Finance (ECONOMICS AND FINANCIAL SERVICES)

Textbook Title: _____
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SECTION 2: ALIGNMENT TO ALABAMA COURSE OF STUDY STANDARDS

_____ Number of Standards Met _____ Number of Standards Met _____ Percentage of Standards Met

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CONTENT STANDARDS: HIGH SCHOOL COURSE
ECONOMICS AND FINANCIAL SERVICES

Each content standard completes the stem "Students will...."

Economic Systems					Citations
1. Describe different types of business organization. a. Compare the features of sole proprietorship, partnership, and corporation. b. List and explain the advantages and disadvantages of forming a corporation. c. Investigate and share reasons for corporate acquisitions and mergers, giving examples of actual events.	1	2	3	4	IE
2. Summarize how economic stability impacts growth of the economy. a. Explain the concept of economic growth, including how it fits into the business cycle and why it is considered desirable. b. Explain the four stages of the business cycle, citing examples for each stage from United States and world history.	1	2	3	4	IE
Market Systems					
3. Compare and contrast major features of a variety of economic systems. a. Describe major economic philosophies, utilizing the terms profit, market, and market system . b. Explain concepts associated with trade among nations.	1	2	3	4	IE
4. Describe the four basic levels of international business activities: domestic, international, multinational, and global. a. Explain how supply and demand impact decisions in business.	1	2	3	4	IE
Profit					
5. Explain how the profit motive drives decisions in a capitalist economic system. <i>Examples: decisions involving personal investment, banking investment, or</i>	1	2	3	4	IE

<i>economic development</i>				
Capital				
6. Describe the methods and sources available to corporations for raising capital. <i>Examples: bank loans, fundraisers, venture capitalists, internet sites, savings, friends, family members</i>	1	2	3	4 IE
a. Identify and share reasons for corporate efforts to raise capital.				
b. Explain the role of securities in capital markets.				
Trade				
7. Explain the financial interdependence of nations.	1	2	3	4 IE
a. Describe the effects of rising and falling exchange rates on the U.S. dollar.				
b. Explain how businesses reduce the risk of exchange rate losses. <i>Examples: forwards and futures contracts</i>				
c. Describe the advantages and disadvantages of importing and exporting goods and explain the effect such trade has on the United States economy.				
d. Discuss how outsourcing affects the supply of goods and services in the American economy.				
e. Research and discuss the impact of trade barriers, including tariffs, on domestic and global markets.				
Banking and Investment				
8. Use various sources of information to gather data about specific investments, including stocks, bonds, mutual funds, and futures. <i>Examples: prospectus, online resources, financial publications</i>	1	2	3	4 IE
a. Identify and interpret financial data components found in various media sources. <i>Examples: stock price fluctuations, volume, trend graphs, dividends</i>				

<p>b. Explain the importance of the interpretation of financial data and its impact on possible future investments</p>	1	2	3	4	IE
<p>9. Outline the growth and role of the banking system in America from its early years to the present.</p> <p>a. Identify the major federal banking laws and their role in the financial services industry.</p> <p>b. Identify emerging financial products and services offered by a variety of financial institutions.</p>	1	2	3	4	IE
<p>10. Describe banking services provided in the American financial system.</p> <p>a. Describe the products offered by a full-service bank.</p> <p>b. Compare and contrast banking services of credit unions, traditional banks, investment banks, and online banking.</p> <p>c. Identify financial services offered by major non-bank competitors.</p> <p>d. Discuss the role of the Community Reinvestment Act in providing banking services to low- and moderate-income communities.</p>	1	2	3	4	IE
<p>Monetary Policy and Federal Reserve</p>					
<p>11. Describe the role financial institutions play in economic growth and development.</p> <p>a. Explain the role money plays in the American economic system.</p> <p>b. Identify and explain the role the Federal Reserve System plays in American money, credit, and banking processes, including the effects of changes to monetary policies. <i>Example: prime interest rates</i></p>	1	2	3	4	IE
<p>Consumer Economics</p>					
<p>12. Interpret economic and financial data using correct terminology.</p> <p><i>Example: reports of Gross Domestic Product, United States stock market data (Dow Jones Industrial Average, Nasdaq Composite Index, S&P 500 Index)</i></p>	1	2	3	4	IE

13. Describe the role of consumer credit in today's economy. a. Identify major providers of consumer credit.	1 2 3 4 IE	
14. Describe the impact of consumer debt on both the consumer and on the economy as a whole. a. Differentiate between good and bad debt. b. Identify the components of a credit report and explain the impact of credit scores on a consumer's financial affairs. c. Using a personal budget model, calculate the effects of debt on credit scores.	1 2 3 4 IE	
Ethics		
15. Demonstrate ethical customer service skills in the financial sector. a. Design a financial plan for products and services based on customers' needs and desires. b. Summarize information about customers' rights and responsibilities, and demonstrate effective methods of making customers aware of them. c. Describe methods of protecting customers' privacy and confidential information.	1 2 3 4 IE	
Cost-Benefit Analysis		
16. Gather and share information on the effectiveness of marketing strategies used by financial institutions to attract and retain customers.	1 2 3 4 IE	

Comments:

Total Points: _____

Alabama State Department of Education
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Marketing (Advertising and Sales)

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CONTENT STANDARDS: HIGH SCHOOL COURSES

Advertising and Sales

Each standard completes the stem "Students will...."

Selling and Promotion						Citations
<p>1. Analyze the impact of the advertising and promotion industry.</p> <p>a. Explain factors affecting the growth and development of the advertising and promotion industry.</p> <p>b. Identify current issues, social effects, and trends in advertising and promotion.</p> <p>c. Explain the importance of business ethics, industry regulations, company regulations, and laws affecting promotion.</p> <p>d. Explain the legal, demographic, and geographic considerations that affect international marketing communication and promotion.</p> <p>e. Describe how technology can be used to promote products and services.</p>	1	2	3	4	IE	
<p>2. Investigate and describe the role of the promotional mix in a competitive economic environment.</p> <p>a. Compare and contrast the elements of the promotional mix, including advertising, promotion, publicity, and personal selling.</p> <p>b. Explain the importance of timeliness in utilizing elements of the promotional mix.</p> <p>c. Examine and report on the effects of digital marketing on the elements of the promotional mix.</p> <p>d. Analyze the role of branding and trademarks and discuss how they are used to position products and/or services.</p>	1	2	3	4	IE	
<p>3. Plan and evaluate an advertising campaign.</p> <p>a. Explain the importance of coordinating elements in advertisements.</p>	1	2	3	4	IE	

<p>b. Determine the advertising reach of media and select the appropriate media for a product or service.</p> <p>c. Explain the need to coordinate advertising campaigns with other marketing activities.</p> <p>d. Pitch a promotional idea to a client.</p>		
<p>4. Calculate media costs that affect the elements of the promotional mix.</p> <p>a. Identify the factors that affect the costs of all media.</p> <p>b. Describe the advantages and disadvantages of each type of media based on costs and effectiveness of the message.</p> <p>c. Explain the importance of cooperative advertising to a business.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>5. Demonstrate advertising techniques.</p> <p>a. Create advertising layouts, develop advertising headlines, select illustrations and type styles for advertisements, and write promotional messages to appeal to target markets.</p> <p>b. Explain the advantages and disadvantages of online advertisement in the promotion and advertising industry.</p> <p>c. Describe the advantages and disadvantages of email marketing in the promotion and advertising industry.</p> <p>d. Design website components and/or write content for use on the Internet.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>6. Describe the impact of the sales profession on the economy.</p> <p>a. Differentiate among wholesale, retail, and professional sales careers and environments.</p> <p>b. Gather and share information on different types of compensation and incentive methods used in advertising and sales.</p> <p><i>Examples: commissions, bonuses, prizes</i></p> <p>c. Describe the sales cycle and the purpose of sales forecasts.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
<p>7. Design sales promotion materials and visual merchandising to complement</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	

<p>advertising campaigns.</p> <ol style="list-style-type: none"> a. Write copy to be used for slogans or taglines for promotional materials. b. Research and share information regarding branding and logos in successful promotional campaigns. c. Plan and create a themed visual merchandising display. 		
<ol style="list-style-type: none"> 8. Develop an effective sales presentation. <ol style="list-style-type: none"> a. Demonstrate techniques to determine customers' needs and wants. b. Explain the advantages of using feature-benefit selling in the sales process. c. Demonstrate methods to identify and resolve customers' questions and objections in the selling process. 	<p>1 2 3 4 IE</p>	
Market Planning		
<ol style="list-style-type: none"> 9. Analyze potential markets. <ol style="list-style-type: none"> a. Describe the use of technology in the marketing-information management function. b. Explain characteristics and techniques of effective data collection instruments for gathering and processing marketing data. c. Identify ways to segment advertising/promotion markets and explain the benefits of target marketing. d. Conduct a market analysis including market size, area, and potential. 	<p>1 2 3 4 IE</p>	
Customer Relations		
<ol style="list-style-type: none"> 10. Identify the personal characteristics needed for a successful career in sales. <ol style="list-style-type: none"> a. Utilize customer research methods to develop a potential customer base. b. Describe how sales professionals use customer and product knowledge to satisfy customers' needs. 	<p>1 2 3 4 IE</p>	

<p>11. Identify and utilize various follow-up techniques to be used upon completion of the sale.</p> <p>a. Explain the importance of obtaining customer feedback and positive referrals for future sales.</p> <p>b. Explain the importance of customer loyalty in order to retain a customer base.</p> <p>c. Describe ways that customer feedback impacts future sales campaigns.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
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Legal Issues

<p>12. Summarize provisions in laws and regulations associated with advertising and sales.</p> <p>Example: Federal Trade Commission regulations</p> <p>a. Discuss ethical issues related to sales and advertising.</p>	<p>1</p> <p>2</p> <p>3</p> <p>4</p> <p>IE</p>	
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Total Points: _____