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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Marketing |
| **Course Name** | Practicum in Marketing |
| **Lesson/Unit Title** | Marketing Yourself |
| **TEKS Student Expectations** | **130.387. (c) Knowledge and Skills**  (7) The student knows how to use self-development techniques  and interpersonal skills to accomplish marketing objectives. The  student is expected to:  (A) identify and practice effective interpersonal and team-  building skills involving situations with coworkers,  managers, and customers  (B) develop short- and long-term personal goals  (C) identify and use time-management principles  (D) participate in leadership and career development  activities |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | Students will be able to:   1. Students will explain how individuals market themselves every day. 2. Students will describe characteristics for a professional personality. 3. Students will explain how marketing relates to the job search and career development. 4. Students will describe the importance of self-confidence and positive attitude. 5. Students will explain how the resume is a personal advertisement. |
| **Rationale** | Students will explain how marketing relates to the job search and career development. |
| **Duration of Lesson** | 2 periods of 45-minutes |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | * Self-aware-understanding the various factors that shape your personality * terminal values-values that are an end in themselves * instrumental values-behaviors such as honesty or perseverance that help you obtain terminal values * networking-associating with other professionals for personal and professional benefit |
| **Materials/Specialized Equipment Needed** | * Marketing/Packaging Yourself Project * Marketing/Packaging Yourself Project Rubric * Resume Project * Resume Project Rubric * Mock Interview Rubric * Marketing Yourself Workplace Project * Marketing Yourself Workplace Project Rubric * In Style Business Attire Project * In Style Business Attire Project Rubric * Internet * Construction paper * Scissors and glue * Poster board * Newspapers * Computers for students to complete projects. * Projector |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | * Education and good grades are important elements for successful careers. Experience in the field, professional involvement in organization and an outgoing personality are also elements necessary for success. Ask students to develop a roadmap for their lives. The map should include high school, extra-curricular activities, work/intern experiences, college, and other preparation for success. The roadmap should include dates and possible detours to the road to professional success. * Ask students why it is important to become actively involved in professional organizations like DECA. Some of the top responses should include professional, vocational, and social value. Equally important is the opportunity to network with numerous other professionals. |
| **Direct Instruction \*** | * Students will prepare a Top Ten List of their greatest personal characteristics. * Students will list a career that they plan to pursue. Then they will list what education, personal characteristics, and other criteria are necessary to successfully land this career.   Instructors are encouraged to make a PowerPoint presentation and use the handouts, current events, the Internet, and note pages in conjunction with the following outline.  I. Personal Marketing is a Daily Event  A. in the classroom and to your teacher and administrators  B. at home to parents, family, and friends  C. at work to obtain the job, capture the promotion, make the sale  D. in public  E. networking with other professionals  Ask students to write a paragraph that describes their personal marketing package. Ask students to list their strengths and areas needing improvement.  II. Characteristics of a Professional  A. Confident  B. Good Listener  C. Polite-follows business etiquette  D. Good Public Speaker  E. Well educated and willing to continue education  F. Team player  G. Accepts constructive criticism  H. Avoids judging others  I. Willing to listen to others’ ideas  J. Works to resolve conflict  Explain how some highly educated doctors need a lesson in proper bedside manners or business etiquette. Explain the importance of positive communication with the customer.  III. Marketing and the Job Search  A. Packaging and presenting yourself  B. Maintaining a professional look/image  C. Making positive first impressions  D. Demonstrating professionalism always  E. Demonstrating proper business etiquette  Explain the importance of body language. Then ask students what the following body language activities mean; sighs-boredom and not listening, folded arms-defensive and not listening rolling eyes-disrespect, lack of eye contact-lack of confidence.  IV. Self Confidence and Positive Attitude  A. positive attitude-most important factor in hiring entry-level candidates (National Center on Educational Quality of the Workforce)  1. education  2. optimistic attitude  3. positive self-talk  4. positive communication  5. positive body language  a. stand up straight when speaking  b. give good eye contact  c. listen carefully to others  d. monitor yourself for annoying habits  6. positive work habits  a. be courteous to others  b. do not argue about unimportant issues  c. do not be afraid to accept blame  d. volunteer for unwanted tasks  B. Self Confidence  1. directly related to self esteem  2. healthy attitude without being obnoxious to others  Ask students if they would rather talk or listen. Then explain how listening is one of the weakest skills resulting in communication breakdown is. Ask students if they were an employer what they would list as their top 5 expectations of an employee.  V. Resume-Your Personal Inventory  A. Personal information  B. Education  C. Work experience  D. Extra-curricular activities  E. Personal strengths  F. Career goals  G. References  Give students a resume with the main categories and open space. Students must fill in their personal information in the blank spaces in order to begin the resume process.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  *NONE* |
| **Guided Practice \*** | * Go over an example of a resume for high schoolstudents. The resume should include professional goal, personal information, education, work experience, extracurricular activities, personal interests and skills, and references. Students will use this sample when preparing their personal resume. * Ask students why first impressions are so important. Then have students describe how they will dress for an interview to relay the correct signal to the prospective employer.   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  *NONE* |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | * Students will produce a resume using the Resume Project guidelines and Resume Project Rubric. * Students will successfully complete a mock interview with an individual from the business community using the Mock Interview Rubric. * Students will complete the Marketing Packaging Yourself project (attached document with directions) and evaluation using the Marketing Packaging Yourself Project Rubric. * Students will complete the Marketing Your Workplace Project (see attached document with directions) and use the Marketing Your Workplace Project Rubric for evaluation. * Students will complete the In-Style Business Attire Project (see attached document with directions) and In Style Business Attire Project Rubric for evaluation.   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  *NONE* |
| **Lesson Closure** | Q: Why is marketing important for individuals?  A: Every day individuals must market themselves.  Q: Why is the first impression so important?  A: The first impression is a lasting impression. You may not get a second chance to make a different impression.  Q: How is the resume a marketing device?  A: The resume sells your qualifications.  Q: What are two important tips before going to the interview?  A: Research the company to be knowledgeable and dress for professional success with good grooming.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  *NONE* |
| **Summative/End of Lesson Assessment \*** | **Informal Assessment**   * Instructor will observe students during Independent Practice assignments, and class participation during Introduction discussion and PowerPoint discussions. * Instructor will assist individuals as needed.   **Formal Assessment:**  Use the Resume Rubric and Mock Interview Rubric to evaluate the resume and mock interview. The Marketing and Packaging Yourself Project will also be evaluated using Marketing and Packaging Yourself Project Rubric. Marketing Your Workplace Project Rubric is provided to evaluate the Marketing Your Workplace Project. The in-Style Business Attire Project is evaluated using the In-Style Business Attire Project Rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*  *NONE* |
| **References/Resources/**  **Teacher Preparation** | * Marketing Yourself, Cengage South-Western Publishing * Marketing, Third Edition, James L. Burrow, South-Western Cengage Learning * Marketing Essentials, McGraw Hill * USA Today and local newspapers |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** |  |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** |  |
| **Quotes** |  |
| **Multimedia/Visual Strategy**  **Presentation Slides + One Additional Technology Connection** |  |
| **Graphic Organizers/Handout** |  |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** |  |
| **Communication**  **90 Second Speech Topics** |  |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) |  |
| **Family/Community Connection** |  |
| **CTSO connection(s)** | DECA |
| **Service Learning Projects** |  |
| **Lesson Notes** |  |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)