

WorkKeys/MEAP/CTE – Michigan Academic Standards Crosswalk

This project was a collaborative effort between the Michigan Department of Career Development, Office of Career and Technical Preparation, and identified state level experts, professional organizations, and content area teachers in response to requests from administrators and educators. Each crosswalk was developed to the Standards level of the Michigan Curriculum Frameworks. For further development, local district CTE programs will need to do benchmark level linkage with their local curriculum.

As we move forward in the educational process to prepare students for their future, we must recognize our responsibility to provide high quality technical and academic education to best prepare these students for their future goals.

Overview:

- This is a tool to assist Local Educational Agencies to develop crosswalks at the benchmark level for specific programs.
- CTE curriculum Standards /unit goals were the basis of the crosswalk
- Local district programs need to do benchmark level linkage with their local curriculum.
- Curriculum Standards support the curriculum, with a broad-based focus.
- WorkKeys crosswalks used national occupational job profile information as the basis of determining performance level expectations.
- For new program application submission starting 2003-2004, crosswalk at the benchmark level will be required.

Benefits

- Provides linkages to National Occupational Standards for improvement in program delivery
- Will assist “highly qualified” instructional staff in documenting accountability and supporting new national initiatives
- Demonstrate CTE support of the Michigan Curriculum Frameworks and MEAP objectives
- To enable districts with CTE programs to strengthen communication with curriculum directors, superintendents and building administrators.
- Curriculum crosswalk will encourage communications between Career and Technical and academic educators
- Assist locals in establishing support for academic credit granted for Career and Technical Education programs

Plan Dissemination

- On MDCE/OCTP Web site
 - Posted by pathway
 - Link to Agriscience Web site
- State update meetings
- Presentation to Teacher groups
- Presentations to Administrator groups
- Distribution to Teacher Educators
- Feature item in Newsletters, updates to field
- MDE
- Available to Education Institutions

Marketing Education
(Marketing Sales and Services)
 CIP 52.1999
CONTENT STANDARDS CROSSWALK

August 2002

| Michigan Marketing Education Standards | National Standards for Program Area –Marketing Education Resource Center Mark-ED | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
|---|---|---|--|---|
| <p>1.Students will identify business, management, and entrepreneurial concepts that affect business making.</p> | <p>Student understands fundamental business, management, and entrepreneurial concepts that affect business decision-making.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>5. All students will display personal qualities such as responsibility, self-management, self-confidence, ethical behavior, and respect for self and others.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group’s goals and values, learn to exercise leadership, tech others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> <p>6. Evaluate the societal and environmental impacts of technology and forecast alternative uses and possible consequences to make informed civic, social, and economic decisions.</p> |

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| | | Teamwork 3 4 5 6 Listening and Writing: Writing 1 2 3 4 5 | | |

**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

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|---|---|---|---|---|
| <p>2. Student will identify concepts, strategies, and systems needed to interact effectively with others.</p> | <p>Student understands concepts strategies, and systems needed to interact effectively with others.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>5. All students will display personal qualities such as responsibility, self-management, self-confidence, ethical behavior, and respect for self and others.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group’s goals and values, learn to exercise leadership, tech others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

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| <p>3. Students will demonstrate and understand the economic principles and concepts fundamental to marketing.</p> | <p>Student will understand the economic principles and concepts fundamental to marketing</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

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| <p>4. Student will demonstrate and understand concepts and strategies needed for career exploration, development, and growth.</p> | <p>Student will understand concepts and strategies needed for career exploration, development, and growth.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>5. All students will display personal qualities such as responsibility, self-management, self-confidence, ethical behavior, and respect for self and others.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group's goals and values, learn to exercise leadership, teach others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.</p> <p>10. All students will integrate employability skills into behaviors, which prepare one for obtaining, maintaining, advancing, and changing</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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Marketing Education
(Marketing Sales and Services)
 CIP 52.1999
CONTENT STANDARDS CROSSWALK

| Michigan Marketing Education Standards | National Standards for Program Area | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
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| <p>5. Student will explain concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.</p> | <p>Student will understand the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>9. All students will learn to understand, monitor, and improve complex systems, including social, technical, and mechanical systems, and work with and maintain a variety of technologies.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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|--|-------------------------------------|---|--|---------------------------------------|
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**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

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|---|---|--|---|---|
| 6.Student will describe the financial concepts used in making business decisions. | Student will understand the financial concepts used in making business decisions. | <p>Applied Mathematics:</p> <p>3 4 5 6 7</p> <p>Applied Technology</p> <p>3 4 5 6</p> <p>Listening and Writing: Listening</p> <p>1 2 3 4 5</p> <p>Locating Information</p> <p>3 4 5 6</p> <p>Observation</p> <p>3 4 5 6</p> <p>Reading for Information</p> <p>3 4 5 6 7</p> <p>Teamwork</p> <p>3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>5. All students will display personal qualities such as responsibility, self-management, self-confidence, ethical behavior, and respect for self and others.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> |

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|--|-------------------------------------|---|--|---------------------------------------|
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Marketing Education
(Marketing Sales and Services)
 CIP 52.1999
CONTENT STANDARDS CROSSWALK

| Michigan Marketing Education Standards | National Standards for Program Area | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
|--|---|--|---|---|
| <p>7. Students will explain the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</p> | <p>Student sill understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>9. All students will learn to understand, monitor, and improve complex systems, including social, technical, and mechanical systems, and work with and maintain a variety of technologies.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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|--|-------------------------------------|---|--|---------------------------------------|
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Marketing Education
(Marketing Sales and Services)
 CIP 52.1999
CONTENT STANDARDS CROSSWALK

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|--|--|--|---|---|
| <p>8. Students will describe the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p> | <p>Student will understand the concepts and strategies utilized in determining and adjusting prices to maximize return and meet customer' perceptions of value</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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|--|-------------------------------------|---|--|---------------------------------------|
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**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

| Michigan Marketing Education Standards | National Standards for Program Area | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
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| <p>10. Students will identify the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p> | <p>Student will understand the concepts and strategies needed to communicate information about products, services, images, and or ideas to achieve a desired outcome.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments</p> |

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Marketing Education
(Marketing Sales and Services)
 CIP 52.1999
CONTENT STANDARDS CROSSWALK

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| <p>11. Student will identify concepts and strategies needed to determine client needs, wants, respond through planned, personalized communication that influences purchase decisions, and enhance future business opportunities.</p> | <p>Student will understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.</p> | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group's goals and values, learn to exercise leadership, teach others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> |

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|--|-------------------------------------|---|--|---------------------------------------|
| | | 6 Listening and Writing: Writing 1 2 3 4 5 | | |

**Marketing Education
(Marketing Sales and Services)**
CIP 52.1999
CONTENT STANDARDS CROSSWALK

| Michigan Marketing Education Standards | National Standards for Program Area | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
|---|-------------------------------------|---|---|---|
| <p>12. Student will integrate academic concepts, including mathematics, reading, writing, speaking, sociology, psychology, and geography to classroom activities and extra-curriculum activities.</p> | | <p>Applied Mathematics: 3 4 5 6 7</p> <p>Applied Technology 3 4 5 6</p> <p>Listening and Writing: Listening 1 2 3 4 5</p> <p>Locating Information 3 4 5 6</p> <p>Observation 3 4 5 6</p> <p>Reading for Information 3 4 5 6 7</p> <p>Teamwork 3 4 5</p> | <p>1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations.</p> <p>2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals.</p> <p>3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs.</p> <p>4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results.</p> <p>6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively.</p> <p>7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group's goals and values, learn to exercise leadership, tech others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts.</p> | <p>1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner)</p> <p>2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information.</p> <p>3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills.</p> |

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CONTENT STANDARDS CROSSWALK

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| 13. Student implement marketing activities through the use of technology. | | Applied Mathematics: 3 4 5 6 7 Applied Technology 3 4 5 6 Listening and Writing: Listening 1 2 3 4 5 Locating Information 3 4 5 6 Observation 3 4 5 6 Reading for Information 3 4 5 6 7 Teamwork 3 4 5 | 1. All students will apply basic communication skills (reading, writing, speaking, and listening), apply scientific and social studies concepts, perform mathematical processes, and apply technology in work-related situations. 2. All students will acquire, organize, interpret, and evaluate information from career awareness and exploration activities, career assessment, and work-based experiences to identify and to pursue their career goals. 3. All student will demonstrate the ability to combine ideas or information in new ways, make connections between seemingly unrelated ideas, and organize and present information in formats such as symbols, pictures, schematics, charts, and graphs. 4. All students will make decisions and solve problems by specifying goals, identifying resources and constraints, generating alternatives, considering impact, choosing appropriate alternatives, implementing plans of action and evaluating results. 6. All students will identify organize, plan, and allocate resources (such as time, money, material, and human resources) efficiently and effectively. 7. All students will work cooperatively with people of diverse backgrounds and abilities, identify with the group's goals and values, learn to exercise leadership, tech others new skills, serve clients or customers, and will contribute to a group process with ideas, suggestions, and efforts. | 1. Use and transfer technological knowledge and skills for life roles (family member, citizen, worker, consumer, lifelong learner) 2. Use technologies to input, retrieve, organize manipulate, evaluate, and communicate information. 3. Apply appropriate technologies to critical thinking, creative, expression, and decision-making skills. 4. Employ a systematic approach to technological solutions by using resources and processes to create, maintain, and improve products, systems, and environments 5. Apply ethical and legal standards in planning, using, and evaluating technology. |

| Michigan Marketing Education Standards | National Standards for Program Area | Work Keys Skills Level | Michigan Career and Employability Skills Standards | Michigan Technology Content Standards |
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| | | 6 Listening and Writing: Writing 1 2 3 4 5 | | |