

STRANDS AND STANDARDS

DIGITAL BUSINESS APPLICATIONS



Course Description

Students will explore business applications through the lens of a sales and advertising career. This is a project-based course that will result in students being able to create a digital portfolio that will show understanding and utilize common business applications including; Business tools and programs, business safety and security, business communications for internal and external use, and the importance of applications in global business.

Intended Grade Level	9-12
Units of Credit	.5
Core Code	32.02.00.00.150
Concurrent Enrollment Core Code	32.02.00.13.150
Course is written for	9th and 10th grades
Skill Certification Test Number	215
Test Weight	.05
License Area of Concentration	CTE and/or Secondary Education 6-12
Required Endorsement(s)	
Endorsement 1	Business & Marketing (CTE/General)
Endorsement 2	Business& Marketing Info Management L1

Performance Skill

“Begin with the End in Mind” -Stephen Covey

This course is project-based and meant to provide students with basic digital skills used in Sales and Advertising.

Students will create an online portfolio. Each will include at least 5 of the following performance skills:

- Create a survey using form creation software
- Create a sales advertisement using the online image and graphic design applications.
- Create a shared calendar for sales and advertising promotions.
- Create infographics for a product or service
- Create an audio advertisement for a podcast highlighting a product or service.
- Create a 60-second video advertisement for a product or service
- Create a presentation for a new product or service
- Create a travel itinerary for a global business trip

STRAND 1

Tools and Programs

Students will explore the various tools and programs used in sales and advertising

Standard 1

Describe the need for sales and advertising professionals to use a variety of business applications. Include the following basic tools and programs.

- **Mobile devices:** used for communication, scheduling, marketing, social media post, and general daily organization while on the go and away from the office.
- **Laptops:** used to connect to networking systems for presentations and for the ability to work remotely.
- **Tablets:** often used for presentations and for signature collection on contracts and sales documents.

Standard 2

Introduce and describe when the following programs would be used in sales and advertising careers.

- **Word Processing:** used in a variety of marketing and sales documents from product specifications, and contracts to simple flyers
- **Spreadsheets:** Used to organize sales and service data such as contact information, invoices, and documents that need calculation or numeric information.
- **Presentations:** Used in sales and advertising to show a client the plan or process that a sales representative needs to communicate.
- **Adobe PDFs:** Used to preserve a signature from clients or customers when closing a sale or agreeing to a business transaction.
- **Forms & Surveys:** Used to create online questionnaires with multiple question types.

STRAND 2

Safety and Security in Business Applications

Students will understand the importance of privacy, security, and protecting a company's intellectual property.

Standard 1

Review and evaluate ethical issues pertaining to the use of images, trademarks, and copyrights

- **Acceptable use policies:** a document that outlines a set of rules to be followed by users or customers of a set of computing resources, which could be a computer network, website or large computer system.
- **Code of ethics:** A guide of principles designed to help professionals conduct business honestly and with integrity.

Standard 2

Understand common threats to business security

- **Malware:** malicious software, is a blanket term for any kind of computer software with malicious intent.
- **Phishing attacks:** the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers.
- **Ransomware:** a type of malicious software designed to block access to a computer system until a sum of money is paid.
- **Spyware:** software that enables a user to obtain covert information about another's computer activities by transmitting data covertly from their hard drive.

Standard 3

Understand the importance of securing sensitive business information

- **Trade secrets:** Formulas, patterns, or methods used to produce a creative work or product that is generally not known outside the company.
- **Patents:** The legal right granted to an inventor.
- **Copyright:** The exclusive legal right given to the creator of works printed, posted, published, filmed, or recorded.
- **Intellectual property:** A creative work or idea for which an individual has ownership rights.

STRAND 3

Business Communications (Internal)

Students will understand the common channels and applications used to communicate in the sales and advertising industry.

Standard 1

Demonstrate and describe the appropriate situations to use essential forms of communication in sales and advertising.

- **Email:** Professional correspondence
- **Call/Voicemail:** Recording that informs clients and business partners of important information when you are not available to answer the call.
- **Text/ Messaging Systems:** Sent and received by mobile phone number
- **TTY Systems:** A special device that lets people who are deaf, hard of hearing, or speech-impaired use the telephone to communicate, by allowing them to type text messages.

Standard 2

Describe the need to access shared work in a professional business setting. Emphasize the importance in terms of efficiency, workflow, and communication.

- **Calendars/Scheduling software:** Software that allows businesses and professionals to manage appointments & bookings
- **Shared document services:** online programs that allow businesses and professionals to share files, synchronize, and collaborate while storing information on a cloud-based system.
- **Virtual Meetings:** real-time interactions that take place over the Internet using integrated audio and video, chat tools, and application sharing
- **Customer Database:** a collection of information including contact information

STRAND 4

Business Communications (External)

Students will create a variety of print, video, and audio advertisements and understand the impact advertising has on a business's ability to reach customers and grow their business.

Standard 1

Print Media

Identify the different types of print media used in both traditional and digital advertising.

- Content Creation in the form of advertising in print publications
- Product or Sales Brochures used in the sales process to communicate products and service features.
- Sales Flyers that incorporate a QR code. These can be implemented in print publications and in social media posts.
- **Infographics:** Used to show versus tell large amounts of information in a visually appealing and concise manner.
- Sales and Advertising Posters
- **Blog:** a website where someone regularly records their thoughts or experiences or talks about a subject.
- **Social Media:** Connect with the target audience through various print materials

Standard 2

Video

Demonstrate how businesses are innovating with a variety of video, and live streaming advertisements to grow their business.

- **Video or Vlog:** Grab attention or retain customers with enhanced material
- **Webinar:** An event hosted live over the internet
- **Animation:** Digital images that move to draw attention to a sales advertisement. Often used in social media and email marketing.
- **Presentation:** A visual demonstration strategy to initiate a sale of a product or service
- **Social Media:** Used to gain attention, build authority, and reach potential customers

Standard 3

Audio

Provide examples of how streaming and online platforms use audio ads in today's sales and marketing. Describe the ability of celebrities to and influencers build careers through this advertising medium.

- **Radio Ads:** an audio recording used to promote business and services, often includes music or special songs called jingles.
- **Podcast:** An On-Demand Broadcast intended to entertain, educate, motivate, or inspire its audience.

STRAND 5

Business Globalization

Students will understand the impact and advantages of technology relating to the globalization of business.

Standard 1

Discuss the ways that teams are able to collaborate using digital technologies working within a global environment.

- **Translation Software:** an application that is used to speed up the process of changing sales and advertising information into another language. This includes closed captions for the hearing impaired.
- **Currency Conversion:** The rate at which one country's money is exchanged for another country's money. 1 Dollar = ____ Euros/ Pesos /Yen

Discuss the difference in time zones and the need to convert times for scheduling meetings.

Example: Communicating with an international team

Provide examples of when a salesperson would need to adapt their process of doing business to integrate important customs and cultural differences.

Standard 3

Describe the use of technologies to navigate the business world.

- Use online mapping software to schedule sales calls or business-to-business visits.
- Calculate the time and mileage for a business trip

STRAND 6

Sales and Advertising Careers in the Marketing Pathway

Students will identify the courses that will help them to be pathway completers as well as potential careers in sales and advertising.

Standard 1

Describe the purpose of the CTE Marketing Pathway to help students to explore post-secondary options for a career in sales and advertising.

Using your school's courses describe an ideal way that students could become a Marketing pathway concentrator or completer.

Identify the "Explorer" courses offered at your school

Identify the "Concentrator" courses taught at your school

Identify the "Completer" course for the Marketing Pathway

Standard 2

Certifications, Licenses, and Degrees in Sales and Advertising

Highlight opportunities in your local area for sales and advertising careers.

- Weber State Sales College
- UVU Marketing and Digital Marketing
 - Professional Sales Certificate

- USU Huntsman Business School
- Ensign College
 - Digital Marketing Certificate (Associates degree)
- MTECH, Ogden/Weber Tech, Uintah Basin Tech
 - Digital Media
 - Digital Marketing & Analytics
- SLCC
- Snow College
 - Associate of Science Business Degree
- Business & Marketing Education at USU, UVU, and SUU
- Utah Technical University
- University of Utah: Certificate in Digital Literacy (includes a digital marketing course)
- Western Governors University
 - MBA
 - Business Management

Standard 3

Careers in Sales and Advertising

Explore current job postings in this field to introduce students to the fact that this is a high wage high demand field. There are many options that are available based on different strengths.

Skill Certification Test Points by Strand

Test Name	Test #	Number of Test Points by Strand										Total Points	Total Questions	
		1	2	3	4	5	6	7	8	9	10			

Skill Certification Percentage by Strand

Test Name	Test #	Percentage by Strand										Points	Questions	
		1	2	3	4	5	6	7	8	9	10			