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CW High School

Marketing I

1. Reading and Writing (3.00%)

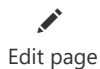
Learning Targets

1.1 I can read to identify and explain the central idea of a topic-specific text while also determining supporting details used and summarizing information accurately.

Learning Target	Descriptor	Definition
4	Proficient	I can read to identify and explain the central idea of a topic-specific text while also determining supporting details used and summarizing information accurately.
3	Developing	I can read to identify and explain the central idea of a topic-specific text while also determining supporting details used.
2	Basic	I can read to identify the central idea of a topic-specific text while also determining supporting details used.
1	Minimal	I can read to identify the central idea of a topic-specific text.
0	No Evidence	No evidence shown.

1.2 I can produce clear and coherent writing, with sound conventions and mechanics, in which the development, organization, and style are appropriate to the task.

Learning Target	Descriptor	Definition
4	Proficient	I can produce clear and coherent writing, with sound conventions and mechanics, in which the development, organization, and style are appropriate to the task.
3	Developing	I can produce coherent writing, with minimal errors in conventions and mechanics, in which the development and organization are appropriate to the task.
2	Basic	I can produce coherent writing, with few errors in conventions and mechanics, with evident organization and appropriate to the task.
1	Minimal	I can produce coherent writing appropriate to the task.
0	No Evidence	No evidence shown.



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2. Market Segmentation (7.00%)

Learning Targets

2.1 I can analyze the characteristics, motivations and behaviors of consumers.

Learning Target	Descriptor	Definition
4	Proficient	I can analyze the characteristics, motivations and behaviors of consumers.
3	Developing	I can explain the characteristics, motivations and behaviors of consumers
2	Basic	I can describe aspects of characteristics, motivations and behaviors of consumers
1	Minimal	I can identify the characteristics, motivations and behaviors of consumers
0	No Evidence	No evidence shown.

3. Market Research (7.00%)

Learning Targets

3.1 I can analyze the market research process for a business (types of market research and the research process).

Learning Target	Descriptor	Definition
4	Proficient	I can analyze the market research process for a business (types of market research and the research process).
3	Developing	I can explain the purpose of market research for a business (types of market research and the research process).
2	Basic	I can describe aspects of market research for a business (types of market research and the research process).
1	Minimal	I can identify the types of market research and the research process.
0	No Evidence	No evidence shown.



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4. Product (14.00%)

Learning Targets

4.1 I can analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs

Learning Target	Descriptor	Definition
4	Proficient	I can analyze the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs
3	Developing	I can explain the process used to obtain, develop, maintain and/or improve a product or service in response to market needs and wants.
2	Basic	I can describe aspects of the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs
1	Minimal	I can identify the process used to obtain, develop, maintain and/or improve a product or service in response to market wants and needs.
0	No Evidence	No evidence shown.

5. Pricing (14.00%)

Learning Targets

5.1 I can analyze strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.

Learning Target	Descriptor	Definition
4	Proficient	I can analyze strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.
3	Developing	I can explain strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.
2	Basic	I can describe aspects of strategies used to determine and adjust product/service prices to maximize return and meet value perceptions
1	Minimal	I can identify strategies used to determine and adjust product/service prices to maximize return and meet value perceptions.
0	No Evidence	No evidence shown.



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6. Distribution (14.00%)

Learning Targets

6.1 I can analyze sales channels and distribution methods.

Learning Target	Descriptor	Definition
4	Proficient	I can analyze sales channels and distribution methods.
3	Developing	I can explain sales channels and distribution methods.
2	Basic	I can describe aspects of sales channels and distribution methods.
1	Minimal	I can identify sales channels and distribution methods.
0	No Evidence	No evidence shown.

7. Promotions (14.00%)

Learning Targets

7.1 I can analyze appropriate strategies to communicate information about products and services to achieve a desired outcome.

Learning Target	Descriptor	Definition
4	Proficient	I can analyze appropriate strategies to communicate information about products and services to achieve a desired outcome.
3	Developing	I can explain appropriate strategies to communicate information about products and services to achieve a desired outcome.
2	Basic	I can describe aspects of appropriate strategies to communicate information about products and services to achieve a desired outcome.
1	Minimal	I can identify appropriate strategies to communicate information about products and services to achieve a desired outcome.
0	No Evidence	No evidence shown.



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8. Selling (7.00%)

Learning Targets

8.1 I can analyze the sales process from the preliminary activities, presenting the product, to closing the sale.

Learning Target	Descriptor	Definition
4	Proficient	I can analyze the sales process from the preliminary activities, presenting the product, to closing the sale.
3	Developing	I can explain the sales process from the preliminary activities, presenting the product, to closing the sale.
2	Basic	I can describe aspects of the sales process from preliminary activities, presenting the product, to closing the sale.
1	Minimal	I can identify the sales process from the preliminary activities, presenting the product, to closing the sale.
0	No Evidence	No evidence shown.

9. Marketing Plan (20.00%)

Learning Targets

9.1 I can develop a comprehensive marketing plan for a product/service that can fulfill a human need or desire.

Learning Target	Descriptor	Definition
4	Proficient	I can develop a comprehensive marketing plan for a product/service that can fulfill a human need or desire.
3	Developing	I can develop a basic marketing plan for a product/service.
2	Basic	I can apply some aspects to a basic marketing plan for a product/service.
1	Minimal	I can apply minimal aspects to a basic marketing plan for a product/service.
0	No Evidence	No evidence shown.

Submitted on 7/27/2022 by