

## Math-in-CTE Curriculum Map: Marketing

CTE Course/Unit	CTE Concepts	Math Concepts	Middle School Common Core Math Standards	High School Common Core Math Standards
World of Marketing	Scope and function of marketing; Marketing concepts; Importance of marketing; Market segmentation and mix	Problem solving; Graphing (pie, bar, etc.); Fractions, decimals, and percentages (conversions)	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.NS.1; 7.NS.1; 7.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.2; 6.RP.2; 6.RP.3; 7.EE.2	N.Q.1; N.Q.2; N.Q.3; S.ID.6; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1
Basic Marketing Skills	Basic math skills; Communication skills; Interpersonal skills	Fractions, decimals, and percentages; Problem solving; Graphs (creation, interpretation); Calculator orientation	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.NS.1; 7.NS.1; 7.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.2; 6.RP.2; 6.RP.3; 7.EE.2	N.Q.1; N.Q.2; N.Q.3; S.ID.6; S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1

Economics	Economic systems; Business cycle; Supply and demand	Systems of linear equations; Tables, graphs; Solving algebraic equations; Mathematical operations	6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4; 6.NS.2; 6.NS.3; 7.NS.1; 7.EE.3	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6
Marketing Information Mgmt.	Marketing research (quantitative, qualitative); Marketing research; Process Marketing; Surveys (questions, data analysis)	Tables, Graphing Percentages Statistics	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3; 6.SP.4; 6.SP.5; 7.SP.5; 8.SP.1; 8.SP.3; 8.SP.4	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; S.ID.2; S.ID.3; S.ID.5; S.ID.6; S.MD.1; S.CP.1
Pricing	Price planning; <b>Break-even point;</b> Demand; Elasticity; Profit maximization; ROI; <b>Pricing strategies;</b> Markup; <b>Total costs;</b> Pricing math;	<b>Linear equations;</b> Quadratic equations; <b>Tables and graphing;</b> <b>Interpretation of results;</b> <b>Problem solving;</b> Mathematical operations;	6.EE.2; 6.EE.3; 6.SP.4; 6.SP.5; 7.SP.2; 7.SP.3; 7.SP.4; 8.SP.3; 8.SP.4; 6.NS.1; 6.EE.2; 7.NS.1; 7.NS.3;	S.IC.1; S.IC.2; S.IC.3; S.IC.4; S.IC.5; S.IC.6; S.ID.1; A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5;

	<b>Fixed costs; Variable costs; Total revenue</b>	Fractions, decimals, and percentages	7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 6.RP.2; 6.RP.3; 7.EE.2; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4	A.SSE.1; F.BF.1; S.ID.6; A.APR.1; A.APR.7; N.RN.3; N.CN.7; A.REI.4; F.LE.1; F.LE.2; F.LE.5; F.IF.7; F.IF.8; F.BF.1; N.Q.1; N.Q.2; N.Q.3
Promotion	Types of promotion; Visual merchandising; Elements of advertising; Advertising budgeting	Fractions, decimals, and percentages; Solving linear equations	6.NS.1; 6.EE.2; 7.NS.1; 7.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 6.RP.2; 6.RP.3; 6.EE.6; 6.EE.7; 6.EE.8; 6.EE.9; 7.EE.1; 7.EE.2; 7.EE.3; 7.EE.4; 8.EE.7; 8.EE.8; 8.F.4	A.CED.1; A.CED.2; A.CED.3; A.CED.4; A.REI.3; A.REI.4; A.REI.10; F.LE.1; F.LE.2; F.LE.5; F.IF.5; A.SSE.1; F.BF.1; S.ID.6

Product Planning	Product mix and strategies; Product life cycles; Positioning; Branding, labeling, and packaging; Warranties and credit	Fractions, decimals, and percentages; Basic math operations; Problem solving	6.NS.1; 6.EE.2; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.1; 7.NS.2; 7.NS.3; 6.RP.2; 6.RP.3; 7.EE.2	A.APR.1; A.APR.7; N.RN.3; N.Q.1; N.Q.2; N.Q.3; S.ID.6
Sales	Types of selling; Buying motives; Sales preparation; Sales process; Sales math	Fractions, decimals, and percentages; Basic math operations; Problem solving	6.NS.1; 6.EE.2; 7.NS.1; 7.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.2; 6.RP.2; 6.RP.3; 7.EE.2	A.APR.1; A.APR.7; N.RN.3; N.Q.1; N.Q.2; N.Q.3; S.ID.6
Entrepreneurship	Entrepreneurial profile; Forms of businesses; Business plan; Finance	Fractions, decimals, and percentages; Basic math operations; Problem solving	6.NS.1; 6.EE.2; 7.NS.1; 7.NS.3; 7.EE.3; 6.NS.2; 6.NS.3; 6.NS.5; 7.NS.2; 6.RP.2; 6.RP.3; 7.EE.2; 7.EE.3	N.Q.1; N.Q.2; N.Q.3; S.ID.6; A.APR.1; A.APR.7; N.RN.3
Employment	Career planning; Resumes; Cover letter; Letters of introduction and thank you; Letters			