

<b>Essential Understandings</b>	<ul style="list-style-type: none"><li>▪ Sales and marketing techniques are used to ensure success in the 21<sup>st</sup> century corporate world.</li></ul>
<b>Essential Questions</b>	<ul style="list-style-type: none"><li>▪ How does one estimate the amount of money a company will generate?</li><li>▪ What role does advertising play in the corporate work place?</li></ul>
<b>Essential Knowledge</b>	<ul style="list-style-type: none"><li>▪ A trade discount is granted by a manufacturer or wholesaler to a retailer.</li><li>▪ A mark up is used to cover overhead and provide profit.</li><li>▪ Marketing plays an important role in a successful advertising campaign.</li></ul>
<b>Vocabulary</b>	<ul style="list-style-type: none"><li>▪ <u>Terms:</u><ul style="list-style-type: none"><li>○ cash discount, mark ups, invoice, market share, trends, list price</li></ul></li></ul>
<b>Essential Skills</b>	<ul style="list-style-type: none"><li>▪ Calculate cost and selling price when markup is based on selling price.</li><li>▪ Calculate cash trade discount and invoice price.</li><li>▪ Calculate market share.</li><li>▪ Calculate the results of surveys.</li><li>▪ Calculate future sales using forecast methods.</li><li>▪ Calculate the cost of advertising.</li></ul>

<p><b>Related Maine Learning Results</b></p>	<p><u>Mathematics</u></p> <p>A. Number</p> <p>Real Number</p> <p>A1.Students know how to represent and use real numbers.</p> <ol style="list-style-type: none"> <li>Use the concept of nth root.</li> <li>Estimate the value(s) of roots and use technology to approximate them.</li> <li>Compute using laws of exponents.</li> <li>Multiply and divide numbers expressed in scientific notation.</li> <li>Understand that some equations do not have real solutions and that there exist other number systems to allow for solutions to these equations.</li> </ol> <p>B. Data</p> <p>Data Analysis</p> <p>B2.Students understand correlation and cause and effect.</p> <ol style="list-style-type: none"> <li>Recognize when correlation has been confused with cause and effect.</li> <li>Create and interpret scatter plots and estimate correlation and lines of best fit.</li> <li>Recognize positive and negative correlations based on data from a table or scatter plot.</li> <li>Estimate the strength of correlation based on a scatter plot.</li> </ol> <p>B3.Students understand and know how to describe distributions and find and use descriptive statistics for a set of data.</p> <ol style="list-style-type: none"> <li>Find and apply range, quartiles, mean absolute deviation, and standard deviation (using technology) of a set of data.</li> <li>Interpret, give examples of, and describe key differences among different types of distributions: uniform, normal, and skewed.</li> <li>For the same mean of normal distributions, use the standard deviation for a group of observations to establish 90%, 95%, or 99% confidence intervals.</li> </ol> <p>B4.Students understand that the purpose of random sampling is to reduce bias when creating a representative sample for a set of data.</p> <ol style="list-style-type: none"> <li>Describe and account for the difference between sample statistics and statistics describing the distribution of the entire population.</li> <li>Recognize that sample statistics produce estimates for the distribution of an entire population and recognize that larger sample sizes will produce more reliable estimates.</li> <li>Apply methods of creating random samples and recognize possible sources of bias in samples.</li> </ol>
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<b>Sample Lessons And Activities</b>	<ul style="list-style-type: none"><li>▪ Enter data into a template or spreadsheet that uses various functions to produce different projections.</li><li>▪ Design a spreadsheet to calculate series discounts.</li></ul>
<b>Sample Classroom Assessment Methods</b>	<ul style="list-style-type: none"><li>▪ Homework</li><li>▪ Quizzes</li><li>▪ Chapter Test</li></ul>
<b>Sample Resources</b>	<ul style="list-style-type: none"><li>▪ <u>Publications:</u><ul style="list-style-type: none"><li>○ <u>Business Math</u></li></ul></li><li>▪ <u>Other Resources:</u><ul style="list-style-type: none"><li>○ Calculators</li><li>○ The A+ learning system for remediation</li></ul></li></ul>