

Idaho PTE Business Education Course with Essential Learning Outcomes and Learning Indicators

Course Title	MARKETING ECONOMICS		
SDPTE Course ID	BE 0200 (ME 0200)	IBED	IBED 12105

A course designed to provide students an understanding of economic theory and principles. Theories of the economic free enterprise system, with a focus on decision making and its relationship to how people produce, distribute, and consume goods and services are examined. Refer to Secondary School Courses of Study.

Term	Semester/Trimester	Preq	Keyboarding
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Notes:

Economics and Personal Finance EcPF_1: Demonstrate Knowledge of Scarcity, Choice, and Opportunity Costs

EcPF_1.1 Identify opportunity costs and trade-offs involved in making choices about how to consume scarce economic resources and the effects they have on budgeting.

Learning Indicator: EcPF_1.1.1	Define and give examples of economic wants and needs
Learning Indicator: EcPF_1.1.2	Explain how economic wants are satisfied
Learning Indicator: EcPF_1.1.3	Identify the resources (factors of production) that are used to satisfy economic wants
Learning Indicator: EcPF_1.1.4	Define and give examples of scarcity
Learning Indicator: EcPF_1.1.5	Explain and give examples of the opportunity costs of choices made by individuals and society
Learning Indicator: EcPF_1.1.6	Explain why scarcity requires individuals, governments, and societies to make choices
Learning Indicator: EcPF_1.1.7	Explain the costs and benefits of alternative choices when making rational economic decisions
Learning Indicator: EcPF_1.1.8	Apply the steps in the rational decision-making process to a situation involving an economic decision by an individual and a group
Learning Indicator: EcPF_1.1.9	Explain the concept of marginalism as it applies to producers and consumers
Learning Indicator: EcPF_1.1.10	Explain the relationship between scarcity or choice and the production possibilities curve

Economics and Personal Finance EcPF_2: Demonstrate Knowledge of Personal Decision Making

EcPF_2.1 Use a rational decision-making process as it applies to the roles of citizens, workers, and consumers.

Learning Indicator: EcPF_2.1.1	Recognize the consequences of making economic choices
Learning Indicator: EcPF_2.1.2	Identify alternative choices
Learning Indicator: EcPF_2.1.3	Make simple economic choices based on personal resources
Learning Indicator: EcPF_2.1.4	Apply the steps in a rational decision-making process to a situation involving an economic decision by an individual
Learning Indicator: EcPF_2.1.5	Differentiate between types of decisions and identify those that require a formal decision-making process
Learning Indicator: EcPF_2.1.6	Apply a rational decision-making process to various types of decisions at different stages of the life cycle

Economics and Personal Finance EcPF_3: Demonstrate Knowledge of Productivity

EcPF_3.1 Explain the importance of productivity, and discuss how specialization, division of labor, saving, investment in capital goods and human resources, and technological change affect productivity.

Learning Indicator: EcPF_3.1.1	Define and give examples of specialization
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Learning Indicator: EcPF_3.1.2	Identify how specialization increases output in the economy
Learning Indicator: EcPF_3.1.3	Describe the relationship between investment in capital and human resources and increased productivity
Learning Indicator: EcPF_3.1.4	Explain how specialization and division of labor increase productivity
Learning Indicator: EcPF_3.1.5	Explain how the relationship of input to output affects the level of productivity over a given period of time
Learning Indicator: EcPF_3.1.6	Explain why it is necessary for trade to exist in a society
Learning Indicator: EcPF_3.1.7	Describe how increased economic output in an economy increases the overall standard of living of a society
Learning Indicator: EcPF_3.1.8	Describe the type of opportunity costs and economic risks involved when investing in capital and human resources to increase productivity
Learning Indicator: EcPF_3.1.9	Discuss the effects of government expenditures, regulations, and tax policies on productivity
Learning Indicator: EcPF_3.1.10	Explain how research and development is funded and why it is important
Learning Indicator: EcPF_3.1.11	Evaluate the effects of technological advances on individuals and productivity in an economy
Learning Indicator: EcPF_3.1.12	Explain the principle of diminishing returns and illustrate how it relates to productivity

Economics and Personal Finance EcPF_4: Demonstrate Knowledge of Economic Systems

EcPF_4.1 Explain why societies develop economic systems, identify the basic features of different economic systems, and discuss the major features of the U.S. economy.

Learning Indicator: EcPF_4.1.1	Identify why a society needs an economic system
Learning Indicator: EcPF_4.1.2	Identify basic concepts of the free enterprise economic system
Learning Indicator: EcPF_4.1.3	Identify questions that must be answered by any economic system (e.g., what is to be produced, how it is to be produced, and for whom)
Learning Indicator: EcPF_4.1.4	Discuss advantages and disadvantages of different types of economic systems with primary focus on planned and market systems
Learning Indicator: EcPF_4.1.5	Explain the concept of a mixed economy
Learning Indicator: EcPF_4.1.6	Identify the type of economic system found in the United States
Learning Indicator: EcPF_4.1.7	Describe the major features of the U.S. economy (e.g., profit, competitive markets, and private ownership of property)
Learning Indicator: EcPF_4.1.8	Describe the role of individual households and business firms in making production and distribution decisions in a market economy
Learning Indicator: EcPF_4.1.9	Describe the components of the circular flow of economic activity and illustrate how they interact with each other
Learning Indicator: EcPF_4.1.10	Describe the difference in determining wages and prices in command and market economies
Learning Indicator: EcPF_4.1.11	Explain why economic systems are evaluated for their ability to achieve non-economic as well as economic goals
Learning Indicator: EcPF_4.1.12	Discuss private ownership of property, profit, competition, and private enterprise as basic features of a market economy
Learning Indicator: EcPF_4.1.13	Explain how the U.S. economy encourages entrepreneurs
Learning Indicator: EcPF_4.1.14	Analyze the strengths and weaknesses of alternative economic systems

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Learning Indicator: EcPF_4.1.15 Critique the merits of an economic system's performance based on the criteria of freedom, efficiency, equity, security, employment, stability, and growth

Economics and Personal Finance EcPF_6: Demonstrate Knowledge of Exchange, Money, and Interdependence

EcPF_6.1 Explain the role of exchange and money in an economic system and describe the effect of interdependence on economic activity.

Learning Indicator: EcPF_6.1.1	Explain the meaning of exchange and interdependence
Learning Indicator: EcPF_6.1.2	Describe the concept of barter and explain its limitations
Learning Indicator: EcPF_6.1.3	Explain why money has replaced barter as a more efficient system of exchange
Learning Indicator: EcPF_6.1.4	Identify money as an accepted medium of exchange used to purchase goods and services in an economy
Learning Indicator: EcPF_6.1.5	Explain why the exchange of goods and services encourages specialization
Learning Indicator: EcPF_6.1.6	Describe the function of money as a standard of value and explain why this is important
Learning Indicator: EcPF_6.1.7	Describe the function of money as a store of value and explain why this is important
Learning Indicator: EcPF_6.1.8	Analyze the influence of events such as politics, natural disasters, and environmental factors on the degree of interdependence between trading partners
Learning Indicator: EcPF_6.1.9	Explain why and illustrate how money can contribute to an increased number of exchanges, greater specialization and interdependence, and a higher standard of living in an economy
Learning Indicator: EcPF_6.1.10	Explain the concept of transaction costs
Learning Indicator: EcPF_6.1.11	Explain why a decrease in transaction costs will result in an increase in the number of exchanges being made

Economics and Personal Finance EcPF_7: Demonstrate Knowledge of Markets and Prices

EcPF_7.1 Describe the role of markets and prices in the U.S. economy.

Learning Indicator: EcPF_7.1.1	Define price
Learning Indicator: EcPF_7.1.2	Describe and give examples of markets for goods and services in our economy
Learning Indicator: EcPF_7.1.3	Analyze the relationship of relative price to relative scarcity when prices are set by the market forces of supply and demand
Learning Indicator: EcPF_7.1.4	Describe how relative prices affect buying and selling decisions of producers and consumers and determine what, how, and for whom economic goods and services are produced in our economy
Learning Indicator: EcPF_7.1.5	Explain how prices are used to ration limited resources, goods, and services in our economy
Learning Indicator: EcPF_7.1.6	Explain market clearing price and graph with supply and demand curves
Learning Indicator: EcPF_7.1.7	Describe why and how consumers in our economy use relative prices to determine the most advantageous combination of goods and services to purchase
Learning Indicator: EcPF_7.1.8	Explain how efficient production and allocation of goods and services in a market economy are based on pricing information
Learning Indicator: EcPF_7.1.9	Explain why changes in relative price rations among resources create incentives for resources to move or be reallocated in our economy

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- Learning Indicator: EcPF_7.1.10 Describe the difference between absolute and relative prices and how changes in both affect supply and demand
- Learning Indicator: EcPF_7.1.11 Describe the effect of global economy on the U.S. markets

Economics and Personal Finance EcPF_8: Demonstrate Knowledge of Supply and Demand

EcPF_8.1 Analyze the role of the law of supply and demand in the U.S. economy.

- Learning Indicator: EcPF_8.1.1 Describe supply and demand
- Learning Indicator: EcPF_8.1.2 Identify determinants of supply and demand for goods and services
- Learning Indicator: EcPF_8.1.3 Define the laws of supply and demand
- Learning Indicator: EcPF_8.1.4 Explain how decisions made by individual consumers (buyers) and producers (sellers) affect supply and demand
- Learning Indicator: EcPF_8.1.5 Define market clearing price
- Learning Indicator: EcPF_8.1.6 Explain why quantity demanded and quantity supplied change with price levels
- Learning Indicator: EcPF_8.1.7 Explain why supply and demand shifts occur
- Learning Indicator: EcPF_8.1.8 Explain why equilibrium price changes due to shifts in supply and demand
- Learning Indicator: EcPF_8.1.9 Explain why prices set by supply and demand are measures of the relative scarcity of a good or service
- Learning Indicator: EcPF_8.1.10 Explain why shortages, surpluses, and long-run allocation problems occur when price controls are enforced
- Learning Indicator: EcPF_8.1.11 Explain the concept of elasticity and inelasticity and its importance to buyers and sellers
- Learning Indicator: EcPF_8.1.12 Identify factors that affect the price of goods or services in markets that are not purely competitive

Economics and Personal Finance EcPF_10: Demonstrate Knowledge of the Role of Consumers

EcPF_10.1 Demonstrate sound consumer decision making when purchasing goods or services and the effects they have on budgeting.

- Learning Indicator: EcPF_10.1.1 Comparison shop for purchases
- Learning Indicator: EcPF_10.1.2 Identify alternative sources for purchases such as co-op, retail, discount, mail, and television
- Learning Indicator: EcPF_10.1.3 Explain why there is variance in price for a given item bought from different suppliers
- Learning Indicator: EcPF_10.1.4 Identify goods and services and distinguish between the two
- Learning Indicator: EcPF_10.1.5 Analyze the role that supply and demand play in determining the availability and price of goods and services
- Learning Indicator: EcPF_10.1.6 Identify personal wants and needs for goods and services
- Learning Indicator: EcPF_10.1.7 Collect information about products that meet specific needs and wants
- Learning Indicator: EcPF_10.1.8 Determine personal resources for meeting needs and wants
- Learning Indicator: EcPF_10.1.9 Evaluate available buying options given personal financial resources
- Learning Indicator: EcPF_10.1.10 Identify the steps in a rational decision-making process and how they are used in making a buying decision
- Learning Indicator: EcPF_10.1.11 Apply a rational decision-making process to making personal buying decisions
- Learning Indicator: EcPF_10.1.12 Use published consumer resources to collect information for making buying decisions

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Learning Indicator: EcPF_10.1.13	Given a buying decision involving significant financial resources, use a rational decision-making process to make effective buying decisions
Learning Indicator: EcPF_10.1.14	Explain when and why borrowing is used for the purchase of goods or services
Learning Indicator: EcPF_10.1.15	Describe the risks associated with borrowing money
Learning Indicator: EcPF_10.1.16	Explain credit and why it is used
Learning Indicator: EcPF_10.1.17	Define interest and explain why it is charged
Learning Indicator: EcPF_10.1.18	Complete a loan application form neatly and accurately
Learning Indicator: EcPF_10.1.19	Identify and figure interest types
Learning Indicator: EcPF_10.1.20	Explain the role of credit in a market economy
Learning Indicator: EcPF_10.1.21	Identify sources of credit and the types of credit they offer
Learning Indicator: EcPF_10.1.22	Select an appropriate form of credit for a particular buying decision
Learning Indicator: EcPF_10.1.23	Identify elements of a contract
Learning Indicator: EcPF_10.1.24	Determine advantages and disadvantages of credit
Learning Indicator: EcPF_10.1.25	Explain credit ratings and describe why they are important to consumers in our economic system

Economics and Personal Finance EcPF_12: Demonstrate Knowledge of the Role of Government

EcPF_12.1 Discuss the role of government in an economic system, especially the necessary and desirable role of government in the U.S. economy.

Learning Indicator: EcPF_12.1.1	Provide examples of goods and services that are provided by the government
Learning Indicator: EcPF_12.1.2	Identify four basic categories of earned income
Learning Indicator: EcPF_12.1.3	Explain the role of government taxation and its effect on consumers and producers
Learning Indicator: EcPF_12.1.4	Define and give examples of progressive, regressive, and proportional taxes and their effect on specific income groups
Learning Indicator: EcPF_12.1.5	Explain how government's redistribution of income through taxation, spending, and assistance programs affects the well-being of people and business firms in an economy
Learning Indicator: EcPF_12.1.6	Differentiate between monetary and fiscal policies and identify when it may be appropriate to use each
Learning Indicator: EcPF_12.1.7	Analyze the effect of national debt on the level of economic activity
Learning Indicator: EcPF_12.1.8	Describe the effect of transfer payments on the level of economic activity

Economics and Personal Finance EcPF_13: Demonstrate Knowledge of the Role of Citizens

EcPF_13.1 Describe rights and responsibilities of citizens in the U.S. economy.

Learning Indicator: EcPF_13.1.1	Identify examples of consumer rights (e.g., consumer safety, right to be informed)
Learning Indicator: EcPF_13.1.2	Identify responsibilities corresponding to individual consumer rights
Learning Indicator: EcPF_13.1.3	Recognize how competition affects the right to choose from a variety of products at fair or competitive prices
Learning Indicator: EcPF_13.1.4	Describe how legislation defines and protects consumer rights
Learning Indicator: EcPF_13.1.5	Identify actions that demonstrate the exercise of consumer rights and responsibilities
Learning Indicator: EcPF_13.1.6	Examine how societal needs are balanced against the individual's rights and responsibilities (e.g., affirmative action, smokers' rights, protection of environment)

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Learning Indicator: EcPF_13.1.7 Explain how an individual's role as consumer and citizen may conflict on public policy issues

EcPF_13.2 Identify and define laws that are available to protect the rights of consumers.

Learning Indicator: EcPF_13.2.1 Recognize that laws are available to protect the rights of consumers

Learning Indicator: EcPF_13.2.2 Differentiate among informative (e.g., nutritional labeling), protective (e.g., seatbelts/child safety seats), and enabling (e.g., disabilities laws) laws and give examples of each

Learning Indicator: EcPF_13.2.3 Describe the purposes of various consumer laws, and explain how they affect the consumer's well-being

Learning Indicator: EcPF_13.2.4 Explain how consumer legislation may affect consumer product prices through additional manufacturer costs, and weigh the benefits of greater protection against additional cost (e.g., protection of airbags vs. higher price of car)

Learning Indicator: EcPF_13.2.5 Discuss the issue of the cost to society of fewer vs. more consumer-oriented laws

EcPF_13.3 Identify sources of consumer assistance.

Learning Indicator: EcPF_13.3.1 Describe how a local business can be a source of consumer assistance

Learning Indicator: EcPF_13.3.2 Identify local and state consumer organizations, businesses, or government agencies that provide consumer assistance

Learning Indicator: EcPF_13.3.3 Identify national sources of consumer assistance (e.g., FTC, FDA)

Learning Indicator: EcPF_13.3.4 Explain the arbitration process that is available to help consumers resolve business disputes

Learning Indicator: EcPF_13.3.5 Describe legal actions that may be taken to resolve consumer business disputes (e.g., small claims court, class action suits)

EcPF_13.4 Make effective oral or written complaints about product claims, misleading advertising, or faulty products to the appropriate source of redress.

Learning Indicator: EcPF_13.4.1 Recognize that the first source of complaint about a faulty product is the business from which it was purchased

Learning Indicator: EcPF_13.4.2 Differentiate among the various types of consumer fraud and explain steps that can be taken by victims to gain redress

Learning Indicator: EcPF_13.4.3 Distinguish between fraudulent, misleading, and legitimate product claims, and explain what to do if such claims lead to the purchase of a faulty product

Economics and Personal Finance EcPF_14: Demonstrate Knowledge of International Economic Concepts

EcPF_14.1 Examine the importance of economic relationships among nations and discuss the role of international trade and investment monetary relations in the global economy.

Learning Indicator: EcPF_14.1.1 Identify resources that are abundant or in short supply in the various countries throughout the world

Learning Indicator: EcPF_14.1.2 Identify examples of goods or services that are exported from a particular state and the countries to which they are exported

Learning Indicator: EcPF_14.1.3 Identify examples of goods or services that are used in a particular state or community which are imported and list the countries from which they came

Learning Indicator: EcPF_14.1.4 Explain how specialization promotes international trade and how international trade increases total world output

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Learning Indicator: EcPF_14.1.5	Explain absolute advantage and comparative advantage and how each influences trade among regions and nations
Learning Indicator: EcPF_14.1.6	Explain foreign exchange rates and why the value of currency changes
Learning Indicator: EcPF_14.1.7	Explain how a change in the value of a nation's currency can affect the level of its imports and exports
Learning Indicator: EcPF_14.1.8	Describe how and why nations restrict the free flow of goods and services into and out of their economy
Learning Indicator: EcPF_14.1.9	Describe the components that make up the balance of payments between two nations
Learning Indicator: EcPF_14.1.10	Describe how what is done in one nation affects the rest of the world and what is done in the rest of the world affects each individual nation

Entrepreneurship Entr_4: Demonstrate Knowledge of Finance

Entr_4.1 Determine the resources needed to produce a given product.

Learning Indicator: Entr_4.1.1	Determine the resources needed to produce a given product
Learning Indicator: Entr_4.1.2	Determine the costs of producing a given product
Learning Indicator: Entr_4.1.3	Determine what is needed (e.g., materials, labor, etc.) to start a given business
Learning Indicator: Entr_4.1.4	Determine the costs of what is needed to start the given business
Learning Indicator: Entr_4.1.5	Identify ongoing operational expenses
Learning Indicator: Entr_4.1.6	Project the total cash needed to start a business (including start-up, ongoing operational expenses, and cash reserves)

International Business IntB_1: Demonstrate Knowledge of International Business Awareness

IntB_1.1 Explain the role of international business and analyze its impact on careers and doing business at the local, state, national, and international levels.

Learning Indicator: IntB_1.1.1	Explain the difference between a domestic and international company
Learning Indicator: IntB_1.1.2	List examples of international trade in the local community
Learning Indicator: IntB_1.1.3	Report on historical developments illustrating the past experience of the U.S.'s role in international trade
Learning Indicator: IntB_1.1.4	Demonstrate an understanding of the relationship between international events and the daily conduct of business
Learning Indicator: IntB_1.1.5	Interpret the impact of emerging economic and political changes in international operations
Learning Indicator: IntB_1.1.6	Identify international trade partners and point out the trading patterns of companies based on region, state, and country
Learning Indicator: IntB_1.1.7	Explain the role of international business at local, regional, and national levels
Learning Indicator: IntB_1.1.8	Describe the impact of international business activities on the local, regional, national, and international economies
Learning Indicator: IntB_1.1.9	Analyze the potential impact (on a community, region, state, and country in which it is located) of a domestic company involving itself in international trade opportunities

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International Business IntB_7: Demonstrate Knowledge of International Business Environment

IntB_7.1 Describe how a company markets a product/service in other countries.

Learning Indicator: IntB_7.1.1	Describe how a company markets a product/service in other countries
Learning Indicator: IntB_7.1.2	Illustrate how social, cultural, technological, and geographic factors influence consumer buying behavior in different cultures
Learning Indicator: IntB_7.1.3	Contrast international consumer markets and commercial markets
Learning Indicator: IntB_7.1.4	Evaluate market potential for a good or service in a foreign market
Learning Indicator: IntB_7.1.5	Describe how marketing mix elements need to be adapted for international marketing efforts
Learning Indicator: IntB_7.1.6	Develop an international marketing plan for a company entering a foreign market
Learning Indicator: IntB_7.1.7	Propose a strategy for bringing a good or service into a foreign market

International Business IntB_8: Demonstrate Knowledge of Import/Export and Balance of Trade

IntB_8.1 Relate balance of trade concepts to the import/export business.

Learning Indicator: IntB_8.1.1	List examples of importing/exporting
Learning Indicator: IntB_8.1.2	Identify information and financial sources of assistance for facilitating the import/export process
Learning Indicator: IntB_8.1.3	Identify goods and services imported to or exported from a state, region, or country
Learning Indicator: IntB_8.1.4	Identify circumstances under which countries would trade with each other
Learning Indicator: IntB_8.1.5	List the steps in the importing and exporting process
Learning Indicator: IntB_8.1.6	Identify the risks associated with importing and/or exporting
Learning Indicator: IntB_8.1.7	Explain how a company that exports has a different level of commitment than a global company with operations in several countries
Learning Indicator: IntB_8.1.8	Compare the benefits and costs of indirect and direct exporting
Learning Indicator: IntB_8.1.9	Identify documents commonly used in the importing and exporting process
Learning Indicator: IntB_8.1.10	Analyze the import or export potential for a good or service and the ability of the company to carry out the role
Learning Indicator: IntB_8.1.11	Debate the relationship between involvement in international trade and creation of economic value for the region, state, and companies involved
Learning Indicator: IntB_8.1.12	Describe the role that U.S. Customs and the customs agencies of other countries play in international trade activities
Learning Indicator: IntB_8.1.13	Explain how historical events have contributed to the formation of strategic trade alliances
Learning Indicator: IntB_8.1.14	Compare the exporting and importing processes for a service vs. goods company
Learning Indicator: IntB_8.1.15	Evaluate a good or service as an import option

Information Systems IS_8: Demonstrate Knowledge of the Social and Economic Impact of Information Systems

IS_8.1 Demonstrate a knowledge of the social and economic impact of information systems.

Learning Indicator: IS_8.1.1	Describe how information systems have changed the breadth and level of worker responsibilities
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Learning Indicator: IS_8.1.2	Describe how information systems have changed social norms, including worker/manager protocols, and attitudes toward work, family, school, and other cultures
Learning Indicator: IS_8.1.3	Describe how information systems have fostered greater interdependence among workers, organizations, and nations
Learning Indicator: IS_8.1.4	Describe how new developments in information systems affect supply/demand dimensions in the job market
Learning Indicator: IS_8.1.5	Describe how information systems have changed organizational structure
Learning Indicator: IS_8.1.6	Describe how information systems have transformed business processes and relationships
Learning Indicator: IS_8.1.7	Describe how information systems have changed the manner in which training is offered and implemented
Learning Indicator: IS_8.1.8	Explain how information systems have contributed to worker productivity

Management Mgmt_5: Demonstrate Knowledge of Human Resource Management

Mgmt_5.5 Describe compensation, promotion, benefits, and incentives and their importance to the successful operation of the organization.

Learning Indicator: Mgmt_5.5.1	Identify benefits available to all employees
Learning Indicator: Mgmt_5.5.2	Explain the methods used to compensate employees (e.g., wages, salary, commission)
Learning Indicator: Mgmt_5.5.3	Identify various career paths available to employees
Learning Indicator: Mgmt_5.5.4	Calculate wages paid under various compensation methods
Learning Indicator: Mgmt_5.5.5	Describe policies and procedures used to manage compensation (e.g., company performance, benchmarking, profit sharing)
Learning Indicator: Mgmt_5.5.6	Establish criteria for promoting employees
Learning Indicator: Mgmt_5.5.7	Describe the relative merits and possible disadvantages of internal promotion vs. hiring from outside

Management Mgmt_8: Demonstrate Knowledge of Ethics

Mgmt_8.1 Define ethics and discuss the importance of ethics in personal, social, and business decision making.

Learning Indicator: Mgmt_8.1.1	Describe a personal code of ethical behavior
Learning Indicator: Mgmt_8.1.2	Explain the importance of trust for the successful conduct of business
Learning Indicator: Mgmt_8.1.3	Give examples of how unethical behavior results in higher prices for consumers (e.g., insurance fraud)
Learning Indicator: Mgmt_8.1.4	Describe how and why different cultures have different ethical systems
Learning Indicator: Mgmt_8.1.5	Explain the difference between ethics and governmental regulations
Learning Indicator: Mgmt_8.1.6	Describe a business code of ethical behavior
Learning Indicator: Mgmt_8.1.7	Give examples of how unethical behavior leads to governmental regulations
Learning Indicator: Mgmt_8.1.8	Determine appropriate action in situations requiring application of business ethics

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Marketing Mktg_1: Demonstrate Knowledge of Marketing Roles

Mktg_1.1 Identify the roles of marketing and analyze the impact of marketing on the individual, business, and society.

Learning Indicator: Mktg_1.1.1 Describe the historical evolution of marketing

Learning Indicator: Mktg_1.1.2 Define and describe the marketing concept

Learning Indicator: Mktg_1.1.3 Explain the impact of marketing on personal life

Learning Indicator: Mktg_1.1.4 Explain diversity of activities involved in marketing

Learning Indicator: Mktg_1.1.5 Compare and contrast marketing strategies for products, services, ideas, and persons

Learning Indicator: Mktg_1.1.6 Analyze ethical and social responsibility issues related to marketing

Learning Indicator: Mktg_1.1.7 Explain the role of utility in facilitating exchange (i.e., form, time, place, possession, information)

Learning Indicator: Mktg_1.1.8 Compare the American marketing system with those found in other countries

Marketing Mktg_3: Demonstrate Knowledge of External Factors to Business

Mktg_3.1 Identify and explain how government regulations influence/dictate marketing decisions.

Learning Indicator: Mktg_3.1.1 Identify specific marketing regulations and the government agencies that create them

Learning Indicator: Mktg_3.1.2 State the ways in which marketing regulations differ among countries and their effects on business

Learning Indicator: Mktg_3.1.3 Analyze the impact of specific marketing regulations on doing business both domestically and internationally

Learning Indicator: Mktg_3.1.4 Compare the relative merits of having more or less government regulation of marketing

Learning Indicator: Mktg_3.1.5 Identify the effects marketing regulation has had on specific industries

Mktg_3.2 Identify and explain how the economic environment influences/dictates marketing decisions.

Learning Indicator: Mktg_3.2.1 Determine the ways in which economic conditions, both domestically and internationally, affect marketing strategy

Marketing Mktg_9: Identify Characteristics of a Market

Mktg_9.2 Differentiate between the types of markets.

Learning Indicator: Mktg_9.2.1 Differentiate between the consumer market and non-consumer market (e.g., government, industry, organizations)