

**Massachusetts Education Framework for  
Business & Consumer Service Cluster - Marketing**  
Correlation to  
**Virtual Business – Retailing 3.0 (VBR 3.0)**

<b>Strand</b>	<b>Virtual Business Retailing 3.0</b>
<b>Marketing Education</b>	
<b>Strand 1:</b> Health & Safety	✓
<b>Strand 2:</b> Technical	✓✓✓
<b>Strand 3:</b> Embedded Academics	✓✓✓
<b>Strand 4:</b> Employability	✓✓✓
<b>Strand 5:</b> Management & Entrepreneurship	✓✓✓
<b>Strand 6:</b> Underlying Principles of Technology	✓✓✓

Legend:

- ✓ Some Correlation to the Standard
- ✓✓ High Correlation to the Standard
- ✓✓✓ Very High Correlation to the Standard

The information for this correlation was found at the following web address during 07/2009:  
<http://www.mccte.org/frameworks/framework.cfm> Adopted version August 2007

# **Marketing Education**

## **Strand 1: Health & Safety**

<b>Framework</b>	<b>Virtual Business Lesson</b>
Define health and safety regulations	
Demonstrate health and safety practices	
Demonstrate responses to situations that threaten health and safety	<b><u>VBR 3.0 Lessons:</u></b> <ul style="list-style-type: none"> <li>• Security</li> <li>• New Store Project</li> <li>• Multiplayer Competition</li> </ul>

## **Strand 2: Technical**

<b>Framework</b>	<b>Virtual Business Lesson</b>
2.A Demonstrate effective customer service skills	<p>All VBR 3.0 lessons allow students to view the customer comments which may be used to make changes within the business if necessary.</p> <p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Analyzing the Competition</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.B Describe and demonstrate how to utilize telecommunication devices and activities	
2.C Exhibit techniques to market products and services	<p><b><u>VBR 3.0 Lessons:</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Merchandising</li> <li>• Business Plan Analysis</li> <li>• Turnaround</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.D Describe and demonstrate management activities	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

<p>2.E Plan and participate in business meetings</p>	<p>All VBR 3.0 lessons may be completed individually or in a team setting – allowing student to meet, discuss, and plan for their business. Students also work on communication, teamwork, and leadership skills.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>2.F Describe the functions of business finance</p>	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>2.G Demonstrate project management skills</p>	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>2.H Exhibit ethical conduct in business negotiations or operations</p>	
<p>2.I Demonstrate procedures to purchase merchandise</p>	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>2.J Demonstrate the steps of the sales cycle</p>	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
<p>2.K Show how to distribute products and services</p>	
<p>2.L Describe activities to promote products and services</p>	
<p>2.M Demonstrate procedures to manage</p>	<p>All VBR 3.0 lessons allow students to view the</p>

finances	<p>current business' product and financial information- which is exportable to Excel where further analysis, calculations, written reports and presentations are generated. All lessons encourage students to monitor their finances to maximize profitability</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Financing</li> <li>• Financial Statements</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.N Describe how to manage risk factors	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Security</li> <li>• Risks &amp; Surprises</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.O Describe how to manage market information	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Analyzing the Competition</li> <li>• Business Plan Analysis</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.P Demonstrate how to manage a business	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.Q Define and describe entrepreneurship	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.R Relate types of retail operations to marketing strategies	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Market Research</li> <li>• Targeted Marketing</li> <li>• Merchandising</li> <li>• Advanced Promotion</li> <li>• Advanced Merchandising</li> </ul>

	<ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
2.S Define economic concepts and principles	<p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Supply &amp; Demand</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

### Strand 3: Embedded Academics

Framework	Virtual Business Lesson
English Language Arts	<p>All VBR 3.0 lessons include reading and writing exercises, in addition to the computer simulation. Students view the business' product and financial information via charts and graphs- which are exportable to Excel. Further analysis, calculations, written reports and presentations may be generated from the data.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
Mathematics	<p>All VBR 3.0 lessons include math exercises, in addition to the computer simulation. All lessons also allow students to view the current business' product and financial information- which is exportable to Excel where further analysis, calculations, written reports and presentations are generated. All lessons encourage students to monitor their finances via graphs, charts, tables and reports.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

### Strand 4: Employability

Framework	Virtual Business Lesson
4.A Develop employability skills to secure and keep employment in chosen field	<p>All VBR 3.0 lessons require the students to complete exercises via a computer. Lessons must be completed within a specific time period. Financial data must be continuously monitored, while updating the business plan to maximize profitability. Lessons may be completed as a team, allowing students to work on communication, teamwork, and leadership skills.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> </ul>

		<ul style="list-style-type: none"> <li>• Multiplayer Competitions</li> </ul>
4.B	Communicate in multiple modes to address needs within the career and technical field	
4.C	Solve problems using critical thinking	<p>All VBR 3.0 lessons allow students to view the current business' product and financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated. All VBR 3.0 lessons require students to evaluate the present business situation and to utilize their problem solving skills to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
4.D	Demonstrate positive work behaviors	

## Strand 5: Management and Entrepreneurship

Framework	Virtual Business Lessons
5.A Analyze basic business practices required to start and run a company/organization	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
5.B Manage all resources related to a business/organization	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
5.C Describe methods for managing, organizing, retrieving and reporting financial data	<p>All VBR 3.0 lessons allow the student to simulate owning and managing their own retail business. Students work with multiple aspects of the complete business cycle and are required to analyze multiple variables and dynamic financial</p>

	<p>data. Students make ongoing business decisions to maximize profitability.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
5.D	<p>Apply labor and civil rights law and guidelines to business practice and decisions</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Staffing</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
5.E	<p>Evaluate the effects of community relations on companies and the industry</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• Promotion</li> <li>• Advanced Promotion</li> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
5.F	<p>Apply legal requirements and ethical considerations to business practice and decisions</p>

## Strand 6: Technological Knowledge & Skills

Framework	Virtual Business Lesson
6.A	<p>Demonstrate proficiency in the use of computers and applications as well as an understanding of concepts underlying hardware, software, and connectivity</p> <p>All VBR 3.0 lessons require students to use a computer to complete the simulations. Lessons also allow students to view the current business' product and financial information- which is exportable to Excel where further analysis, calculations, written reports and presentations are generated.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>
6.B	<p>Demonstrate responsible use of technology and an understanding of ethics and safety issues in using electronic media</p>
6.C	<p>Demonstrate ability to use technology for research, problem solving, and communication</p> <p>All VBR 3.0 lessons allow students to view the current business' product and financial information- which is exportable to Excel where further analysis, calculations, written reports and presentations are generated.</p> <p><b><u>VBR 3.0 Lessons</u></b></p> <ul style="list-style-type: none"> <li>• New Store Project</li> <li>• Multiplayer Competitions</li> </ul>

