

**Texas Essential Knowledge and Skills –
Business & Marketing Education
Correlation to
Virtual Business – Retailing 3.0 (VBR 3.0)**

Texas Courses	Virtual Business Retailing 3.0
TEKS – Business, Exploratory	
Business Venture (S120.3)	✓✓✓
Business Communications (S120.22)	✓✓✓
Business Computer Info Systems I (S120.23)	✓✓
Introduction to Business (S120.25)	✓✓
TEKS – Business, Technical	
Accounting I (S120.42)	✓✓✓
Banking & Financial Systems (S120.43)	✓
Business Management (S120.46)	✓✓✓
Business Ownership (S120.47)	✓✓✓
Word Processing Applications (S120.49)	✓✓✓
TEKS – Business II	
Accounting II (S120.62)	✓✓✓
Business Computer Info Systems II (S120.64)	✓
TEKS – Marketing, Exploratory	
Entrepreneurship (S124.12)	✓✓✓
Principles of Marketing (S124.13)	✓✓✓
Retailing (S124.14)	✓✓✓
TEKS – Marketing, Technical	
Advertising (S124.22)	✓✓✓
International Marketing (S124.22)	✓
Professional Selling (S124.23)	✓✓✓
Technology in Marketing (S124.25)	✓✓✓
TEKS – Marketing, Comprehensive	
Marketing Dynamics (S124.32)	✓✓✓
Marketing Management (S124.33)	✓✓✓

Legend ✓ Some correlation to TEKS ✓✓ High correlation to TEKS ✓✓✓ Very High correlation to TEKS
The information for this correlation was found at the following web address during 07/2009:

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Business Education

Business Venture - §120.3

TEKS Skill	Virtual Business Lesson
The student implements components of productivity.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Financing • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • New Store Project • Multiplayer Competition
The student applies work ethics, job expectations, multicultural considerations, and communication skills in the workplace.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student surveys the options for the organization of a business and its operation.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Business Communications - §120.22

TEKS Skill	Virtual Business Lesson
The student prepares for effective communication skills.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student employs appropriate research techniques to produce effective business communication.	
The student exchanges information via telecommunications software, for example, electronic mail, images, and on-line information services with appropriate supervision.	
The student illustrates proficiency in interpersonal communication.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student develops communication skills necessary to address a changing business environment.	<p>All VBR 3.0 lessons may be completed within an individual or team environment.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student produces business documents using current and emerging technology.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Business Computer Information Systems I - §120.23

TEKS Skill	Virtual Business Lesson
The student develops skills for success in the workplace.	<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, mathematical calculations, written reports and presentations may be generated. All VBR 3.0 lessons may be completed within an individual or team environment.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student selects appropriate technology to address business needs.	
The student applies word processing technology.	
The student applies spreadsheet technology.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student applies database technology.	
The student exchanges information via telecommunications technology with appropriate supervision.	
The student applies desktop publishing technology.	
The student applies presentation management technology.	
The student identifies the concepts of a computer network.	
The student analyzes computer operating systems and emerging technologies.	

Introduction to Business - §120.25

TEKS Skill	Virtual Business Lesson
The student explains the economic process and relates the process to the development of an economic system.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
The student differentiates between the types of economic systems with emphasis on the private enterprise system and the United States economy.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
The student researches consumer issues and determines financial implications for the individual.	
The student analyzes employment characteristics necessary for the workplace.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a retail business and to determine their individual strengths and weaknesses, likes and dislikes of those areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student analyzes career opportunities and formulates a career plan.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes of those areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student engages in the employment process.	
The student describes different types of technology and explains role of technology in business settings.	
The student defines ethics in business.	
The student describes the characteristics of business.	<p>All VBR 3.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store..</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student relates the impact of international business on the United States economy.	
The student identifies the role and impact of government, the legal system, and organized labor in business.	

Accounting I - §120.42

TEKS Skill	Virtual Business Lesson
The student demonstrates an understanding of the accounting cycle for a service business.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student demonstrates an understanding of the accounting cycle for an inventory-based or a merchandising business.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student performs payroll and banking procedures.	
The student performs specialized accounting procedures.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student recognizes the different forms of business organizations, for example, proprietorship, partnership, corporation, and non-profit organizations.	
The student identifies career opportunities in the accounting field.	
The student practices productivity skills as they apply to accounting.	<p>All VBR 3.0 lessons require students to evaluate the current business situation and to utilize decision making and problem solving skills in order to improve business performance.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Banking and Financial Systems - §120.43

TEKS Skill	Virtual Business Lesson
The student evaluates the role of money in the modern economy.	
The student identifies the principal functions of financial institutions.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Financing• New Store Project• Multiplayer Competition
The student utilizes the services of banking and financial institutions for loans, savings, and investing.	
The student compares business financing opportunities with conventional or government options.	
The student assesses the differences in mortgage transactions.	
The student identifies the economic theories and financial forces that influence international business.	

Business Management - §120.46

TEKS Skill	Virtual Business Lesson
The student illustrates the workflow of 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student develops skills necessary to address a changing business environment.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student analyzes the changing nature of 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student explains the concepts of integrity as related to the business environment.	
The student appraises the economic and social benefits of a well-designed workplace conducive to employee well being and productivity.	
The student balances employee privacy rights with employer obligations to provide a safe working environment.	
The student creates and carries out a business plan that results in a long-term project involving time sensitive activities.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competition

Business Ownership - §120.47

TEKS Skill	Virtual Business Lesson
The student demonstrates an understanding of economic principles.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competition
The student develops skills necessary to address a changing business environment.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student illustrates components of productivity.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competition
The student determines the options for the organization of a business and its operation.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student formulates a marketing strategy for a business start-up.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition

Word Processing Applications - §120.49

TEKS Skill	Virtual Business Lesson
<p>The student prepares business documents using effective communications.</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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student improves level of proficiency in producing complex business documents.</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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student solves problems using document processing skills.</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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student develops advanced word processing skills.</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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student develops the technology and social skills necessary to work in an office environment.</p>	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions

Accounting II - §120.62

TEKS Skill	Virtual Business Lesson
The student analyzes forms of business organizations.	
The student applies the basic accounting concepts to perform advanced accounting procedures.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student applies accounting knowledge when making business decisions.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student identifies and researches career opportunities in accounting.	
The student employs productivity skills as they apply to accounting.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions

Business Computer Information Systems II - §120.64

TEKS Skill	Virtual Business Lesson
The student develops skills necessary to address a changing business environment.	<p>Market Research (VBR 3.0), All VBR 3.0 lessons require students to evaluate the current business situation and to utilize problem solving and decision making skills in order to improve business performance..</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student develops skills for success in the workplace.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weakness, likes and dislikes within those areas.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student appraises the components of productivity.	<p>All VBR 3.0 lessons should be completed within the time allotted by the instructor.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student examines employment opportunities in various business environments.	
The student relates concepts of integrity and confidentiality to the business environment.	
The student analyzes and implements appropriate technology as tools to address business needs.	
The student applies a presentation system.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student designs solutions to mathematical business problems using spreadsheet technology.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p>

	<ul style="list-style-type: none"> • Financial Statements • New Store Project • Multiplayer Competitions
The student follows procedures of data management.	
The student exchanges information via telecommunications software with appropriate supervision.	
The student applies a publishing system.	
The student analyzes computer operating systems and emerging technologies.	
The student identifies the concepts of a computer network.	
The student demonstrates procedures for maintaining the security of computerized information.	

Marketing Education

Entrepreneurship - §124.12

TEKS Skill	Virtual Business Lesson
The student knows business concepts and how business satisfies economic needs.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Staffing • Promotion • Market Research • Targeted Marketing • Financing • Merchandising • Advanced Promotion • Supply & Demand • Turnaround • New Store Project • Multiplayer Competition
The student knows the importance of marketing as well as the functions of marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competition
The student knows that successful entrepreneurial ventures depend on preliminary analysis and planning.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student applies math concepts in entrepreneurship.	<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, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows how to use self-development techniques and interpersonal skills to accomplish business objectives.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project

	<ul style="list-style-type: none"> Multiplayer Competitions
The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> Staffing New Store Project Multiplayer Competitions
The student knows that entrepreneurship requires continual self-assessment, research, and preparation.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> Financial Statements New Store Project Multiplayer Competitions
The student knows the impact and value of diversity.	
The student knows that entrepreneurial opportunities begin with a working knowledge of economic concepts.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> Supply & Demand New Store Project Multiplayer Competitions
The student knows that international economic factors affect business planning.	
The student knows that distribution involves activities associated with the physical movement or transfer of ownership of products from producer to consumer.	
The student knows that financial planning is necessary for the entrepreneur's success and solvency.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> Financial Statements Business Plan Analysis New Store Project Multiplayer Competitions
The student knows that offering consumer credit encourages the sale of goods, services, and ideas.	
The student knows that marketing research is a specific inquiry to solve a problem.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> Market Research Targeted Marketing New Store Project Multiplayer Competition
The student knows that pricing has policies, objectives, and strategies.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> Pricing Advanced Promotion New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competition
The student knows the effects of credit on price and profit.	
The student knows the importance of managing the pricing structure.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • New Store Project • Multiplayer Competition
The student knows elements and processes of product planning.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows the process for development, implementation, and evaluation of a promotional plan.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that purchasing usually occurs in a continuous cycle.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student knows that entrepreneurial risk is the possibility of loss or failure.	<p>All VBR 3.0 lessons allow students to experience the different functions that are involved in operating a business and to determine the risks and uncertainties that may be found within the individual areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
The student knows the role of selling.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Staffing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition

Principles of Marketing - §124.13

TEKS Skill	Virtual Business Lesson
The student knows business concepts and explains how business satisfies economic needs in an international economy.	
The student knows the importance of marketing as well as the functions of marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the impact and value of diversity.	
The student knows that distribution channel members facilitate the movement of products.	
The student knows that financial planning is necessary for the marketer's success and solvency.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • New Store Project • Multiplayer Competitions
The student knows the role of a marketing-information system (MIS).	
The student knows that pricing has policies, objectives, and strategies.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows elements and processes of product planning.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Merchandising • Supply & Demand • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows that successful marketers must develop, implement, and evaluate a promotional plan.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • Targeted Marketing • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competition
The student knows that purchasing occurs in a continuous cycle.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student knows that various types of risks impact business activities.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competitions
The student knows the role of selling in a private enterprise economy.	

Retailing - §124.14

TEKS Skill	Virtual Business Lesson
The student knows business concepts and how retail businesses satisfy economic needs.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows the relationship of business and society.	
The student knows that the implementation of marketing concepts significantly impacts retailing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • New Store Project • Multiplayer Competition
The student knows math concepts in retailing and performs calculations manually and with the aid of technology.	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p>All lessons also allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows how to use self-development techniques and interpersonal skills to accomplish objectives.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses within those areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the importance of emerging trends and technologies in retailing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • New Store Project • Multiplayer Competition
The student knows the impact and value of diversity.	
The student knows that private enterprise is based on independent decisions by businesses and consumers with limited government involvement.	<p>All VBR 3.0 Lessons allow students to monitor the store's profit level and the impact their actions have had on the business.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows that changes in the economy include prosperity, recession, depression, and recovery, which may be collectively referred to as the business cycle.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • New Store Project • Multiplayer Competitions
The student knows that distribution channel members facilitate the movement of products.	
The student knows that offering consumer credit encourages the sale of goods, services, and ideas.	
The student knows that financial planning is necessary for the retailer's success and solvency.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows the role of a marketing-information system (MIS).	
The student knows that marketing research is a specific inquiry to solve a problem.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows that retail pricing has policies, objectives, and strategies.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition

<p>The student knows controllable and uncontrollable variables that affect pricing.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows that successful retailers develop, implement, and evaluate promotional plans.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows that the retail establishment's physical environment should project a positive image.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Merchandising • Location Selection • Advanced Merchandising • New Store Project • Multiplayer Competition
<p>The student knows that purchasing occurs in a continuous cycle.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows that various types of risks impact retail businesses.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competition
<p>The student knows what influences retail customers before they make a purchase.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows the selling process.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition

	<ul style="list-style-type: none">• Business Plan Analysis• Turnaround• New Store Project• Multiplayer Competition
The student knows the important role each retail employee plays in providing exceptional customer service.	<u>VBR 3.0 Lessons:</u> <ul style="list-style-type: none">• Staffing• Analyzing the Competition• Business Plan Analysis• Turnaround• New Store Project• Multiplayer Competition

Advertising - §124.22

TEKS Skill	Virtual Business Lesson
The student knows the importance of marketing as well as the functions of marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows the relationship of business and society.	
The student knows the concepts of target marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Targeted Marketing • New Store Project • Multiplayer Competition
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the importance of emerging trends and technologies in advertising.	
The student knows the impact and value of diversity.	
The student knows that advertising impacts a competitive economic environment.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that financial planning is necessary for the advertiser's success and solvency.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financing • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows the components of the marketing	<p><u>VBR 3.0 Lessons:</u></p>

<p>research process in order to analyze demand, forecast sales, and make other decisions.</p>	<ul style="list-style-type: none"> • Market Research • Promotion • Targeted Marketing • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows the importance of managing the pricing structure.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows that promotion team members must develop, implement, and evaluate a promotional plan.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
<p>The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • New Store Project • Multiplayer Competition
<p>The student knows that laws, regulations, business conduct, and diversity affect promotional activities.</p>	

Professional Selling - §124.24

TEKS Skill	Virtual Business Lesson
<p>The student knows that the marketing mix involves a combination of the decisions about product, price, place, promotion, and people.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows the concepts of market and market identification.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • Business Plan Analysis • New Store Project • Multiplayer Competition
<p>The student applies math concepts in selling.</p>	<p>All VBR 3.0 lessons include math exercises, in addition to writing and computer exercises. Lessons also allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
<p>The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.</p>	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
<p>The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.</p>	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions

The student knows how advancements in technology enhance professional selling.	
The student knows that careers are ever changing and require continuing self-assessment, research, and preparation to develop and implement responsible decisions.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes within those areas.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the importance of emerging trends and technologies in professional selling.	
The student knows the impact and value of diversity.	
The student knows that selling occurs in a competitive environment that requires constant assessment of market influences.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Market Research • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows what influences customers before they make a purchase.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows how to obtain and use product and service information to facilitate the selling process.	
The student knows how marketers use the selling process.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows that exceptional customer service is essential to successful selling.	All VBR 3.0 lessons allow students to monitor customer comments which may be used to alter

the business situation if necessary.

VBR 3.0 Lessons

- Staffing
- Analyzing the Competition
- Turnaround
- New Store Project
- Multiplayer Competitions

Technology in Marketing - §124.25

TEKS Skill	Virtual Business Lesson
The student knows the relationship of business and society.	
The student knows that successful entrepreneurial ventures depend on preliminary analysis and planning.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student applies math concepts in all areas of marketing.	<p>All VBR 3.0 lessons include math exercises, in addition to writing and computer exercises. Lessons also allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competition
The student integrates listening, reading, speaking, writing, nonverbal, and electronic communication skills effectively.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows that management is the process of achieving goals through the use of technology and human and material resources.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Purchasing • Financing • New Store Project • Multiplayer Competition
The student knows the importance of emerging trends and technologies in marketing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows the impact and value of diversity.	

The student knows that distribution involves activities associated with the physical movement or transfer of ownership of products.	
The student knows that financial planning is necessary for the marketer's success and solvency.	<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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Financial Statements • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student uses marketing-information systems (MIS).	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows the components of the marketing research process in order to analyze demand, forecast sales, and make other decisions.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows that pricing has policies, objectives, and strategies.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows elements and processes of product planning.	<p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Purchasing • Merchandising • Advanced Merchandising • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows that successful marketers must develop, implement, and evaluate a promotional plan.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows that purchasing occurs in a continuous cycle.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student knows classifications of risks that affect business activities.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • Turnaround • New Store Project • Multiplayer Competition

The student knows how marketers use technology in the selling process.

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Marketing Dynamics - §124.32

TEKS Skill	Virtual Business Lesson
The student knows business concepts and how business satisfies economic needs.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the relationship of business and society.	
The student knows that the marketing mix involves a combination of the decisions about product, price, place, promotion, and people.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows the concepts of market and market identification.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student applies math concepts in marketing.	<p>All VBR 3.0 lessons include math exercises, in addition to writing and computer exercises. Lessons also allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Market Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competitions
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student applies information technology as an effective marketing tool.	
As a lifelong learner, the student knows that careers are ever changing and require continual self-assessment, research, and preparation to develop and implement responsible decisions.	<p>All VBR 3.0 lessons allow students to experience the different functions involved in operating a business and to determine their individual strengths and weaknesses, likes and dislikes in each of these areas.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the importance of emerging trends and technologies in marketing.	
The student knows the impact and value of diversity.	
The student knows that marketing begins with a working knowledge of economic concepts.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • Pricing • Advanced Promotion • Turnaround • New Store Project • Multiplayer Competition
The student knows that a nation's economic system is determined by what is produced, how it is produced, and how it is distributed.	
The student knows that private enterprise is based on independent decisions by businesses and consumers concerning the right to own property, own a business, compete, make a profit, and exercise consumer choice with limited government involvement.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows that gross domestic product (GDP), standard of living, consumer price index, and unemployment figures help measure whether an economy is accomplishing its goals.	
The student knows that changes in the economy include prosperity, recession, depression, and recovery that may be collectively referred to as the business cycle.	
The student knows that international economic factors affect marketing planning.	
The student knows that distribution channel members facilitate the movement of products.	
The student knows that distribution involves activities	

associated with the physical movement or transfer of ownership of products from producer to consumer.	
The student knows that distribution involves stock handling and inventory control.	
The student knows that financial planning is necessary for the marketer's success and solvency.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows that marketers use investment and financial services to achieve goals and objectives.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Financing • New Store Project • Multiplayer Competition
The student knows the role of pricing.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Advanced Promotion • Analyzing the Competition • Turnaround • New Store Project • Multiplayer Competition
The student knows the role of promotion.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products.	
The student knows that business risk is the possibility of loss or failure.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Security • Risks & Surprises • New Store Project • Multiplayer Competition
The student knows that marketers responsible for risk management follow a process to decide the best strategy to deal with each risk.	
The student knows what influences customers before they make a purchase.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition

<p>The student knows how marketers use the selling process.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows the important role each employee plays in providing exceptional customer service.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition

Marketing Management - §124.33

TEKS Skill	Virtual Business Lesson
The student knows business concepts and how business satisfies economic needs.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows marketing mix.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Pricing • Purchasing • Promotion • Market Research • Targeted Marketing • Merchandising • Advanced Promotion • Advanced Merchandising • Business Plan Analysis • Turnaround • New Store Project • Multiplayer Competition
The student knows the concepts of market and market identification.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Targeted Marketing • Market Research • Business Plan Analysis • New Store Project • Multiplayer Competition
The student knows that the United States (U.S.) free enterprise system offers marketers entrepreneurial opportunities.	
The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.	<p>All VBR 3.0 lessons allow the student to simulate owning their own 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><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • Business Plan Analysis • New Store Project • Multiplayer Competitions
The student knows the need for professional and career development.	
The student applies math concepts in management.	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p>All lessons also allow students to view the current business' product and financial information - which is exportable to Excel</p>

	<p>where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	<p>All VBR 3.0 lessons include reading, written, and computer exercises. All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing management objectives.	<p>All VBR 3.0 lessons are able to be completed within an individual or team environment, which would allow students to explore group dynamics, communication skills, and personal leadership capabilities.</p> <p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions
The student knows the importance of emerging trends and technologies in marketing.	
The student knows the impact and value of diversity.	
The student knows that marketing begins with a working knowledge of economic concepts.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Supply & Demand • Pricing • Advanced Promotion • Advanced Merchandising • Turnaround • New Store Project • Multiplayer Competition
The student knows that private enterprise is based on independent decisions by businesses and consumers.	
The student knows that gross domestic product (GDP), standard of living, consumer price index, and unemployment figures help measure whether an economy is accomplishing its goals.	
The student knows that changes in the economy include prosperity, recession, depression, and recovery that may be collectively referred to as the business cycle.	
The student knows that international economic factors affect marketing planning.	
The student knows that marketing research is a specific inquiry to solve a problem.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Marketing Research • Targeted Marketing • New Store Project • Multiplayer Competition
The student knows the components of the marketing research process in order to analyze demand, forecast sales, and make other decisions.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Marketing Research • Targeted Marketing • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competition
The student knows the elements and processes of product planning.	
The student knows the importance of branding and extended product features.	
The student knows the laws and regulations that affect new product development.	
The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that the physical environment found at a place of business should project a positive image.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Location Selection • New Store Project • Multiplayer Competition
The student knows that public relations and publicity can be used to promote a business or organization.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that sales promotion activities or materials offer customers a direct incentive to buy.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Targeted Marketing • Advanced Promotion • New Store Project • Multiplayer Competition
The student knows that the purchasing process occurs in a continuous cycle.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student knows that businesses need goods and services for daily operation.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Supply & Demand • New Store Project • Multiplayer Competition
The student knows that a buying plan identifies products to be offered for sale for a particular period of time.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Purchasing • Turnaround • New Store Project • Multiplayer Competition
The student knows how managers use the selling process.	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Promotion • Market Research • Targeted Marketing • Merchandising • Location Selection • Advanced Promotion • Advanced Merchandising • Supply & Demand • Analyzing the Competition • Business Plan Analysis • Turnaround • New Store Project

	<ul style="list-style-type: none"> • Multiplayer Competition
<p>The student knows the important role each employee plays in providing exceptional customer service.</p>	<p><u>VBR 3.0 Lessons:</u></p> <ul style="list-style-type: none"> • Staffing • Turnaround • New Store Project • Multiplayer Competition
<p>The student knows the management of selling activities.</p>	<p>All VBR 3.0 lessons include math exercises, in addition to written and computer exercises.</p> <p>All lessons also allow students to view the current business' product and financial information - which is exportable to Excel where further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p><u>VBR 3.0 Lessons</u></p> <ul style="list-style-type: none"> • New Store Project • Multiplayer Competitions