

**Missouri's Business Education Competencies**  
 Correlation to  
**Virtual Business – Retailing 2.0 (VBR2.0) &**  
**Virtual Business – Management 2.0 (VBM2.0) Lessons**

<b>Business Ed Competencies</b>	<b>Virtual Business Retailing 2.0</b>	<b>Virtual Business Management 2.0</b>
Accounting I	✓✓✓	✓✓✓
Accounting II	✓✓✓	✓✓✓
Business Communications	✓✓	✓✓
Business Economics	✓✓✓	✓✓
Business Management	✓✓✓	✓✓✓
Business Technology	✓✓✓	✓✓✓
Computer Business Applications	✓✓✓	✓✓✓
Financial Management / Personal Finance	✓	✓
Introduction to Business	✓✓✓	✓✓
Mathematics in Business	✓✓✓	✓✓
<b>Marketing Ed Competency</b>	<b>Virtual Business Retailing 2.0</b>	<b>Virtual Business Management 2.0</b>
Communications in Marketing	✓✓✓	✓✓✓
Employment & Advancement	✓	✓
Marketing Operations	✓✓✓	✓
Advertising & Sales Promotion	✓✓✓	N/A
Marketing Concepts	✓✓✓	✓
Economic Concepts	✓✓✓	✓✓
Human Relations	✓✓	✓✓
Marketing Management	✓✓✓	N/A
Selling	✓	✓

Legend ✓ Some correlation to Competencies ✓✓High correlation to Competencies ✓✓✓ Very High correlation to Competencies

The information for this correlation was found at the following web address during 03/2007:

[http://dese.mo.gov/divcareered/biz\\_be\\_competencies.htm](http://dese.mo.gov/divcareered/biz_be_competencies.htm) and  
[http://dese.mo.gov/divcareered/mark\\_curriculum\\_resources.htm](http://dese.mo.gov/divcareered/mark_curriculum_resources.htm)

# Accounting I

## BE Competency

## Virtual Business Lesson

BE Competency	Virtual Business Lesson
Apply Accounting Concepts	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Complete the Accounting Cycle Process	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0)                      New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Maintain Cash Control	
Complete Payroll Procedures	
Complete Special Accounting Procedures	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to click on an accounting term in order to view its definition.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Maintain Computerized Accounting Systems	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Demonstrate Employability Skills	<p>All VBR2.0 &amp; VBM2.0 lessons require students to evaluate the current business situation and to utilize their problem solving skills in order to improve upon their business performance. All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment. All VBR2.0 &amp; VBM2.0 lessons must be completed within the time period allotted by the instructor.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>

## Accounting II

### BE Competency

### Virtual Business Lesson

BE Competency	Virtual Business Lesson
Complete the Accounting Cycle Process for Departmentalized Business	
Prepare Advanced Accounting Adjustments	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Complete the Accounting Cycle Process for Corporations	
Complete Cost Accounting Procedures	
Complete Managerial Accounting Procedures	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>Financial Statements (VBR2.0)                      New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Apply the Appropriate Accounting Principles to Various Forms of Ownership	<p><b><u>VBM2.0 Lessons:</u></b>                      Forms of Ownership: Capital                      Forms of Ownership: Liability                      Forms of Ownership: Taxes                      Multiplayer Competitions                      New Business Project</p>
Manage Computerized Accounting Systems	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Demonstrate Employability Skills	<p>All VBR2.0 &amp; VBM2.0 lessons require students to evaluate the current business situation and to utilize their problem solving skills in order to improve upon their business performance. All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment. All VBR2.0 &amp; VBM2.0 lessons must be completed within the time period allotted by the instructor.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>

## Business Communication Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Develop Communication Foundation Skills	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Develop Social Communication Skills	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Use Technological Communications	
Develop Employment Communication Skills	
Develop Organizational Communication Skills	

# Business Economics Competencies

BE Competency	Virtual Business Lesson
Production	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand            Staffing            New Store Project            Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Supervision            New Business Project            Multiplayer Competition</p>
Consumption	<p><b><u>VBR2.0 Lessons:</u></b>            Purchasing Staffing            New Store Project            Multiplayer Competitions</p>
Exchange	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand            Pricing            Financing            New Store Project            Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>            Forms of Ownership: Taxes            New Business Project            Multiplayer Competition</p>
Savings	<p><b><u>VBR2.0 Lessons:</u></b>            Financing            New Store Project            Multiplayer Competitions</p>
Investment	<p>All VBR2.0 &amp; VBM2.0 lessons establish competitor stores for the students to compete against for profitability.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Measurement Concepts and Methods	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Careers	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine their likes, dislikes, strengths, and weaknesses within those individual areas.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>

## Business Management Competencies

BA Competency	Virtual Business Lesson
Apply Economic Concepts	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand            New Store Project            Multiplayer Competitions</p>
Identify Management Responsibilities	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Financing            Targeted Marketing            Merchandising            Advanced Promotion            Turnaround            New Store Project            Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Taxes            Forms of Ownership: Taxes            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
Use of Communication Skills	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Demonstrate Interpersonal Skills	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Define Elements of Marketing	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competitions</p>

<p>Explain Financial Issues</p>	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. All VBR2.0 &amp; VBM2.0 lessons allow students to evaluate how to obtain the best business results using the lowest cost.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>Explore Human Resources</p>	<p><b><u>VBR2.0 Lessons:</u></b>  Staffing  New Store Project  Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>  Resumes &amp; Employee Selection  Employee Opinions  Employee Supervision  Strikes, Unions &amp; Collective Bargaining  Turnaround  New Business Project  Multiplayer Competition</p>
<p>Discuss Legal, Ethical, and Social Aspects</p>	

# Business Technology Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Explore Careers in Business	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within those areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Prepare for Employment	
Develop Career Management Strategies	
Communicate Effectively	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. All VBR2.0 &amp; VBM2.0 lessons allow students to evaluate how to obtain the best business results using the lowest cost.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use Business Equipment	
Demonstrate Proper Workplace Behaviors	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply Business Administrative Skills	<p>All VBR2.0 &amp; VBM2.0 lessons require students to evaluate the current business situation and then utilize problem-solving and critical-thinking skills in order to improve upon that situation.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Apply Technology to Business Applications	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use Internet as a Business Tool	
Demonstrate Entrepreneurial Awareness	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to evaluate the risks and benefits involved in operating your own business.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

## Computer Business Applications Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Apply Input Methods	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Execute Basic Computer Operations	<p>All VBR2.0 &amp; VBM2.0 lessons require students to know the basic requirements involved in operating a computer in order to complete the objectives and goals of the lessons.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
All VBR2.0 & VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.	
Use Spreadsheet Applications	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use Database Applications	
Apply Desktop Publishing Principles	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
Use Presentation Software	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

## Financial Management aligned with Personal Finance

### BE Competency

### Virtual Business Lesson

BE Competency	Virtual Business Lesson
Explain how the way one earns a living determines financial success.	
Set goals for a budget and financial plan	
Examine banking and investment practices	
Apply spending and credit policies	
Make management decisions related to and using financial information	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

# Introduction to Business Competencies

<b>BE Competency</b>	<b>Virtual Business Lesson</b>
Develop Research Skills	
Develop Communication and Interpersonal Skills	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment. All VBR2.0 &amp; VBM2.0 lessons require students to evaluate the current business situation and to utilize their decision making skills in order to improve upon that situation.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Develop Employability Skills	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the functions that are involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Investigate Business Operations	<p><b><u>VBR2.0 Lessons:</u></b>                      Pricing                      Purchasing                      Staffing                      Promotion                      Financing                      Security                      Market Research                      Turnaround                      New Store Project                      Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>                      Resumes &amp; Employee Selection                      Employee Supervision                      Strikes, Unions &amp; Collective Bargaining                      Productivity &amp; Efficiency                      Turnaround                      New Business Project                      Multiplayer Competition</p>
Develop Economic Awareness	<p><b><u>VBR2.0 Lessons:</u></b>                      Supply &amp; Demand                      New Store Project                      Multiplayer Competition</p>
Explore Entrepreneurship	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses within these areas as well as to determine the risks and benefits involved in operating a business.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Manage Personal Finance	
Make Wise Consumer Choices	

# Mathematics in Business Competencies

BE Competency	Virtual Business Lesson
Math Applications	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Financing            Targeted Marketing            Advanced Promotion            Supply &amp; Demand            Financial Statements            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Supervision            Strikes, Unions &amp; Collective Bargaining            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Surprise            Turnaround            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            New Business Project            Multiplayer Competition</p>
Workplace Technology	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Personal Money Management	
Entrepreneurial Math	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
International Math	

# Missouri's Marketing Education Competencies

## Communications in Marketing

ME Competency	Virtual Business Lesson
Facilitate communications among employees, management, and customers.	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            New Store Project            Multiplayer Competitions</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining            New Business Project            Multiplayer Competition</p> <p>All VBR2.0 &amp; VBM2.0 lessons allow students to view customer comments and make applicable changes to their business plan.</p>
Interpret marketing information.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>Market Research (VBR2.0)            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Train employees.	
Use oral communication in marketing.	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Use written communications in marketing.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>

## Employment & Advancement

### ME Competency

### Virtual Business Lesson

Apply marketing management abilities.	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses, likes and dislikes within these areas.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
Complete a marketing employment interview.	
Identify a marketing occupational objective.	
Secure a marketing position.	
Secure advanced marketing employment.	

# Marketing Operations

ME Competency	Virtual Business Lesson
Calculate prices of products or services.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Advanced Promotion            New Store Project            Multiplayer Competitions</p>
Handle payments for purchases of products or services.	
Operate a check-out area.	
Perform basic mathematical computations in marketing.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Financing            Targeted Marketing            Advanced Promotion            Turnaround            Financial Statements            Turnaround            New Store Project            Multiplayer Competition</p>
Process purchase/payment forms and records.	
Manage inventory.	<p><b><u>VBR2.0 Lessons:</u></b>            Purchasing            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Productivity &amp; Efficiency            New Business Project            Multiplayer Competition</p>
Understand financial statements.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to view the current business' financial statements - which are exportable to Excel where further analysis, calculations, written reports and presentations may be generated. Students must examine the data to improve business performance.</p> <p>Financial Statements (VBR2.0)            New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Understand inventory control.	<p><b><u>VBR2.0 Lessons:</u></b>            Purchasing            Security            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Productivity &amp; Efficiency            New Business Project            Multiplayer Competition</p>

## Advertising & Sales Promotion

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Analyze the advertising media.	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion New Store Project Multiplayer Competitions
Evaluate promotional activities.	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion New Store Project Multiplayer Competitions
Manage promotional activities.	
Develop and plan promotional activities.	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion New Store Project Multiplayer Competitions
Utilize visual merchandising in the promotion mix.	<b><u>VBR2.0 Lessons:</u></b> Merchandising New Store Project Multiplayer Competitions

# Marketing Concepts

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Analyze the marketing mix.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competitions</p>
Classify channels of distribution.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a retail convenience store and a distribution center.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
Identify marketing strategies.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competitions</p>
Identify markets for a product and/or service.	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            New Store Project            Multiplayer Competitions</p>
Identify the importance of marketing.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competitions</p>
Describe the importance of international marketing.	

## Economic Concepts

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Identify business risks in the marketplace.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the risks and benefits that accompany operating your own business.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Identify Gross Domestic Product.	
Understand economics and economic activities.	<p><b><u>VBR2.0 Lessons:</u></b>                      Supply &amp; Demand                      New Store Project                      Multiplayer Competitions</p>
Understand government regulations in marketing enterprises.	
Understand profits.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to monitor the profit level for the current business and to determine how their business actions impact the profit.</p> <p>Pricing (VBR2.0)                      New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Understand the private enterprise system.	<p>All VBR2.0 &amp; VBM2.0 lessons introduce a competitor store for students to consider when making business decisions.</p> <p>New Store Project (VBR2.0)                      Multiplayer Competitions (VBR2.0, VBM2.0)                      New Business Project (VBM2.0)</p>
Understand the relationship between supply and demand.	<p><b><u>VBR2.0 Lessons:</u></b>                      Supply &amp; Demand                      New Store Project                      Multiplayer Competitions</p>

# Human Relations

## ME Competency

## Virtual Business Lesson

Develop effective personal human relations skills for marketing.	
Identify the ethical and social responsibilities of marketing.	
Motivate marketing employees.	<p><b><u>VBM2.0 Lessons:</u></b>            Employee Supervision            Strikes, Unions &amp; Collective Bargaining            New Business Project            Multiplayer Competition</p>
Participate in professional marketing related activities.	
Understand human relations in a marketing enterprise.	<p><b><u>VBR2.0 Lessons:</u></b>            Staffing            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Strikes, Unions &amp; Collective Bargaining            Turnaround            New Business Project            Multiplayer Competition</p>
Participate in problem solving work teams.	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>

# Marketing Management

## ME Competency

## Virtual Business Lesson

<p>Conduct marketing research.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            New Store Project            Multiplayer Competition</p>
<p>Develop specific products and/or services for specific markets.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            Purchasing            Merchandising            New Store Project            Multiplayer Competition</p>
<p>Establish pricing policies.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Advanced Promotion            New Store Project            Multiplayer Competition</p>
<p>Examine the development of new products.</p>	
<p>Plan for product and services in the marketplace.</p>	
<p>Understand the marketing cycle of a product.</p>	

# Selling

<b>ME Competency</b>	<b>Virtual Business Lesson</b>
Plan a sales presentation.	
Conduct a sales presentation.	
Identify various types of selling.	
Utilize specialized selling techniques.	
Utilize organizational skills in professional selling.	
Understand the buying process.	<p>All VBR2.0 &amp; VBM2.0 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.</p> <p>Market Research (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>