

**National Marketing Education Standards
Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
&
Virtual Business – Management 2.0 (VBM2.0)**

National Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Academic Concepts	✓✓	✓✓
Technology Applications	✓✓✓	✓✓✓
Business, Management, & Entrepreneurship	✓✓✓	✓✓✓
Communication & Interpersonal Skills	✓✓✓	✓✓✓
Economics	✓✓✓	✓✓✓
Professional Development	✓	✓✓✓
Distribution	N/A	✓✓✓
Financing	✓✓✓	✓✓✓
Marketing-Information Management	✓✓	✓✓
Pricing	✓✓	N/A
Product/Service Management	✓✓	✓
Promotion	✓✓✓	N/A
Selling	✓	✓✓✓

Legend: ✓ Some Correlation to the Skill ✓✓ High Correlation to the Skill ✓✓✓ Very High Correlation to the Skill

The information for this correlation was found on the following website during 06/2006:

http://www.mark-ed.com/curricul/national_marketing_standards.htm

Academic Concepts

National Standard	Virtual Business
Mathematics	Supply & Demand (VBR2.0), All VBR2.0 & VBM2.0 lessons allow students to access the current business' financial statements which may be exported to Excel where analysis and calculations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Reading	All VBR2.0 & VBM2.0 lessons require students to read and follow directions as well as interpret financial information and product charts, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Writing	All VBR2.0 & VBM2.0 lessons provide students with enough financial and product information in order to write reports on the business procedures utilized as well as their outcomes, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Speaking	All VBR2.0 & VBM2.0 lessons provide the student with enough financial and product information in order to write reports and give presentations on the business procedures utilized as well as their outcomes, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Sociology	N/A
Psychology	N/A
Geography	N/A

Technology Applications

Standard	Virtual Business
The successful implementation of marketing activities requires the use of technology.	All VBR2.0 & VBM2.0 lessons require the students to use technology in order to complete their assignments, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

FOUNDATIONS

Business, Management, and Entrepreneurship

Standard	Virtual Business
Identify ways that technology impacts business.	Resumes & Employee Selection (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Explain the nature of marketing strategies.	Pricing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate leadership characteristics.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or team environment where students are able to work on communication and leadership skills, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Monitor variables associated with business risk.	Risk Management and Insurance (VBM2.0), Forms of Ownership: Liability (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), Supply & Demand (VBR2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate procedures for controlling a business's fiscal activities.	All VBR2.0 & VBM2.0 lessons require students to make decisions based on the current state of their business and to then monitor the financial results of those decisions through utilization of financial statements, graphs and charts, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Capability (VBR2.0 & VBM2.0)
Identify potential business ventures based on community, market, and opportunity analyses.	New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Formulate a business plan.	New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Communication and Interpersonal Skills

Standard	Virtual Business
Communicate clearly and concisely in writing.	All VBR2.0 & VBM2.0 lessons allow students to view the current business' customer, product, and financial information which may be used to generate written reports and presentations, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use appropriate technology to facilitate marketing communications.	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Make decisions.	All VBR2.0 & VBM2.0 lessons require the student to utilize the information available within charts, graphs and simulation behavior in order to make informed decisions about the current business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Treat others fairly at work.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment which would allow students to develop their social and communication skills, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate interpersonal skills in team working relationships.	All VBR2.0 & VBM2.0 lessons may be completed within an individual or group environment which would allow students to develop their social and communication skills, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Apply interpersonal skills to develop good customer relationships.	Sales & Logistics (VBM2.0), Productivity & Efficiency (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)

Economics

Standard	Virtual Business
Explain the concept of economic resources.	
Interpret the impact of supply and demand on price.	Supply & Demand (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify factors affecting a business's profit.	All VBR2.0 & VBM2.0 lessons require students to make decisions effecting the current

	business and to evaluate and monitor the effects that those decisions had on the business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Determine factors affecting business risk.	Security (VBR2.0), Turnaround (VBR2.0), Supply & Demand (VBR2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Risk Management & Insurance (VBM2.0), Forms of Ownership: Liability (VBM2.0), Surprise (VBM2.0), Turnaround (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Explain the concept of productivity.	Productivity & Efficiency (VBM2.0), Employee Supervision (VBM2.0), Resumes & Employee Selection (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0)
Evaluate the influences on a nation's ability to trade.	

Professional Development

Standard	Virtual Business
Analyze employer expectations in the business environment.	Resumes & Employee Selection (VBM2.0), Employee Supervision (VBM2.0), Productivity & Efficiency (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Identify employment opportunities in marketing and business.	
Utilize resources that can contribute to professional development.	All VBR2.0 & VBM2.0 lessons allow the student to focus on different business functions individually to test their skills within these areas, New Store Project (VBR2.0), New Business Project (VBM2.0) Multiplayer Competitions (VBR2.0 & VBM2.0)

FUNCTIONS

Distribution

Standard	Virtual Business
Explain the relationship between customer service and distribution.	All VBM2.0 lessons allow the student to access information regarding customer satisfaction and the overall relationship between the customer and the distribution center, New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Select distribution channels and channel members.	

Financing

Standard	Virtual Business
Describe the role of financing in marketing and business endeavors.	Financing (VBR2.0), Turnaround (VBR2.0), Forms of Ownership: Capital (VBM2.0), Turnaround (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Calculate exchange rates.	
Use budgets to meet the financial needs of a business.	All VBR2.0 & VBM2.0 lessons encourage students to monitor the amount of money spent in different areas of the current business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Marketing-Information Management

Standard	Virtual Business
Determine the need for marketing information.	Targeted Marketing (VBR2.0), Market Research (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Analyze the environments in which businesses operate.	All VBR2.0 & VBM2.0 lessons allow students to analyze the environment in which the current business is operating, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate procedures for gathering marketing information using technology.	Targeted Marketing (VBR2.0), Market Research (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Pricing

Standard	Virtual Business
Determine pricing objectives, policies, and strategies.	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Use technology to assist in setting prices.	

Product/Service Management

Standard	Virtual Business
Plan a product/service mix.	
Analyze product-liability risks.	
Select materials/products/services to purchase.	Purchasing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Productivity & Efficiency (VBM2.0), New Store Project

	(VBR2.0), New Business Project (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Describe factors used by marketers to position products/businesses.	Merchandising (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Promotion

Standard	Virtual Business
Explain the communication process used in promotion.	Promotion (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Write promotional messages that appeal to targeted markets.	Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Utilize publicity.	
Develop a promotional plan.	Promotion (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Selling

Standard	Virtual Business
Develop an understanding of customers/clients.	All VBR2.0 and VBM2.0 lessons allow students to access information regarding customer satisfaction, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Utilize selling techniques to aid customers/clients in making buying decisions.	Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), Sales & Logistics (VBM2.0), Turnaround (VBM2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Determine/Minimize risks in selling to a customer.	
Utilize strategies to build and maintain a clientele.	All VBR2.0 and VBM2.0 lessons allow the student to access information regarding customer satisfaction and the student may then make decisions accordingly to correct situations and retain customers, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0)