

**Texas Essential Knowledge and Skills –  
Business & Marketing Education  
Correlation to  
Virtual Business – Retailing 2.0 (VBR2.0) &  
Virtual Business – Management 2.0 (VBM2.0) Lessons**

Texas Courses	Virtual Business Retailing 2.0	Virtual Business Management 2.0
<b>TEKS – Business, Exploratory</b>		
Business Venture (S120.3)	✓✓✓	✓✓✓
Business Communications (S120.22)	✓✓✓	✓✓✓
Business Computer Info Systems I (S120.23)	✓✓	✓✓✓
Introduction to Business (S120.25)	✓✓	✓✓✓
<b>TEKS – Business, Technical</b>		
Accounting I (S120.42)	✓✓✓	✓✓✓
Banking & Financial Systems (S120.43)	✓	✓
Business Management (S120.46)	✓✓✓	✓✓✓
Business Ownership (S120.47)	✓✓✓	✓✓✓
Word Processing Applications (S120.49)	✓✓✓	✓✓✓
<b>TEKS – Business II</b>		
Accounting II (S120.62)	✓✓✓	✓✓✓
Business Computer Info Systems II (S120.64)	✓	✓✓
<b>TEKS – Marketing, Exploratory</b>		
Entrepreneurship (S124.12)	✓✓✓	✓✓✓
Principles of Marketing (S124.13)	✓✓✓	✓✓✓
Retailing (S124.14)	✓✓✓	✓✓
<b>TEKS – Marketing, Technical</b>		
Advertising (S124.22)	✓✓✓	✓
International Marketing (S124.22)	✓	✓✓✓
Professional Selling (S124.23)	✓✓✓	✓✓✓
Technology in Marketing (S124.25)	✓✓✓	✓✓✓
<b>TEKS – Marketing, Comprehensive</b>		
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 03/2007:

<http://www.tea.state.tx.us/cte/>

# **Business Education**

## **Business Venture - §120.3**

<b>TEKS Skill</b>	<b>Virtual Business Lesson</b>
The student implements components of productivity.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Financing            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Turnaround            New Business Project            Multiplayer Competition</p>
The student applies work ethics, job expectations, multicultural considerations, and communication skills in the workplace.	<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>
The student surveys the options for the organization of a business and its operation.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience what it is like to manage and operate 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>

## Business Communications - §120.22

TEKS Skill	Virtual Business Lesson
The student prepares for effective 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>
The student employs appropriate research techniques to produce effective business communication.	<p><b><u>VBR2.0 Lessons:</u></b>                      New Store Project                      Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>                      New Business Project                      Multiplayer Competition</p>
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 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>
The student develops communication skills necessary to address a changing business environment.	<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>
The student produces business documents using current and emerging technology.	<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 further analysis, mathematical 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>

## Business Computer Information Systems I - §120.23

TEKS Skill	Virtual Business Lesson
The student develops skills for success in the workplace.	<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 further analysis, mathematical 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>
The student selects appropriate technology to address business needs.	
The student applies word processing technology.	
The student applies spreadsheet technology.	<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 further analysis, mathematical 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>
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.	<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 further analysis, mathematical 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>
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.	<b><u>VBR2.0 Lessons:</u></b> 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.	<b><u>VBR2.0 Lessons:</u></b> 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.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student analyzes career opportunities and formulates a career plan.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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.	All VBR2.0 & VBM2.0 lessons allow students to experience what it is like to manage and operate their own retail convenience store and distribution center.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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.	<b><u>VBM2.0 Lessons:</u></b> Strikes, Unions & Collective Bargaining New Business Project Multiplayer Competition

## Accounting I - §120.42

TEKS Skill	Virtual Business Lesson
The student demonstrates an understanding of the accounting cycle for a service business.	<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 further analysis, mathematical 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>
The student demonstrates an understanding of the accounting cycle for an inventory-based or a merchandising business.	<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 further analysis, mathematical 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>
The student performs payroll and banking procedures.	
The student performs specialized accounting procedures.	<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 further analysis, mathematical 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>
The student recognizes the different forms of business organizations, for example, proprietorship, partnership, corporation, and non-profit organizations.	<p><b>VBM2.0 Lessons:</b> Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes New Business Project Multiplayer Competition</p>
The student identifies career opportunities in the accounting field.	
The student practices productivity skills as they apply to accounting.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>

## Banking and Financial Systems - §120.43

<b>TEKS Skill</b>	<b>Virtual Business Lesson</b>
The student evaluates the role of money in the modern economy.	
The student identifies the principal functions of financial institutions.	<b><u>VBR2.0 Lessons:</u></b> 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><b><u>VBR2.0 Lessons:</u></b>            Staffing            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Turnaround            New Business Project            Multiplayer Competition</p>
The student develops skills necessary to address a changing business environment.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
The student analyzes the changing nature of business.	
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.	<p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Turnaround            New Business Project            Multiplayer Competition</p>
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><b><u>VBR2.0 Lessons:</u></b>            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            New Business Project            Multiplayer Competition</p>

## Business Ownership - §120.47

TEKS Skill	Virtual Business Lesson
The student demonstrates an understanding of economic principles.	<p><b><u>VBR2.0 Lessons:</u></b>            Supply &amp; Demand            New Store Project            Multiplayer Competition</p>
The student develops skills necessary to address a changing business environment.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
The student illustrates components of productivity.	<p><b><u>VBR2.0 Lessons:</u></b>            Staffing            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Turnaround            New Business Project            Multiplayer Competition</p>
The student determines the options for the organization of a business and its operation.	<p><b><u>VBR2.0 Lessons:</u></b>            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Turnaround            New Business Project            Multiplayer Competition</p>
The student formulates a marketing strategy for a business start-up.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Merchandising</p>

	Advanced Promotion Turnaround New Store Project Multiplayer Competition
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## Word Processing Applications - §120.49

TEKS Skill	Virtual Business Lesson
The student prepares business documents using effective communications.	<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 further analysis, mathematical 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>
The student improves level of proficiency in producing complex business documents.	<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 further analysis, mathematical 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>
The student solves problems using document processing skills.	<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 further analysis, mathematical 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>
The student develops advanced word processing skills.	<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 further analysis, mathematical 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>
The student develops the technology and social skills necessary to work in an office environment.	<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>

## Accounting II - §120.62

TEKS Skill	Virtual Business Lesson
The student analyzes forms of business organizations.	<p><b><u>VBM2.0 Lessons:</u></b>            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            New Business Project            Multiplayer Competition</p>
The student applies the basic accounting concepts to perform advanced accounting procedures.	<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 further analysis, mathematical 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>
The student applies accounting knowledge when making business decisions.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
The student identifies and researches career opportunities in accounting.	
The student employs productivity skills as they apply to accounting.	<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 further analysis, mathematical 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>

## Business Computer Information Systems II - §120.64

<b>TEKS Skill</b>	<b>Virtual Business Lesson</b>
The student develops skills necessary to address a changing business environment.	Market Research (VBR2.0), All VBR2.0 & VBM2.0 lessons require students to evaluate the current business situation and to utilize problem solving and decision making skills in order to improve business performance..  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student develops skills for success in the workplace.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student appraises the components of productivity.	All VBR2.0 & VBM2.0 lessons should be completed within the time allotted by the instructor.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student designs solutions to mathematical business problems using spreadsheet technology.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

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
<p>The student knows business concepts and how business satisfies economic needs.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Financing            Merchandising            Advanced Promotion            Supply &amp; Demand            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
<p>The student knows the importance of marketing as well as the functions of marketing.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            Turnaround            New Store Project            Multiplayer Competition</p>
<p>The student knows that successful entrepreneurial ventures depend on preliminary analysis and planning.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            New Business Project            Multiplayer Competition</p>

<p>The student applies math concepts in entrepreneurship.</p>	<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 further analysis, mathematical 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>
<p>The student knows how to use self-development techniques and interpersonal skills to accomplish business objectives.</p>	<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>
<p>The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.</p>	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows that entrepreneurship requires continual self-assessment, research, and preparation.</p>	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows the impact and value of diversity.</p>	
<p>The student knows that entrepreneurial opportunities begin with a working knowledge of economic concepts.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons contain competitor stores for the student to consider when making decisions.</p> <p>Supply &amp; Demand (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows that international economic factors affect business planning.</p>	
<p>The student knows that distribution involves activities associated with the physical movement or transfer of ownership of products from producer to consumer.</p>	<p>All VBM2.0 lessons allow students to experience what it is like to manage and operate their own distribution center.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows that financial planning is necessary for the entrepreneur's success and solvency.</p>	<p><b><u>VBR2.0 Lessons:</u></b>  Financing  New Store Project</p>

	<p>Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>  Forms of Ownership: Capital  Forms of Ownership: Liability  Forms of Ownership: Taxes  New Business Project  Multiplayer Competition</p>
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><b><u>VBR2.0 Lessons:</u></b>  Market Research  Targeted Marketing  New Store Project  Multiplayer Competition</p>
The student knows that pricing has policies, objectives, and strategies.	<p><b><u>VBR2.0 Lessons:</u></b>  Pricing  Advanced Promotion  New Store Project  Multiplayer Competition</p>
The student knows the effects of credit on price and profit.	
The student knows the importance of managing the pricing structure.	<p><b><u>VBR2.0 Lessons:</u></b>  Pricing  New Store Project  Multiplayer Competition</p>
The student knows elements and processes of product planning.	<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>
The student knows the process for development, implementation, and evaluation of a promotional plan.	<p><b><u>VBR2.0 Lessons:</u></b>  Promotion  Advanced Promotion  Targeted Marketing  New Store Project  Multiplayer Competition</p>
The student knows that purchasing usually occurs in a continuous cycle.	<p><b><u>VBR2.0 Lessons:</u></b>  Purchasing  Turnaround  New Store Project  Multiplayer Competition</p>
The student knows that entrepreneurial risk is the possibility of loss or failure.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)</p>

	New Business Project (VBM2.0)
The student knows the role of selling.	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be used to make changes within the business if necessary.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)

# Principles of Marketing - §124.13

<b>TEKS Skill</b>	<b>Virtual Business Lesson</b>
<p>The student knows business concepts and explains how business satisfies economic needs in an international economy.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Financing            Merchandising            Advanced Promotion            Supply &amp; Demand            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
<p>The student knows the importance of marketing as well as the functions of marketing.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            Turnaround            New Store Project            Multiplayer Competition</p>
<p>The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within in individual or team environment.</p> <p>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
<p>The student knows the impact and value of diversity.</p>	
<p>The student knows that distribution channel members facilitate the movement of products.</p>	<p>All VBM2.0 lessons allow students to experience what it is like to manage and operate their own distribution center.</p> <p>New Store Project (VBR2.0)</p>

	<p>Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>The student knows that financial planning is necessary for the marketer's success and solvency.</p>	<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 further analysis, mathematical calculations, written reports and presentations may be generated.</p> <p>Financing (VBR2.0) Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)</p>
<p>The student knows the role of a marketing-information system (MIS).</p>	<p><b><u>VBR2.0 Lessons:</u></b> Market Research Targeted Marketing New Store Project Multiplayer Competition</p>
<p>The student knows that pricing has policies, objectives, and strategies.</p>	<p><b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion New Store Project Multiplayer Competition</p>
<p>The student knows elements and processes of product planning.</p>	<p><b><u>VBR2.0 Lessons:</u></b> Purchasing Turnaround New Store Project Multiplayer Competition</p>
<p>The student knows that successful marketers must develop, implement, and evaluate a promotional plan.</p>	<p><b><u>VBR2.0 Lessons:</u></b> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition</p>
<p>The student knows that purchasing occurs in a continuous cycle.</p>	<p><b><u>VBR2.0 Lessons:</u></b> Purchasing Turnaround New Store Project Multiplayer Competition</p>
<p>The student knows that various types of risks impact business activities.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties found within each of those individual areas.</p> <p>New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0) Risk Management &amp; Insurance (VBM2.0)</p>
<p>The student knows the role of selling in a private enterprise economy.</p>	<p><b><u>VBR2.0 Lessons:</u></b> Supply &amp; Demand New Store Project Multiplayer Competition</p>

**VBM2.0 Lessons:**

Sales & Logistics

New Business Project

Multiplayer Competition

## Retailing - §124.14

TEKS Skill	Virtual Business Lesson
The student knows business concepts and how retail businesses satisfy economic needs.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Financing            Merchandising            Advanced Promotion            Supply &amp; Demand            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
The student knows the relationship of business and society.	
The student knows that the implementation of marketing concepts significantly impacts retailing.	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competition</p>
The student knows math concepts in retailing and performs calculations manually and with the aid of technology.	<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 further analysis, mathematical 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>
The student integrates listening, reading, speaking, writing, and nonverbal communication skills	All VBR2.0 & VBM2.0 lessons allow students to view the current business' product and financial

effectively.	<p>information - which is exportable to Excel where further analysis, mathematical 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>
The student knows how to use self-development techniques and interpersonal skills to accomplish objectives.	<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>
The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
The student knows the importance of emerging trends and technologies in retailing.	<p><b><u>VBR2.0 Lessons:</u></b>  Purchasing  Turnaround  New Store Project  Multiplayer Competition</p>
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 VBR2.0 Lessons allow students to monitor the store's profit level and the impact their actions have had on the business.</p> <p>Pricing (VBR2.0)  Advanced Promotion (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0)</p>
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>New Store Project (VBR2.0)</p>
The student knows that distribution channel members facilitate the movement of products.	<p>All VBM2.0 lessons allow students to experience the different functions involved in managing and operating a distribution center.</p> <p>Multiplayer Competitions (VBM2.0)  New Business Project (VBM2.0)</p>
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 VBR2.0 &amp; VBM2.0 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>

	Financing (VBR2.0) Financial Statements (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student knows the role of a marketing-information system (MIS).	<b><u>VBR2.0 Lessons:</u></b> Market Research Targeted Marketing New Store Project Multiplayer Competition
The student knows that marketing research is a specific inquiry to solve a problem.	<b><u>VBR2.0 Lessons:</u></b> Market Research Targeted Marketing New Store Project Multiplayer Competition
The student knows that retail pricing has policies, objectives, and strategies.	<b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion New Store Project Multiplayer Competition
The student knows controllable and uncontrollable variables that affect pricing.	<b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion New Store Project Multiplayer Competition
The student knows that successful retailers develop, implement, and evaluate promotional plans.	<b><u>VBR2.0 Lessons:</u></b> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition
The student knows that the retail establishment's physical environment should project a positive image.	<b><u>VBR2.0 Lessons:</u></b> Merchandising Advanced Promotion New Store Project Multiplayer Competition
The student knows that purchasing occurs in a continuous cycle.	<b><u>VBR2.0 Lessons:</u></b> Purchasing Turnaround New Store Project Multiplayer Competition
The student knows that various types of risks impact retail businesses.	All VBR2.0 & VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine the risks and uncertainties involved in each of those individual areas.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student knows what influences retail customers before they make a purchase.	<b><u>VBR2.0 Lessons:</u></b> Merchandising Market Research

	<p>Targeted Marketing  New Store Project  Multiplayer Competition</p>
<p>The student knows the selling process.</p>	
<p>The student knows the important role each retail employee plays in providing exceptional customer service.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to monitor customer comments which may be used to improve upon the current business situation if necessary.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>

## Advertising - §124.22

TEKS Skill	Virtual Business Lesson
The student knows the importance of marketing as well as the functions of marketing.	<b><u>VBR2.0 Lessons:</u></b> Pricing Purchasing Promotion Market Research Targeted Marketing Merchandising Advanced Promotion New Store Project Multiplayer Competition
The student knows the relationship of business and society.	
The student knows the concepts of target marketing.	<b><u>VBR2.0 Lessons:</u></b> Targeted Marketing New Store Project Multiplayer Competition
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
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.	<b><u>VBR2.0 Lessons:</u></b> 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.	All VBR2.0 & VBM2.0 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.  Financing (VBR2.0) New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student knows the components of the marketing research process in order to analyze demand, forecast sales, and make other decisions.	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion New Store Project

	Multiplayer Competition
The student knows the importance of managing the pricing structure.	<b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competition
The student knows that promotion team members must develop, implement, and evaluate a promotional plan.	<b><u>VBR2.0 Lessons:</u></b> Promotion Targeted Marketing Advanced Promotion Merchandising New Store Project Multiplayer Competition
The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products.	<b><u>VBR2.0 Lessons:</u></b> Promotion New Store Project Multiplayer Competition
The student knows that laws, regulations, business conduct, and diversity affect promotional activities.	

## International Marketing - §124.23

TEKS Skill	Virtual Business Lesson
The student knows major types of marketing strategies and explains a firm's rationale for its international operations' business structure.	
The student knows the relationship of business and society.	
The student knows international marketing strategies.	
The student knows the concepts of market and market identification and their importance in international marketing.	<p><b><u>VBR2.0 Lessons:</u></b> New Store Project Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b> New Business Project Multiplayer Competition</p>
The student applies math concepts in international marketing.	
The student knows how to use self-development techniques and interpersonal skills to accomplish international marketing objectives.	<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>
The student knows the cultural differences among countries.	
The student knows the importance of emerging trends and technologies in international marketing.	
The student knows the impact and value of cultural diversity.	
The student knows that international marketing begins with a working knowledge of economic concepts.	
The student knows reasons for the tremendous growth in and importance of international trade and investments.	
The student knows the different production strategies used in international operations.	
The student knows that various countries' policies affect the movement of goods and services in international marketing.	
The student knows the principal functions of international and United States governmental agencies responsible for promoting international commerce and stability.	
The student knows the international monetary exchange system and explains effects of currency exchange fluctuations on international trade.	
The student knows international pricing strategies.	

The student knows the importance of adapting products (such as goods, services, and ideas) to various international markets.	
The student knows the challenges involved when developing promotional strategies for international markets.	
The student knows the importance of international sourcing when making purchasing decisions.	
The student knows the various risks involved in international business.	
The student knows that in international marketing the selling process varies.	

## 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><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            Turnaround            New Store Project            Multiplayer Competition</p>
<p>The student knows the concepts of market and market identification.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            New Store Project            Multiplayer Competition</p>
<p>The student applies math concepts in selling.</p>	<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 further analysis, mathematical 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>
<p>The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons may be completed within an individual or team environment. All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)            Multiplayer Competitions (VBR2.0, VBM2.0)            New Business Project (VBM2.0)</p>
<p>The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.</p>	<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>
<p>The student knows how advancements in technology enhance professional selling.</p>	
<p>The student knows that careers are ever changing and require continuing self-assessment, research, and preparation to develop and implement responsible decisions.</p>	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
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><b><u>VBR2.0 Lessons:</u></b>  Market Research  Supply &amp; Demand  New Store Project  Multiplayer Competition</p>
The student knows what influences customers before they make a purchase.	<p><b><u>VBR2.0 Lessons:</u></b>  Market Research  Targeted Marketing  Merchandising  Advanced Promotion  New Store Project  Multiplayer Competition</p>
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.	
The student knows that exceptional customer service is essential to successful selling.	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to monitor customer comments which may be used to alter the business situation if necessary.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>

## 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><b><u>VBR2.0 Lessons:</u></b> New Store Project Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b> New Business Project Multiplayer Competition</p>
The student applies math concepts in all areas of marketing.	<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 further analysis, mathematical 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>
The student integrates listening, reading, speaking, writing, nonverbal, and electronic communication skills effectively.	<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 further analysis, mathematical 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>
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.	<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>
The student knows that management is the process of achieving goals through the use of technology and human and material resources.	<p><b><u>VBR2.0 Lessons:</u></b> Staffing Financing 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 Productivity &amp; Efficiency Sales &amp; Logistics Risk Management &amp; Insurance</p>

	Forms of Ownership: Capital Forms of Ownership: Liability Forms of Ownership: Taxes Surprise Turnaround New Business Project Multiplayer Competition
The student knows the importance of emerging trends and technologies in marketing.	<b><u>VBR2.0 Lessons:</u></b> 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.	All VBM2.0 lessons allow students to experience managing and operating a distribution center.  Multiplayer Competitions (VBR2.0) New Business Project (VBM2.0)
The student knows that financial planning is necessary for the marketer's success and solvency.	All VBR2.0 & VBM2.0 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.  New Store Project (VBR2.0) Multiplayer Competitions (VBR2.0, VBM2.0) New Business Project (VBM2.0)
The student uses marketing-information systems (MIS).	<b><u>VBR2.0 Lessons:</u></b> 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.	<b><u>VBR2.0 Lessons:</u></b> Market Research Targeted Marketing New Store Project Multiplayer Competition
The student knows that pricing has policies, objectives, and strategies.	<b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion New Store Project Multiplayer Competition
The student knows elements and processes of product planning.	
The student knows that successful marketers must develop, implement, and evaluate a promotional plan.	<b><u>VBR2.0 Lessons:</u></b> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition
The student knows that purchasing occurs in a continuous cycle.	<b><u>VBR2.0 Lessons:</u></b> Purchasing

	Turnaround New Store Project Multiplayer Competition
The student knows classifications of risks that affect business activities.	<b><u>VBM2.0 Lessons:</u></b> Risk Management & Insurance New Business Project Multiplayer Competition
The student knows how marketers use technology in the selling process.	

# Marketing Dynamics - §124.32

TEKS Skill	Virtual Business Lesson
<p>The student knows business concepts and how business satisfies economic needs.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Financing            Merchandising            Advanced Promotion            Supply &amp; Demand            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
<p>The student knows the relationship of business and society.</p>	
<p>The student knows that the marketing mix involves a combination of the decisions about product, price, place, promotion, and people.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competition</p>
<p>The student knows the concepts of market and market identification.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Market Research            Targeted Marketing            New Store Project            Multiplayer Competition</p>
<p>The student applies math concepts in marketing.</p>	<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 further analysis, mathematical 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>
<p>The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.</p>	<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 further analysis, mathematical 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>
<p>The student knows how to use self-development techniques and interpersonal skills to accomplish marketing objectives.</p>	<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>
<p>The student applies information technology as an effective marketing tool.</p>	
<p>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>	<p>All VBR2.0 &amp; VBM2.0 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>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows the importance of emerging trends and technologies in marketing.</p>	
<p>The student knows the impact and value of diversity.</p>	
<p>The student knows that marketing begins with a working knowledge of economic concepts.</p>	<p><b><u>VBR2.0 Lessons:</u></b>  Supply &amp; Demand  Pricing  Advanced Promotion  Turnaround  New Store Project  Multiplayer Competition</p>
<p>The student knows that a nation's economic system is determined by what is produced, how it is produced, and how it is distributed.</p>	
<p>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>	<p>All VBR2.0 &amp; VBM2.0 lessons contain competitor stores for the students to consider when making business decisions. All VBR2.0 &amp; VBM2.0 lessons allow students to continuously monitor the profit level of the business and make decisions to improve business performance.</p> <p>Pricing (VBR2.0)  Advanced Promotion (VBR2.0)  Turnaround (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)</p>

	New Business Project (VBM2.0)
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.	All VBM2.0 lessons allow students to experience managing and operating a distribution center  New Business Project (VBM2.0) Multiplayer Competition (VBM2.0)
The student knows that distribution involves activities associated with the physical movement or transfer of ownership of products from producer to consumer.	All VBM2.0 lessons allow students to experience managing and operating a distribution center.  Multiplayer Competitions (VBR2.0) New Business Project (VBM2.0)
The student knows that distribution involves stock handling and inventory control.	<b><u>VBM2.0 Lessons:</u></b> Resumes & Employee Selection Productivity & Efficiency Sales & Logistics New Business Project Multiplayer Competition
The student knows that financial planning is necessary for the marketer's success and solvency.	<b><u>VBR2.0 Lessons:</u></b> Financing New Store Project Multiplayer Competition
The student knows that marketers use investment and financial services to achieve goals and objectives.	<b><u>VBR2.0 Lessons:</u></b> Financing New Store Project Multiplayer Competition
The student knows the role of pricing.	<b><u>VBR2.0 Lessons:</u></b> Pricing Advanced Promotion Turnaround New Store Project Multiplayer Competition
The student knows the role of promotion.	<b><u>VBR2.0 Lessons:</u></b> Promotion Advanced Promotion Targeted Marketing New Store Project Multiplayer Competition
The student knows that advertising is the paid form of nonpersonal communication about an identified sponsor's products.	<b><u>VBR2.0 Lessons:</u></b> Promotion New Store Project Multiplayer Competition

<p>The student knows that business risk is the possibility of loss or failure.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to experience the different functions involved in operating a business and to determine the risk and uncertainties found in each individual area.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)  Risk Management &amp; Insurance (VBM2.0)</p>
<p>The student knows that marketers responsible for risk management follow a process to decide the best strategy to deal with each risk.</p>	
<p>The student knows what influences customers before they make a purchase.</p>	<p><b><u>VBR2.0 Lessons:</u></b>  Merchandising  Advanced Promotion  Market Research  Targeted Marketing  New Store Project  Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>  Sales &amp; Logistics  New Business Project  Multiplayer Competition</p>
<p>The student knows how marketers use the selling process.</p>	
<p>The student knows the important role each employee plays in providing exceptional customer service.</p>	<p>All VBR2.0 &amp; VBM2.0 lessons allow students to monitor customer comments which may be used to make business changes if necessary.</p> <p>New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>

# Marketing Management - §124.33

TEKS Skill	Virtual Business Lesson
<p>The student knows business concepts and how business satisfies economic needs.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Staffing            Promotion            Market Research            Targeted Marketing            Financing            Merchandising            Advanced Promotion            Supply &amp; Demand            Turnaround            New Store Project            Multiplayer Competition</p> <p><b><u>VBM2.0 Lessons:</u></b>            Resumes &amp; Employee Selection            Employee Opinions            Employee Supervision            Productivity &amp; Efficiency            Sales &amp; Logistics            Risk Management &amp; Insurance            Forms of Ownership: Capital            Forms of Ownership: Liability            Forms of Ownership: Taxes            Surprise            Turnaround            New Business Project            Multiplayer Competition</p>
<p>The student knows marketing mix.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Pricing            Purchasing            Promotion            Market Research            Targeted Marketing            Merchandising            Advanced Promotion            New Store Project            Multiplayer Competition</p>
<p>The student knows the concepts of market and market identification.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Targeted Marketing            Market Research            New Store Project            Multiplayer Competition</p>
<p>The student knows that the United States (U.S.) free enterprise system offers marketers entrepreneurial opportunities.</p>	<p>New Store Project (VBR2.0)</p>
<p>The student knows that management is the process of achieving goals through the use of human resources, technology, and material resources.</p>	<p><b><u>VBR2.0 Lessons:</u></b>            Staffing            Financing            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  Productivity &amp; Efficiency  Sales &amp; Logistics  Risk Management &amp; Insurance  Forms of Ownership: Capital  Forms of Ownership: Liability  Forms of Ownership: Taxes  Surprise  Turnaround  New Business Project  Multiplayer Competition</p>
The student knows the need for professional and career development.	
The student applies math concepts in management.	<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 further analysis, mathematical 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>
The student integrates listening, reading, speaking, writing, and nonverbal communication skills effectively.	<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 further analysis, mathematical 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>
The student knows how to use self-development techniques and interpersonal skills to accomplish marketing management objectives.	<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>
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><b><u>VBR2.0 Lessons:</u></b>  Supply &amp; Demand  Pricing  Advanced Promotion  Turnaround  New Store Project  Multiplayer Competition</p>
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.	<b>VBR2.0 Lessons:</b> 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.	<b>VBR2.0 Lessons:</b> Marketing Research Targeted Marketing New Store Project 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.	<b>VBR2.0 Lessons:</b> Promotion New Store Project Multiplayer Competition
The student knows that the physical environment found at a place of business should project a positive image.	
The student knows that public relations and publicity can be used to promote a business or organization.	
The student knows that sales promotion activities or materials offer customers a direct incentive to buy.	<b>VBR2.0 Lessons:</b> Targeted Marketing Advanced Promotion New Store Project Multiplayer Competition
The student knows that the purchasing process occurs in a continuous cycle.	<b>VBR2.0 Lessons:</b> Purchasing Turnaround New Store Project Multiplayer Competition
The student knows that businesses need goods and services for daily operation.	<b>VBM2.0 Lessons:</b> Sales & Logistics New Business Project Multiplayer Competition
The student knows that a buying plan identifies products to be offered for sale for a particular period of time.	<b>VBR2.0 Lessons:</b> Purchasing Turnaround New Store Project Multiplayer Competition
The student knows how managers use the selling process.	All VBR2.0 & VBM2.0 lessons allow students to monitor customer comments which may be

	<p>used to make business changes if necessary.</p> <p>Market Research (VBR2.0)  New Store Project (VBR2.0)  Multiplayer Competitions (VBR2.0, VBM2.0)  New Business Project (VBM2.0)</p>
<p>The student knows the important role each employee plays in providing exceptional customer service.</p>	
<p>The student knows the management of selling activities.</p>	<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 further analysis, mathematical 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>