

Wisconsin's Model Academic Standards for Business & Marketing
 Correlation to
Virtual Business – Retailing 2.0 (VBR2.0)
 &
Virtual Business – Management (VBM2.0) Lessons

Standard	Virtual Business Retailing 2.0	Virtual Business Management 2.0
Communications	✓✓✓	✓✓✓
Information Systems/Technology	✓✓	✓✓
Financial Procedures	✓✓✓	✓✓✓
Economics	✓✓	✓✓
Entrepreneurship	✓✓✓	✓✓✓
Marketing	✓✓✓	✓
International Business	N/A	N/A
Principles of Management	✓✓	✓✓✓
Principles of Law	N/A	N/A
Interpersonal & Leadership Skills	✓✓✓	✓✓✓
Career Development	✓✓	✓✓
Entrepreneurship (Marketing)	✓✓✓	✓✓
Free Enterprise	✓✓✓	✓✓
Global Marketing	N/A	N/A

Marketing Functions	✓✓✓	✓
Critical-Thinking	✓✓✓	✓✓✓
Marketing Applications	✓✓✓	✓✓
Lifework Development	✓✓✓	✓✓
Marketing Technology	✓✓✓	✓✓
Organizational Leadership	✓✓	✓

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

The information for this correlation was found at the following web address during 07/2006:
<http://dpi.wi.gov/standards/index.html>

Communications

Standard	Virtual Business Lesson
Research and write business-specific technical reports that incorporate graphic aids	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0))
Analyze and respond to complex business case studies	All VBR2.0 & VBM2.0 Lessons require students to evaluate the current business situation and to utilize decision-making and problem solving skills in order to improve upon the situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Edit business documents to improve content and effectiveness	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Compose, edit, and produce executive summaries	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Give a formal presentation using appropriate graphics, media, and support materials	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Present point of view on a current business issue	
Serve effectively as an interviewer or interviewee in public relations, civic, media, and community situations	
Evaluate media and oral presentations analytically and critically	
Preside at meetings	
Use negotiation strategies to resolve a conflict	Strikes, Unions & Collective Bargaining (VBM2.0), All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0),

	New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate the ability to satisfy a customer's request	All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to make alterations to the business if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Prepare and deliver a presentation for a specific business purpose	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Participate in and evaluate mock interviews	
Discuss the importance of verbal and nonverbal communications during an interview	

Information Systems/Technology

Standard	Virtual Business Lesson
Diagnose and solve problems related to the operation of computer equipment	
Apply special features of software packages such as galleries, templates, macros, etc.	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Describe how information systems have changed the workplace.	
Explain how information systems have contributed to worker productivity	
Use data to create information to solve business problems	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 upon that situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use desktop publishing software to design, create, and produce a variety of publications	
Import data, graphics, and scanned images using desktop publishing software	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

	VBM2.0)
Use multimedia software to design, create, and produce a variety of presentations	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Design and create a web page	
Evaluate application software products in terms of their features	
Customize application software	
Generate complex, multipart documents	New Store Project (VBR2.0), New Business Project (VBM2.0)
Use operating system commands	
Generate business forms	All VBR2.0 & 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, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Generate newsletters and brochures	
Create documents by merging information	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Establish and maintain a records management system	

Financial Procedures

Standard	Virtual Business Lesson
Identify, prepare, and analyze financial statements	Financial Statements (VBR2.0), All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Calculate loan payments with different interest rates	Financing (VBR2.0), Turnaround (VBR2.0), Turnaround (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Determine cash flow for a business	All VBR2.0 & VBM2.0 Lessons allow students to monitor the amount of cash that the current business has, New Store Project (VBR2.0),

	New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Compare budget figures to actual costs	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Prepare and maintain payroll records	
Determine manufacturing costs	
Use technology to maintain, manipulate, and report financial information	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' financial information which is exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Economics

Standard	Virtual Business Lesson
Explain the basic characteristics of international trade including absolute and comparative advantage, barriers to free trade, exchange rate, and balance of trade	
Analyze how income will be affected by factors such as supply and demand, location, level of education, type of industry, union or non-union membership, gender, ethnicity, skill levels, work ethics, worker productivity, and market value of what workers produce.	Supply & Demand (VBR2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Productivity & Efficiency (VBM2.0), Turnaround (VBM2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Understand the necessity for choices and the role of the decision-making process for analyzing individual business and societal decisions	All VBR2.0 & VBM2.0 Lessons require students to analyze the current business situation and to utilize problem solving and decision-making skills in order to improve upon that situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Compare and contrast the different types of economic systems (command, market, traditional, and mixed)	
Explain the concepts of inflation, unemployment, and Gross Domestic Product and describe how they are measured	

Entrepreneurship

Standard	Virtual Business Lesson
Research the unique contributions of	

entrepreneurs in the American economy	
Given a business dilemma, identify the problem and analyze possible solutions	All VBR2.0 & VBM2.0 Lessons require students to evaluate the current business and to utilize problem solving and decision-making skills in order to improve upon the situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Design a business plan for a specific business	New Store Project (VBR2.0), New Business Project (VBM2.0)
Establish a means for building and maintaining customer loyalty	All VBR2.0 & VBM2.0 Lessons allow students to monitor customer comments which may be used to improve upon the current business situation if necessary, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Identify impact of outside sources such as labor unions, trade organizations, and competition when establishing a small business	Strikes, Unions & Collective Bargaining (VBM2.0), Risk Management & Insurance (VBM2.0), Forms of Ownership: Liability (VBM2.0), Turnaround (VBM2.0), Surprise (VBM2.0), Security (VBR2.0), Supply & Demand (VBR2.0), Turnaround (VBR2.0), All VBR2.0 Lessons contain competitor stores for the students to consider when making business decisions, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Prepare financial statements for a planned business	Financial Statements (VBR2.0), All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Evaluate the financial condition of a business based on its financial records	All VBR2.0 & VBM2.0 Lessons allow students to view the current business' product and financial statements which are exportable to Excel where analysis, calculations, reports and presentations may be generated, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Diagram the organizational structure of a planned business	
Describe practices associated with cultural diversity that would impact a business moving from the national to the international marketplace	
Develop a business plan for a specific business based on the concepts of successful entrepreneurship, and defend the plan to an investor	New Store Project (VBR2.0), New Business Project (VBM2.0)

Marketing

Standard	Virtual Business Lesson
Describe and use a marketing plan	Pricing (VBR2.0), Purchasing (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)
Perform market research	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Test market a product/service	
Analyze the life cycle of a product/service	
Analyze the various factors in pricing for a product/service	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify factors that influence the promotional mix of a product/service	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Identify the steps of the selling process	Sales & Logistics (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)
Develop a distribution plan for a product/service	All VBM2.0 Lessons allow students to experience the different aspects of managing a distribution center, New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)

International Business

Standard	Virtual Business Lessons
List examples of international trade in the local community	
Explain advantages and disadvantages of trade agreements between and among nations	
Identify the relationship between international events and the daily conduct of business	
Identify international trade partners	
Explain the role of international business at local, regional, and national levels	
Explain how time zones around the world affect businesses	
Compare the resources (e.g., trade routes, transportation centers, foreign trade zones, etc.) of major cities around the world	
Detail the processes for securing travel documents	
Explain the role of U.S. Customs and the customs agencies of other countries	
Identify the role of translators and interpreters in international business settings	
Use words and phrases important to business people in a given language	
Explain appropriate business protocol in international business situations	
Explain the use of names, titles, and ranks in different cultures and countries	
Select most appropriate telecommunications methods for given international business situations	
Define international business terms, such as, nontariff trade barriers, tariff, quota, and balance of trade	
Explain how changes in exchange rates affect consumers, companies that export goods, and companies that import goods	
Identify potential problems or “hurdles” of doing business in foreign countries	

Principles of Management

Standard	Virtual Business Lesson
Analyze the pros and cons of different management decisions	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 within each individual area, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Develop short-term strategic plans for a business	All VBR2.0 & VBM2.0 Lessons require students to evaluate the current business situation, utilize problem solving and decision-making skills to improve upon the situation and to determine whether or not the decisions did in fact improve the situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Describe how the organization provides for accountability through authority and responsibility	
Measure and compare established employment standards	
Recognize the role of labor and management unions	Strikes, Unions & Collective Bargaining (VBM2.0)
Understand the importance of employer/employee relations	Resumes & Employee Selection (VBM2.0), Employee Opinions (VBM2.0), Employee Supervision (VBM2.0), Strikes, Unions & Collective Bargaining (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBM2.0)

Principles of Law

Standard	Virtual Business Lesson
Describe sources of laws and their effect on individuals and society	
Identify court systems and procedures	
Analyze laws governing starting and maintaining a business	
List the elements of a business contract, and identify and explain the various types of contracts	
Demonstrate an understanding of the legislative process, and exhibit an awareness of legislation affecting business	
Compare and contrast differences in ethical and legal systems from state to state and nation to nation	
Explain contractual rights and responsibilities	
Discuss consumer protection legislation	
Identify contractual capacity	

Discuss the effects of law on employment relations	
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Interpersonal & Leadership Skills

Standard	Virtual Business Lesson
Practice appropriate interpersonal skills in a business setting	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Plan and present short presentations individually or as a member of a team	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate an acceptance of different cultural beliefs and practices	
Demonstrate successful listening techniques	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate professional behavior in the work environment	
Participate as a member of a team in a business environment	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use appropriate etiquette when relating to business people of various cultures	
Demonstrate effective consensus-building techniques in a group situation	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Identify ways in which honesty and integrity of co-workers affect work performance	
Lead a committee or preside at a meeting	
Explain the different roles people assume when working in groups	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)

Career Development

Standard	Virtual Business Lesson
Identify how one's own strengths match skills needed for business career cluster	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 within these individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Develop strategies to acquire skills needed for business career cluster	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 within these individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Identify strategies to use to upgrade and improve performance	All VBR2.0 & VBM2.0 Lessons allow students to continually monitor their performance by allowing them to see the direct impact that their decisions have on the current business, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Explore entrepreneurship opportunities	All VBR2.0 & VBM2.0 Lessons allow students to experience what it is like to manage/operate their own retail convenience store and distribution center, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Explain the need for flexible career planning	
Identify a network of business people who will provide assistance in securing a job	
Explain the benefits of professional involvement	
Develop a database of professional organizations related to chosen career cluster	
Experience paid school – and work-based opportunities related to business occupational cluster	

Marketing Standards

Entrepreneurship

Standard	Virtual Business Lesson
Create a business plan	New Store Project (VBR2.0), New Business Project (VBM2.0)
Present and defend a business plan to a potential investor	
Operate an entrepreneurial venture; e.g., school-based enterprises; such as, a store, senior project, school store	All VBR2.0 & VBM2.0 Lessons allow students to experience what it is like to manage/operate their own retail convenience store and distribution center, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Critique field trips, interviews, and guest speaker presentations from local entrepreneurs	
Identify and locate local, state, and federal sources of assistance for entrepreneurs	
Develop marketing strategies related to entrepreneurial ventures	Pricing (VBR2.0), Purchasing (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)

Free Enterprise

Standard	Virtual Business Lesson
Contrast ways of organizing and operating a business in a free enterprise system	All VBR2.0 & VBM2.0 Lessons allow students to experience what it is like to own/operate their own retail convenience store and distribution center, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Analyze the interaction of supply and demand to determine price in a free enterprise system	Supply & Demand (VBR2.0), Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Describe and give examples of the ways in which economic conditions and trends, both domestic and global, affect marketing	New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Global Marketing

Standard	Virtual Business Lesson
Analyze political opportunities and challenges that affect global marketing efforts drawing from geography, international current events, or cultural controversies in a specific part of the world	
Identify and analyze cultural factors; such as, human needs, values, ideals, and public policies that affect global marketing	
Compare distribution systems and how they function in different types of economies	
Describe the purpose and effects of various national and international laws that impact conducting business globally	

Marketing Functions

Standard	Virtual Business Lesson
Explain and defend the significance of marketing in the United States economy and in business operations	Pricing (VBR2.0), Purchasing (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)
Determine and select appropriate channels of distribution for a product or service line	All VBR2.0 & VBM2.0 Lessons allow students to experience distribution through a retail convenience store and warehouse, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Determine the role of finance and credit in the operation of a business	Financing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Determine the need for and develop different types of marketing research	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Analyze and establish pricing strategies for a product and/or service line	Pricing (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Research and analyze the life cycle for a product, service, or business	
Develop and present a promotional plan for a project, service, or business	Promotion (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop buying strategies for a product or service	Purchasing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Analyze systematic and market-driven purchasing practices	Purchasing (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Develop and present a comprehensive risk management plan for a business	Risk Management & Insurance (VBM2.0), Turnaround (VBM2.0), Security (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Demonstrate and evaluate professional selling techniques	
Describe criteria for ethical marketing practices	
Develop and defend a marketing plan	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Merchandising (VBR2.0), Advanced Promotion (VBR2.0), Turnaround (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Critical-Thinking

Standard	Virtual Business Lesson
Apply problem-solving skills to investigate marketing concerns	All VBR2.0 & VBM2.0 Lessons require students to evaluate the current business situation to utilize problem-solving and decision-making skills in order to improve upon the situation, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Review findings with various groups of peers at each stage of the process	All VBR2.0 & VBM2.0 Lessons may be completed within an individual or team environment, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Record personal thoughts about what was learned from the experience	

Marketing Applications

Standard	Virtual Business Lesson
Use research procedures and skills to develop an informed position on a marketing-related issue	Pricing (VBR2.0), Purchasing (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 ability to perform successfully in a workplace setting as a paid employee in a marketing position	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 within these individual areas, New Store Project (VBR2.0),

	New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Critique the significance of the nine marketing functions and their role in satisfying customer's needs	Pricing (VBR2.0), Purchasing (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)
Conduct a research project for a local company to solve a marketing problem	Market Research (VBR2.0), Targeted Marketing (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Apply on-the-job experiences and knowledge to classroom projects and activities	All VBR2.0 & VBM2.0 Lessons allow students to experience the functions involved in operating a business and to determine their strengths and weaknesses within these individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Form a business (partnership or corporation) to produce, distribute, promote, and sell a product, service, or idea	New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Apply ethical behavior to marketing applications	

Lifework Development

Standard	Virtual Business Lesson
Apply work-based skills and knowledge to potential jobs and the changing activities in marketing	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 within these individual areas, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Analyze work-based experiences in marketing and interpret how these experiences influence education and occupation options	All VBR2.0 Lessons allow students to experience the different functions involved in operating a business and to determine their strengths and weaknesses within these individual areas, New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)
Demonstrate knowledge of change in the field of marketing and describe how to adapt to new marketing technology and changing requirements in the marketing workplace	

Marketing Technology

Standard	Virtual Business Lesson
Identify, use, and analyze database and spreadsheet information related to marketing	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use presentation software and electronic media for marketing communications and activities	All VBR2.0 & 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, New Store Project (VBR2.0), New Business Project (VBM2.0), Multiplayer Competitions (VBR2.0 & VBM2.0)
Use communication technologies to perform marketing-related activities	
Discuss the importance of business ethics and practices in the use of marketing and communication technologies	
Discuss applications of technology appropriate to each marketing function: buying, pricing, selling, promotion, risk management, marketing information management, distribution, finance, product/service planning	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Financing (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)
Develop marketing applications that use technology	
Discuss and recognize the importance of technologies appropriate to marketing	Pricing (VBR2.0), Purchasing (VBR2.0), Promotion (VBR2.0), Market Research (VBR2.0), Targeted Marketing (VBR2.0), Advanced Promotion (VBR2.0), Merchandising (VBR2.0), New Store Project (VBR2.0), Multiplayer Competitions (VBR2.0)

Organizational Leadership

Standard	Virtual Business Lesson
Use leadership behaviors to plan and implement a marketing project or DECA activity	The VBR2.0 software is used in a formal DECA competitive event
Demonstrate supervisory behavior and delegate responsibility and authority in a marketing or DECA activity	The VBR2.0 software is used in a formal DECA competitive event
Develop a personal policy and plan for a marketing department, enterprise, or DECA Chapter	
Describe various employee evaluation or appraisal techniques and select one appropriate to a given marketing or DECA activity	Employee Supervision (VBM2.0), Turnaround (VBM2.0), New Business Project (VBM2.0)
Design training programs for new and incumbent marketing employees or DECA members	