

Colorado Outdoor Recreational Leadership Course Scope and Sequence

Course Name	Marketing a Small Business		Course Details	Level 4 course in the Outdoor Recreational Leadership Pathway.
			Course = 0.50 Carnegie Unit Credit	
Course Description	This course provides an overview of the marketing functions applied to a small business. Relevant topics include the marketing mix, developing objectives, planning a marketing strategy, identifying target markets, and analyzing competition. This course includes practical application of the principles of small business management			
Note:	This is a suggested scope and sequence for the course content. The content will work with any textbook or instructional resource. If locally adapted, make sure all essential knowledge and skills are covered.			
SCED Identification #		Schedule calculation based on 60% of a semester instructional time. Scope and sequence allows for additional time for guest speakers, student presentations, field trips, remediation, or other content topics.		
All courses taught in an approved CTE program must include Essential Skills embedded into the course content. The Essential Skills Framework for this course can be found at https://www.cde.state.co.us/standardsandinstruction/essentialskills				
Unit Number, Title and Brief Description	CTE or Academic Standard Alignment	Competency / Performance Indicator	Outcome / Measurement	CTSO Integration
Unit 1: Marketing Overview	Target market and segmentation	Evaluate marketing overview including products and services, competitive analysis, and target markets		
	Competition			
	Market Research			
	Marketing budget			
Unit 2: The Marketing Plan	Business identification	Analyze the components of the marketing plan	Product benefits, features, unique selling proposition.	
	Mission statement	Apply marketing mix 4P's (product, promotion, price, and place) to business concepts.	Pricing factors, break-even, sensitivity	
	SWOT analysis (strengths, weaknesses, opportunities, and threats)		Location evaluation	
	Marketing mix objective and strategies	Develop objectives and strategies of a condensed marketing plan.	Promotion media methods and execution	
			Start-up action plan	

Academic Standards Alignment

Colorado CTE courses are required to integrate academic and essential skills into course content. The following academic standards have been identified as aligned to this course and should be integrated throughout instruction.

[CO CTE Academic Standards Resources](#) (Rubrics, integration strategies, etc)

[CDE Colorado Academic Standards Online](#) (Online standards lookup tool)

Standard 1: Oral Expression and Listening

- Prepared Graduate 1: Collaborate effectively as group members or leaders who listen actively and respectfully; pose thoughtful questions, acknowledge the ideas of others; and contribute ideas to further the group's attainment of an objective.
 - Students collaborate in developing marketing strategies, evaluating target markets, conducting competitive analyses, and creating marketing plans that require effective communication and teamwork.
- Prepared Graduate 2: Deliver effective oral presentations for varied audiences and varied purposes.
 - Students develop and present marketing plans, promotional strategies, and business concepts designed to communicate effectively with specific target audiences and stakeholders.

Standard 2: Reading for All Purposes

- Prepared Graduate 4: Read a wide range of informational texts to build knowledge and to better understand the human experience.
 - Students examine market research, competitive analyses, target market data, SWOT analyses, pricing information, promotional methods, and business planning resources to develop effective marketing strategies.
- Prepared Graduate 5: Understand how language functions in different contexts, command a variety of word-learning strategies to assist comprehension, and make effective choices for meaning or style when writing and speaking.
 - Students develop and apply specialized vocabulary related to marketing, market segmentation, competition, market research, branding, SWOT analysis, pricing strategies, promotion, and business planning.

Standard 3: Writing and Composition

- Prepared Graduate 7: Craft informational/explanatory texts using techniques specific to the genre.
 - Students create mission statements, SWOT analyses, marketing objectives, strategic plans, promotional materials, and condensed marketing plans that communicate business and marketing concepts effectively.
- Prepared Graduate 9: Demonstrate mastery of their own writing process with clear, coherent, and error-free polished products.
 - Students develop written marketing plans, business analyses, promotional strategies, and start-up action plans that require organized, professional, and effective communication.

Standard 4: Research Inquiry and Design

- Prepared Graduate 10: Gather information from a variety of sources; analyze and evaluate its quality and relevance to answer complex questions.
 - Students conduct market research, analyze competitors and target markets, evaluate pricing and location factors, develop marketing objectives and strategies, and apply the marketing mix to create effective business and marketing plans.

Note: *Mathematics and Science standards will be added in the future. Visit the [Colorado Academic Standards](#) page for the most current version.*