

E-Commerce Marketing**8827210****Outcome # 20.0 DISCUSS THE INTERNET AS A MARKETING TOOL****Performance Task# 20.01 Define the Internet and industry related terms**

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

Performance Task# 20.02 Identify services the Internet provides			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50 Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.03 Identify advantages and disadvantages of marketing on the Internet

SSS Strand: Reading	Essential Work Skills
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L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
L.A.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
L.A.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
L.A.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

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LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.04 Identify forms of communication
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SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
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LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
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LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.05 Identify the differences between unsolicited commercial messages and opt-in e-mail

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing

Essential Work Skills

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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.06 Discuss political, ethical and legal issues of using the Internet

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.08 Discuss history and emerging trends

SSS Strand: Reading		Essential Work Skills		
L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills		
L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
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L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
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SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
Performance Task# 20.09 Discuss security issues			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
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SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
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		e54	Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.10 Discuss social impact of the Internet

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing

Essential Work Skills

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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.11 Discuss demographics of Internet users			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50 Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.13 Discuss search engines

SSS Strand: Reading		Essential Work Skills		
L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills		
L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
L.A.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
L.A.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
L.A.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
Performance Task# 20.14 Discuss criteria for selecting an Internet Service Provider			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.15 Identify process for securing a domain name

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing

Essential Work Skills

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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 20.16 Discuss copyright and registered trademark issues in securing a domain name

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Outcome # 21.0 CONDUCT A MARKETING ANALYSIS

Performance Task# 21.01 Compare and contrast marketing options for a variety of products

SSS Strand: Reading			Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.
SSS Strand: Writing			Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
Performance Task# 21.02 Assess current product marketing efforts			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 e50	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques. Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 21.03 Develop product business plan

SSS Strand: Writing

Essential Work Skills

LA.B 1.4.1	L	Selects and uses appropriate prewriting strategies, such as brainstorming, graphic organizers, and outlines.	e34	Use ideas from journals, class discussion and literary criticism to write a paper that expresses a personal opinion, sustains a controlling idea, or uses specific evidence from literary texts to support an opinion.
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e40 e12	Use writing as a tool for learning in formats such as learning logs, laboratory reports, note-taking, journals and portfolios. Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.

		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
Performance Task# 21.04 Identify products best suited for Internet marketing			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories. e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc. e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.

		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L		Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L		Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.
		e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L		Organizes information using appropriate systems.
		e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L		Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.
		e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L		Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.
		e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L		Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.
		e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L		Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.
		e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L		Develops and sustains a line of argument and provides appropriate support
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 21.05 Identify target market for a selected product

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L		Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.
		e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e54	Organize supporting detail in logical and convincing patterns.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 21.06 Develop message for target market		
SSS Strand: Reading		Essential Work Skills
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54 Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50 Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 21.10 Compare and contrast Internet law with traditional business law

SSS Strand: Reading		Essential Work Skills		
L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills		
L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
L.A.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
L.A.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
L.A.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
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LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
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LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
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Outcome # 22.0 DEVELOP A MARKETING ORIENTED WEBSITE

Performance Task# 22.01 Research and analyze software and hardware requirements

SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
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			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
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			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
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			e54 Organize supporting detail in logical and convincing patterns.
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LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Outcome # 23.0 IDENTIFY AND IMPLEMENT MARKETING SUPPORT ACTIVITIES

Performance Task# 23.01 Identify role of website in marketing mix

SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 23.03 Identify products or services appropriate for push technology advertising

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 23.06 Identify steps for establishing e-commerce

SSS Strand: Reading		Essential Work Skills		
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills		
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 23.07 Identify processes to improve visibility in search engines

SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Outcome # 24.0 MANAGE AN E-COMMERCE MARKETING CAMPAIGN

Performance Task# 24.06 Discuss viability of banner advertising

SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 24.11 Express importance of establishing customer service guidelines			
SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22 Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50 Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Outcome # 25.0 APPLY ENTREPRENEURIAL CONCEPTS TO E-COMMERCE MARKETING

Performance Task# 25.01 Describe importance of entrepreneurship to related industries

SSS Strand: Reading			Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.
SSS Strand: Writing			Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 25.02 Discuss the impact of Internet entrepreneurs

SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30 Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49 Read for main idea first and then read for detail.

SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14 Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54 Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 25.04 List advantages and disadvantages of ownership of an Internet business

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing

Essential Work Skills

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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 25.05 Identify risks involved in ownership of an Internet related business

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Outcome # 26.0 ANALYZE GLOBAL TRENDS IN THE E-COMMERCE MARKETING INDUSTRY

Performance Task# 26.01 Identify global marketing trends in the Internet marketing industry

SSS Strand: Reading		Essential Work Skills		
L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing		Essential Work Skills		
L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
L.A.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
L.A.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.

LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 26.02 Analyze impact of global Internet marketing on traditional marketing methods

SSS Strand: Reading			Essential Work Skills	
LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing			Essential Work Skills	
LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.

LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, table: charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking

Essential Work Skills

LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 26.04 Discuss the risks of marketing across international borders

SSS Strand: Reading

Essential Work Skills

LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.

SSS Strand: Writing

Essential Work Skills

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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
			e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 26.05 Discuss impact of electronic data interchange (EDI) on e-commerce

SSS Strand: Reading		Essential Work Skills	
LA.A 1.4.3	L Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
		e49	Read for main idea first and then read for detail.
SSS Strand: Writing		Essential Work Skills	
LA.B 1.4.2	H Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
		e54	Organize supporting detail in logical and convincing patterns.
LA.B 1.4.3	L Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.
		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking		Essential Work Skills	
LA.C 3.4.3	L Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.

L.A.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
L.A.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Performance Task# 26.07 Explain impact of the shifting of the purchasing function from the supplier to the purchaser

SSS Strand: Reading			Essential Work Skills	
L.A.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09	Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
			e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
			e49	Read for main idea first and then read for detail.
SSS Strand: Writing			Essential Work Skills	
L.A.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
			e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
			e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
L.A.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
L.A.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
L.A.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
L.A.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative format such as business letters, memos, reports, news articles, brochures, proposals and critiques.

		e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03 Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.

SSS Strand: Listening, Viewing and Speaking	Essential Work Skills
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LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
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LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10 Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
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LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27 Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
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Outcome # 27.0 APPLY A CAREER PLAN TO E-COMMERCE MARKETING

Performance Task# 27.05	Discuss the changing hardware and software environment as it applies to Internet marketing
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SSS Strand: Reading	Essential Work Skills
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LA.A 1.4.3	L	Refines vocabulary for interpersonal, academic, and workplace situations, including figurative, idiomatic, and technical meanings.	e09 Know how to decipher unfamiliar words using such strategies as context cues, word structure analysis, letter sound relationships, and word histories.
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		e30	Understand the nature and purpose of and be able to word process a variety of formats including essays, business letters, memos, instructions, policy statements, technical proposals, user manuals, lab reports, etc.
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		e49	Read for main idea first and then read for detail.
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SSS Strand: Writing	Essential Work Skills
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LA.B 1.4.2	H	Drafts and revises writing that: is focused, purposeful, and reflects insight into the writing situation; has an organizational pattern that provides for a logical progression of ideas; has effective use of transitional devices that contribute to a sense of completeness; has support that is substantial, specific, relevant, and concrete; demonstrates a commitment to and involvement with the subject; uses creative writing strategies as appropriate to the purposes of the paper; demonstrates a mature command of language with freshness of expression; has varied sentence structure; has few, if any, convention errors in mechanics, usage, punctuation and spelling.	e12 Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
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		e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
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		e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.
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		e54	Organize supporting detail in logical and convincing patterns.
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LA.B 1.4.3	L	Produces final documents that have been edited for: correct spelling; correct punctuation, including commas, colons, and common use of semicolons; correct capitalization; correct sentence formation; correct instances of possessives, subject/verb agreement, instances of noun/pronoun agreement and the intentional use of fragments for effect; and correct formatting that appeals to readers, including appropriate use of a variety of graphics, tables, charts and illustrations in both standard and innovative forms.	e14	Use editing and revising skills to improve effectiveness and accuracy of drafts.
LA.B 2.4.1	L	Writes text, notes, outlines, comments, and observations that demonstrate comprehension and synthesis of content, processes, and experiences from a variety of media.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
LA.B 2.4.2	L	Organizes information using appropriate systems.	e12	Draft a report that engages an audience and is concise, clear, well organized, accurate, and informative.
LA.B 2.4.3	L	Writes fluently for a variety of occasions, audiences, and purposes, making appropriate choices regarding style, tone, level of detail, and organization.	e22	Understand and produce a variety of informative formats such as business letters, memos, reports, news articles, brochures, proposals and critiques.
			e50	Understand and use a variety of organizational formats such as compare/contrast, cause/effect, inductive/deductive, most important to least important, and least important to most important.
LA.B 2.4.4	L	Selects and uses a variety of electronic media, such as the Internet, information services, and desktop publishing software programs, to create, revise, retrieve, and verify information.	e03	Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report.
SSS Strand: Listening, Viewing and Speaking			Essential Work Skills	
LA.C 3.4.3	L	Uses details, illustrations, analogies, and visual aids to make oral presentations that inform, persuade, or entertain.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.4	L	Applies oral communication skills to interviews, group presentations, formal presentations, and impromptu situations.	e10	Prepare and deliver individual speeches by gathering information, rehearsing, making eye contact, speaking loudly enough, delivering information in a well organized fashion, and appealing to the needs of the target audience.
LA.C 3.4.5	L	Develops and sustains a line of argument and provides appropriate support	e27	Define a position on a controversial topic and write a persuasive essay or make an oral presentation likely to persuade a specific audience to change an opinion or take a particular action.

Total Number of Student Performance Standards in this course:

38

- End of File -