



Name \_\_\_\_\_

Period \_\_\_\_\_

Date Started \_\_\_\_\_

Date Completed \_\_\_\_\_

## Marketing LAP 4A: Human Resource Essentials (part 1)

<b>DoDEA Benchmarks</b>	<b>3.10</b>	<b>3.11</b>
<b>Business/Computer Standard(s)</b>		
<ul style="list-style-type: none"> <li>◆ Identify various forms of public relations activities</li> <li>◆ Demonstrate employee ethics</li> <li>◆ Demonstrate good interpersonal skills at all</li> </ul>		
<b>Unit Objectives</b>		
<ul style="list-style-type: none"> <li>◆ Communicate effectively</li> <li>◆ Discuss the use of computers in business and marketing</li> <li>◆ Develop improved interpersonal skills</li> <li>◆ Explain the basic functions of management and effective management techniques</li> </ul>		
<b>Text</b>	Marketing Essentials	
<b>Resources</b>	Unit 4: Chapters 9, 10 Student Activity Workbook Student Templates	
<b>Time Frame</b>	9 hours (suggested)	

### CHAPTER 9: COMMUNICATION SKILLS

**Introduction**

Information is communicated in many ways--and some of them may surprise you!

_____	READ pp. 120-24	
_____	DO WORKBOOK	p. 51-52
_____	READ pp. 125-131	
_____	DO QUESTION (Case Study)	attached
_____	DO WORKBOOK	pp. 49-50, 53
_____	DO WORKBOOK (A copy of a properly formatted business letter is attached)	p. 53
_____	DO QUESTIONS 1, 2	
_____	DO QUESTIONS - (Critical Thinking)	attached
_____	DO QUESTION (Communication)	attached
_____	DO ACADEMIC SKILLS (Human Relations)	attached
_____	DO WORKBOOK	pp. 55-56
_____		OMIT Drawing Conclusions

**Turn in work as instructed**

CHAPTER 10: COMPUTER TECHNOLOGY

**Introduction:**

**You have learned (or will learn) the basic computer applications--word processing, spreadsheets, database--that are used everywhere but marketing has many specialized computer applications.**

**Turn in work as instructed**

_____	READ	pp. 134-41	
_____	DO	WORKBOOK	p. 58
_____	DO	WORKBOOK	p. 59 (Each answer is <b>one kind</b> of software--and your reasons for choosing it)
_____	READ	pp. 142-47	
_____	DO	WORKBOOK	pp. 57
_____	DO	QUESTIONS 1, 2, 3,	attached
_____	DO	QUESTIONS (Case Study)	attached
_____	DO	QUESTIONS (Critical Thinking)	attached
_____	DO	ACADEMIC SKILLS (Human Relations)	attached
_____	DO	WORKBOOK (Computer Activity)	pp. 61-62

QUESTIONS - CHAPTER 9

- 1) What is communication? Why is it a two way process?
- 2) Why would you send a memo instead of a letter?

CASE STUDY (p. 126)

Read the Case Study and answer the following questions:

Why does humor improve communication with others: Give an example of a situation in which humor might be used successfully?

When can humor hurt your ability to communicate? What kinds of humor might keep you from getting your point across--or even make the other person angry?

CRITICAL THINKING (p. 132)

Why is it important to be a good listener?

Make a **list** of the listening skills that could help you most in school now.

If you were to instruct a fellow employee on how to complete a task, which of the four patterns would you use to organize your message. Explain.

COMMUNICATION (p. 132)

Write a business letter to the principal of your school, describing a plan to raise funds for new football uniforms.

HUMAN RELATIONS (p. 133)

Your boss asks you to train a new employee in telephone answering procedure. This person doesn't take your instruction very seriously insisting that everybody knows how to answer the phone. What do you tell them?

QUESTIONS  
Chapter 10

- 1) What does a modem do?
- 2) What is a database program?
- 3) What is a spreadsheet?

CASE STUDY (p. 146)

Read the Case Study and answer the following questions:

When Microsoft introduced Windows software, many people felt it was a copy of Apple's Macintosh operating system. What ethical concerns do you see in copying your competitor's software?

CRITICAL THINKING (p. 148)

Through the Internet and video discs, customers can obtain much of the information about products that sales people would otherwise give them. Why would a company need salespeople if it uses these technologies? (What can salespeople do, that information systems cannot do?)

HUMAN RELATIONS

In your drugstore, you have installed interactive videos in the cold medicine and hair color departments. Some customers, especially the older one, seem intimidated by the machines and you see them walking out without making a purchase. What might you do?

**Self Assessment – “I can...”**

- explain the primary elements of communication
- describe proper telephone technique
- explain the three basic considerations in writing
- list the major ways that computers save business money
- explain how the major software programs are used in business