

Western Technical College

## 10104208 Marketing - Growth Trend Identification

### Course Outcome Summary

#### Course Information

<b>Description</b>	Students will use industry and sector trend data and analysis for growth sectors to analyze proposed business concept. In addition, students will analyze the local, state and national regulatory environment.
<b>Career Cluster</b>	Business Management and Administration
<b>Instructional Level</b>	Technical Diploma Courses
<b>Total Credits</b>	1
<b>Total Hours</b>	18

#### Textbooks

No textbook required.

#### Course Competencies

##### 1. Analyze industry and sector trend data.

###### Assessment Strategies

1.1. Report

###### Criteria

- 1.1. learner defines the current sector trend data as it relates to their business concept
- 1.2. learner defines the current industry trend data as it relates to their business concept
- 1.3. learner indicates which industry and sector their business concept is found
- 1.4. learner indicates which NAICS code applies to their business concept
- 1.5. learner's report includes a logical recommendation for industry and sector their business concept is in
- 1.6. learner includes a works cited page
- 1.7. learner demonstrates correct grammar, punctuation, and spelling

###### Learning Objectives

- 1.a. Define industry and sector as it relates to business.
- 1.b. Determine industry and sector your business concept is found.
- 1.c. Explore data available on industry and trend data available for your business concept.

##### 2. Identify growth sectors for proposed business concept.

###### Assessment Strategies

2.1. Report

###### Criteria

- 2.1. learner includes two growth sectors for their proposed business concept

- 2.2. learner includes a works cited page
- 2.3. learner demonstrates correct grammar, punctuation, and spelling

**Learning Objectives**

- 2.a. Explore growth sectors for proposed business concepts.
- 2.b. Figure out two growth sectors for proposed business concept.

**3. Evaluate local, state and national regulatory environment.**

**Assessment Strategies**

- 3.1. Report

**Criteria**

- 3.1. learner lists any local, state, or national regulations that may impact their business concept
- 3.2. learner identifies which regulations could have an impact on their business concept
- 3.3. learner describes how they will be able to meet the potential challenges the regulations present
- 3.4. learner includes a works cited page
- 3.5. learner demonstrates correct grammar, punctuation, and spelling

**Learning Objectives**

- 3.a. Investigate the regulatory environment at local, state, and federal level.
- 3.b. Compare the regulatory environments at the local, state, and federal levels.
- 3.c. Determine what regulations will have the largest impact on your proposed business concept.