

# Commerce Communication

Commerce Communication is a half-credit or a one-credit course that deals with the operation and management of advertising and promotion functions within the marketing system. Students learn how to utilize standard processes to move, store, locate and transfer ownership of goods and services. Students also learn how to disseminate information about products and services of a company to achieve a desired outcome. Students develop an advertising plan, utilize various forms of publicity to promote a product or service, exhibit an understanding of ethical behavior when promoting a product or service, and use appropriate terminology to exhibit a clear and concise understanding of promotion to market a product or service. The prerequisite for this course is Business Essentials or Business Technology Applications. For a half-credit course, content standards 3, 4, 5, 7, 8, 10, and 12 must be included.

Career and technical student organizations are integral, cocurricular components of each career and technical education course. These organizations serve as a means to enhance classroom instruction while helping students develop leadership abilities, expand workplace-readiness skills, and broaden opportunities for personal and professional growth.

## Written Communication

Students will:

1. Utilize reading strategies to acquire the meaning of technical concepts and to follow directions in the business industry.
  - Interpreting reading materials related to the business industry to apply and communicate information learned from reading to actual practice
2. Demonstrate effective use of written and oral language by using coherent paragraphs and correct grammar.  
Examples: using parallel structure, using correct punctuation and sentence structure
3. Demonstrate effective writing techniques used to communicate in the business environment, including enhancing vocabulary and composing concise documents with clarity.
4. Create business documents, including analytical and informational reports, letters, memorandums, minutes, and electronic correspondence to disseminate information.

## Oral Communication

5. Demonstrate effective verbal and nonverbal communication in the workplace.
  - Determining appropriate business attire for a given situation  
Examples: formal meeting, casual meeting, special occasion
  - Demonstrating proper posture, tone, facial expression, and etiquette in the workplace
  - Demonstrating telephone etiquette  
Examples: tone, pitch, courtesy
  - Recognizing effective behavior for meetings  
Examples: attentiveness, cellular telephone usage

6. Utilize tables, charts, figures, and graphs to enhance written and oral communication.
7. Deliver formal and informal presentations related to a broad range of business topics.
  - Determining audience and presentation purpose to secure listener attention and interest
  - Explaining the value of support materials for use in oral presentations

## Technology

8. Utilize a variety of technology tools to communicate accurately and effectively in the workplace.
  - Interpreting information from secondary, electronic, and real-time references using paraphrasing skills
  - Designing a survey to obtain information
  - Developing a vision and mission statement incorporating data imported from various sources
9. Exchange information via telecommunications software.  
Examples: sending and receiving e-mail messages, images, and online information services with supervision
  - Selecting communication methods for various tasks
  - Demonstrating business ethics and correct electronic communication etiquette

## Ethics

10. Apply problem-solving techniques needed to resolve business issues related to ethics.

## Career Opportunities

11. Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements related to commerce communication.
12. Explain the employment process, including career research; job source research; résumé preparation; letters of application, acceptance, refusal, and resignation; application form completion; and interview preparation.
  - Creating an employment portfolio
13. Demonstrate effective verbal and written communication skills needed in the workplace.
  - Explaining the communication process
  - Explaining the purpose of communication
  - Determining communication barriers