

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
12	I.D.1	Describe fundamental economic concepts used in marketing.	Understand fundamental economic concepts to obtain a foundation for employment in business.	Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)		None	
				Explain the concept of economic resources (EC:003, EC LAP 14) (CS)		None	
			Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)	1.1.1	<b>Scarcity, Choice, Opportunity Cost and Comparative Advantage.</b> Using examples, explain how scarcity, choice, opportunity costs affect decisions that households, businesses, and governments make in the market place and explain how comparative advantage creates gains from trade.	1	
				2.1.2	<b>Circular Flow and the National Economy.</b> Using the concept of circular flow, analyze the roles and the relationships between households, business firms, financial institutions, and government and non-government agencies in the economy of the United States.	2	
			Determine economic utilities created by business activities (EC:004, EC LAP13) (CS)		None		
			Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)	1.3.1	<b>Law of Supply.</b> Explain the law of supply and analyze the likely change in supply when there are changes in prices of the productive resources (e.g., labor, land, capital, including technology), or the profit opportunities available to producers by selling other goods or services, or the number of sellers in a market.	3	
				1.3.2	<b>Law of Demand.</b> Explain the law of demand and analyze the likely change in demand when there are changes in prices of the goods or services, availability of alternative (substitute or complementary) goods or services, or changes in the number of buyers in a market created by such things as change in income or availability of credit.	4	
			Describe the functions of prices in markets (EC:006, EC LAP12) (CS)	1.2.2	<b>Price in the Market.</b> Analyze how prices send signals and provide incentives to buyers and sellers in a competitive market.	5	
1.3.3	<b>Price, Equilibrium, Elasticity and Incentives.</b> Analyze how prices change through the interaction of buyers and sellers in a market including the role of supply, demand, equilibrium, elasticity, and explain how incentives (monetary and non-monetary) affect choices of households and economic organizations.	6					

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBA Research and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
12	I.D.2	Describe the nature of business to show its contributions to society.	Understand the nature of business to show its contribution to society	Explain the role of business in society (EC:070, EC LAP 20) (CS)	1.2.1	<b>Business Structures.</b> Compare and contrast the functions and constraints facing economic institutions including small and large businesses, labor unions, banks, and households.	7
				Explain the organizational design of businesses (EC: 103, EC LAP 23) (SP)		None	
				Describe types of business activities (EC:071, EC LAP 19) (CS)	2.1.2	<b>Circular Flow and the National Economy.</b> Using the concept of circular flow, analyze the roles and the relationships between households, business firms, financial institutions, and government and non-government agencies in the economy of the United States.	8
					2.1.8	<b>Relationship Between Expenditures and Revenue (Circular Flow).</b> Using the circular flow model, explain how spending on consumption, investment, government and net exports determines national income; explain how a decrease in total expenditures affects the value of a nation's output of final goods and services.	9
				Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)		None	
				Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)		None	
				Explain how organizations adapt to today's markets (EC:107, EC LAP 25) (SP)		None	
				Explain the nature of business ethics (EC:106, EC LAP 21) (SP)		None	

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson		
			Performance Element	Performance Indicator					
12	I.D.3	Explain economics systems in which marketing activities are performed.	Understand economic systems to be able to recognize the environments in which businesses function.	Explain the types of economic systems (EC:007, EC LAP 17) (CS)	3.1.1	<b>Major Economic Systems.</b> Give examples of and analyze the strengths and weaknesses of major economic systems (command, market and mixed), including their philosophical and historical foundations (e.g., Marx and the Communist Manifesto, Adam Smith and the Wealth of Nations). (National Geography Standard 11, p. 206)	10		
					3.1.2	<b>Developing Nations.</b> Assess how factors such as availability of natural resources, investments in human and physical capital, technical assistance, public attitudes and beliefs, property rights and free trade can affect economic growth in developing nations. (National Geography Standards 1 and 4, pp. 184 and 190)	11		
					3.1.3	<b>International Organizations and the World Economy.</b> Evaluate the diverse impact of trade policies of the World Trade Organization, World Bank, or International Monetary Fund on developing economies of Africa, Central America, or Asia, and the developed economies of the United States and Western Europe. (National Geography Standard 11, p. 206)	12		
					3.1.5	<b>Comparing Economic Systems.</b> Using the three basic economic questions (e.g., what to produce, how to produce, and for whom to produce), compare and contrast a socialist (command) economy (such as North Korea or Cuba) with the Capitalist as a mixed, free market system of the United States. (National Geography Standard 11, p. 206)	13		
					3.1.6	<b>Impact of Transitional Economies.</b> Analyze the impact of transitional economies, such as in China and India, on the global economy in general and the American economy in particular. (National Geography Standard 11, p. 206)	14		
						Identify the impact of small business/entrepreneurship on market economies (EC:065) (CS)	1.1.2	<b>Entrepreneurship.</b> Identify the risks, returns and other characteristics of entrepreneurship that bear on its attractiveness as a career.	15
						Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)			
						Explain the concept of competition (EC:012, EC LAP 8) (CS)			
						Determine factors affecting business risk (EC:011, EC LAP 3) (CS)			
						Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)	2.1.1	<b>Income.</b> Describe how individuals and businesses earn income by selling productive resources.	16

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBA Research and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
12	I.D.4	Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Determine the relationship between government and business (EC:008, EC LAP 16) (CS)	1.4.1	<b>Public Policy and the Market.</b> Analyze the impact of a change in public policy (such as an increase in the minimum wage, a new tax policy, or a change in interest rates) on consumers, producers, workers, savers, and investors. <b>NOTE: the bulk of these benchmarks are taught in Civics—this should be a brief review.</b>	17
					1.4.2	<b>Government and Consumers.</b> Analyze the role of government in protecting consumers and enforcing contracts (including property rights) and explain how this role influences the incentives (or disincentives) for people to produce and exchange goods and services. <b>NOTE: the bulk of these benchmarks are taught in Civics—this should be a brief review.</b>	18
					2.2.1	<b>Federal Government and Macroeconomic Goals.</b> Identify the three macroeconomic goals of an economic system (stable prices, low unemployment, and economic growth).	19
					2.2.2	<b>Macroeconomic Policy Alternatives.</b> Compare and contrast differing policy recommendations for the role of the Federal government in achieving the macroeconomic goals of stable prices, low unemployment, and economic growth.	20
					2.2.3	<b>Fiscal Policy and its Consequences.</b> Analyze the consequences – intended and unintended – of using various tax and spending policies to achieve macroeconomic goals of stable prices, low unemployment, and economic growth.	21
				Describe the nature of taxes (EC:072) (SP)	1.4.3	<b>Government Revenue and Services.</b> Analyze the ways in which local and state governments generate revenue (e.g., income, sales, and property taxes) and those that revenue for public services (e.g., parks and highways). <b>NOTE: the bulk of these benchmarks are taught in Civics—this should be a brief review.</b>	22
					2.2.5	<b>Government Revenue and Services.</b> Analyze the ways in which governments generate revenue on consumption, income and wealth and use that revenue for public services (e.g., parks and highways) and social welfare (e.g., social security, Medicaid, Medicare).	23

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBA Research and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
12	I.D.4	Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Discuss the nature of monetary policy (EC:073) (MN)	1.4.4	<b>Functions of Government.</b> Explain the various functions of government in a market economy including the provision of public goods and services, the creation of currency, the establishment of property rights, the enforcement of contracts, correcting for externalities and market failures, the redistribution of income and wealth, regulation of labor (e.g., minimum wage, child labor, working conditions), and the promotion of economic growth and security. <i>NOTE: the bulk of these benchmarks are taught in Civics—this should be a brief review.</i>	24
				Discuss the supply and demand for money (EC:096) (MN)	2.1.4	<b>Money Supply, Inflation, and Recession.</b> Explain the relationships between money supply, inflation, and recessions.	25
				Explain the role of the Federal Reserve System (EC:097) (MN)	2.1.3	<b>Financial Institutions and Money Supply.</b> Analyze how decisions by the Federal Reserve and actions by financial institutions (e.g., commercial banks, credit unions) regarding deposits and loans, impact the expansion and contraction of the money supply.	26
				Explain the concept of fiscal policies (EC:074) (MN)	2.2.4	<b>Federal Reserve and Monetary Policy.</b> Explain the roles and responsibilities of the Federal Reserve System and compare and contrast the consequences – intended and unintended – of different monetary policy actions of the Federal Reserve Board as a means to achieve macroeconomic goals of stable prices, low unemployment, and economic growth.	27
				Describe the effects of fiscal and monetary policies (EC:098) (MN)	1.4.5	<b>Economic Incentives and Government.</b> Identify and explain how monetary and non-monetary incentives affect government officials and voters and explain how government policies affect the behavior of various people including consumers, savers, investors, workers and producers. <i>NOTE: The bulk of these benchmarks are taught in Civics--this should be a brief review.</i>	28

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBA Research and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson	
			Performance Element	Performance Indicator				
12	I.D.5	Analyze cost/profit relationships to guide business decision making	Analyze cost-profit relationships to guide business decision-making.	Explain the concept of productivity (EC:013, EC LAP 18) (CS)	1.2.3	<b>Investment, Productivity, and Growth.</b> Analyze the role investments in physical (e.g. technology) and human capital (e.g. education) play in increasing productivity and how these influence the market.	29	
				Analyze the impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)				
				Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)				None
				Explain the impact of the law of diminishing returns (EC:023) (SP)				None
				Describe the concept of economies of scale (EC:077) (MN)				None

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
12	I.D.6	Describe economic indicators that can impact marketing activities	Understand economic indicators to recognize economic trends and conditions.	Discuss the measure of consumer spending as an economic indicator (EC:081) (SP)	3.1.4	<b>GDP and Standard of Living.</b> Using current and historical data on real per capita GDP for the United States, and at least three other countries (e.g. Japan, Somalia, and South Korea) construct a relationship between real GDP and standard of living. (National Geography Standard 11, p. 206)	30
				Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)			
				Explain the impact of interest-rate fluctuations (EC:084)	2.1.5	<b>Gross Domestic Product and Economic Growth.</b> Use GDP data to measure the rate of economic growth in the United States and identify factors that have contributed to economic growth.	31
				Describe the economic impact of inflation on business (EC:083) (SP)	2.1.7	<b>Economic Indicators.</b> Using a number of indicators, such as GDP, per capita GDP, unemployment rates, and Consumer Price Index, analyze the characteristics of business cycles, including the characteristics of peaks, recessions, and expansions.	32
				Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)			
Discuss the impact of a nation's unemployment rates (EC:082) (SP)	2.1.6	<b>Unemployment.</b> Analyze the character of different types of unemployment including frictional, structural, and cyclical.	33				

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson	
			Performance Element	Performance Indicator				
12	I.D.7	Determine global trade's impact on business decision making	Determine global trade's impact on business decision-making.	Explain the nature of global trade (EC:016, EC LAP 4) (SP)	3.2.5	<b>The Global Economy and the Marketplace.</b> Analyze and describe how the global economy has changed the interaction of buyers and sellers, such as in the automobile industry. (National Geography Standard 13, p. 210)	34	
					3.2.1	<b>Absolute and Comparative Advantage.</b> Use the concepts of absolute and comparative advantage to explain why goods and services are produced in one nation or locale versus another. (National Geography Standard 11, p. 206)	35	
					3.2.2	<b>Domestic Activity and World Trade.</b> Assess the impact of trade policies (i.e. tariffs, quotas, export subsidies, product standards and other barriers), monetary policy, exchange rates, and interest rates on domestic activity and world trade. (National Geography Standard 11, p. 206)	36	
					Describe the determinants of exchange rates and their effects on the domestic economy (EC:100) (SP)	3.2.3	<b>Exchange Rates and the World Trade.</b> Describe how interest rates in the United States impact the value of the dollar against other currencies (such as the Euro), and explain how exchange rates affect the value of goods and services of the United States in other markets. (National Geography Standard 11, p. 206)	37
						3.2.4	<b>Monetary Policy.</b> Analyze how the decisions made by a country's central bank (or the Federal Reserve) impact a nation's international trade. (National Geography Standard 13, p. 210)	38
					Explain labor issues associated with global trade (EC:101) (SU)	2.1.9	<b>American Economy in the World.</b> Analyze the changing relationship between the American economy and the global economy including, but not limited to, the increasing complexity of American economic activity (e.g., outsourcing, off-shoring, and supply-chaining) generated by the expansion of the global economy. (National Geographic Standard 11, p. 206)	39
					Discuss the impact of cultural and social environments on global trade (EC:045, EC LAP 24) (SP)		None	



Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
					4.1.1	<b>Scarcity and Opportunity Costs.</b> Apply concepts of scarcity and opportunity costs to personal financial decision making.	40
					4.1.2	<b>Marginal Benefit and Cost.</b> Use examples and case studies to explain and evaluate the impact of marginal benefit and marginal cost of an activity on choices and decisions.	41
			Understand the fundamental principles of money needed to make financial exchanges	Explain the time value of money (FI:062) (CS)	4.1.3	<b>Personal Finance Strategy.</b> Develop a personal finance strategy for earning, spending, saving and investing resources.	42
				Explain the purposes and importance of credit (FI:002, FI LAP 2) (CS)			
				Explain legal responsibilities associated with financial exchanges (FI:063) (CS)			
		Analyze financial needs and goals to determine financial requirements.	Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.) (FI:064) (CS)				
			Set financial goals (FI:065) (CS)				
			Develop personal budget (FI:066) (CS)				
		Manage personal finances to achieve financial goals.	Demonstrate the wise use of credit (FI:071) (CS)				
			Validate credit history (FI:072) (CS)				
			Protect against identity theft (FI:073) (CS)				

Economics in Marketing Education  
Scope Sequence

MI Segment	MI Code	Michigan Segmented CIP Standards	MBAResearch and Curriculum Center		HSCE Code	High School Content Expectations ECONOMICS	Lesson
			Performance Element	Performance Indicator			
			Understand the use of financial-services providers to aid in financial-goal achievement.	Describe types of financial-services providers (FI:075) (CS) Discuss considerations in selecting a financial-services provider (FI:076) (CS)	4.1.4	<b>Key Components of Personal Finance.</b> Evaluate key components of personal finance including, money management, saving and investment, spending and credit, income, mortgages, retirement, investing (e.g., 401K, IRAs), and insurance.	43
			Use investment strategies to ensure financial well-being.	Explain types of investments (FI:077) (CS)	4.1.5	<b>Personal Decisions.</b> Use a decision-making model (e.g., stating a problem, listing alternatives, establishing criteria, weighing options, making the decision, and evaluating the result) to evaluate the different aspects of personal finance including careers, savings and investing tools, and different forms of income generation.	44
				Explain the nature of capital investment (FI:078) (MN)			
				Establish investment goals and objectives (FI:079) (MN)			
			Identify potential business threats and opportunities to protect a business's	Describe the concept of insurance (FI:081) (CS)	4.1.6	<b>Risk Management Plans.</b> Develop a risk management plan that uses a combination of avoidance, reduction, retention, and transfer (insurance).	45
				Explain the nature of risk management (FI:084, FI LAP 8) (SP)			