



2.7 Explain the consequences of unethical marketing practices (i.e., government regulations, company image, loss of sales, public image, incarceration, etc.)

4.3 Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and

	<p>1.1 Describe the factors that affect economic decision making (e.g., supply, demand, scarcity, incentives, competition, productivity, surplus, and shortage)</p> <p>1.4 Determine the ways in which local, domestic, and international economic conditions affect marketing</p> <p>1.5 Explain competitive market structures (e.g., monopoly, monopolistic, oligopolistic, and pure competition) and the impact they have on marketing decisions</p>	
	<p>1.9 Explain how buyers and sellers interact to create markets and market structures</p> <p>1.10 Describe the interdependent relationship between individuals and institutions (business organizations, financial institutions, and government agencies) in a market economy (e.g., the circular flow model)</p>	
	<p>1.7 Describe the impact of the interconnected global economy on individuals and groups [e.g., balance of trade (BOT) and balance of payment (BOP)]</p>	
	<p>2.6 Compare and contrast legal versus ethical marketing practices (i.e., bait and switch, price discrimination, etc.)</p> <p>2.7 Explain the consequences of unethical marketing practices (i.e., government regulations, company image, loss of sales, public image, incarceration, etc.)</p>	
	<p>Resume</p> <p>References</p> <p>Skills</p>	
	<p>Semester Review &amp; Assessments</p> <p>Close School Based Enterprise</p>	

*Grades of "D" and above are passing marks. A course grade of "F" indicates that the student has failed the course.*

