

## Marketing Career Cluster Resource List

Resource	Author / Publisher	Location	Notes
<b>9 PR Fiascos that were Handled Brilliantly by Management</b>	Kim Bhasin/Business Insider	<a href="http://www.businessinsider.com/pr-disasters-crisis-management-2011-5?op=1">http://www.businessinsider.com/pr-disasters-crisis-management-2011-5?op=1</a>	Can be used to meet Standards 21 and 22 in Advertising and Public Relations.
<b>ABA Experts on Call</b>	American Bankers Association	<a href="http://www.aba.com">http://www.aba.com</a>	Information on real world banking and gives tips.
<b>AdText</b>	Advertising Educational Foundation	<a href="http://www.adtextonline.org">www.adtextonline.org</a>	An interdisciplinary curriculum for advertising in society, culture and history.
<b>Advertising Age</b>	Crain Communications	<a href="http://adage.com/">http://adage.com/</a>	Discusses all current events related to advertising and PR. Articles include digital ad fraud and more
<b>Advertising and Promotion: An Integrated Marketing Communications Perspective</b>	McGraw-Hill, 9th Edition, 2012	<a href="http://highered.mcgraw-hill.com/sites/0073404861/information_center_view0/table_of_contents.html">http://highered.mcgraw-hill.com/sites/0073404861/information_center_view0/table_of_contents.html</a>	Large sections of the text (including case studies) are available online.
<b>Biz/ed</b>	Bizedco.uk	<a href="http://www.bized.co.uk/educators/16-19/business/hrm/activity/businesscomm.htm">http://www.bized.co.uk/educators/16-19/business/hrm/activity/businesscomm.htm</a>	Business communications activities, includes business profile section.
<b>Businessballs.com</b>	Alan Chapman	<a href="http://businessballs.com/teambuilding.htm">http://businessballs.com/teambuilding.htm</a>	Free team building for employee motivation training, includes ideas, games, and activities
<b>CNN Money</b>	Time Warner Company	<a href="http://money.com">http://money.com</a>	Online Money magazine.
<b>Current Employment Statistics</b>	US Department of Labor	<a href="http://www.bls.gov/ces">http://www.bls.gov/ces</a>	Website can be used to meet course standards covering occupations. Marketing I Standards 30 and 31, Advertising and Public Relations Standard 2.
<b>Entrepreneurship.org</b>	Kauffman Foundation	<a href="http://www.entreworld.org">http://www.entreworld.org</a>	Information on entrepreneurship and management

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<b>EverFi Personal Finance</b>	EverFi	<a href="http://www.everfi.com/">http://www.everfi.com/</a>	EverFi web-based modules teach financial literacy in an interactive and engaging manner.
<b>Federal Deposit Insurance Corporation</b>	FDIC Office of Inspector General	<a href="http://www.fdic.gov/regulations/">http://www.fdic.gov/regulations/</a>	Learn how the FDIC regulates and examines banks.
<b>Federal Reserve System</b>	Federal Reserve	<a href="http://www.federalreserveeducation.org">www.federalreserveeducation.org</a>	Access all education resources available through the Federal Reserve on current financial topics.
<b>Federal Trade Commission</b>	FTC.gov	<a href="http://www.ftc.gov/news-events/media-resources/truth-advertising">http://www.ftc.gov/news-events/media-resources/truth-advertising</a>	Includes information on protecting consumers from fraud and deception, Green Guides- citing environmentally friendly products.
<b>Federal Trade Commission</b>	FTC.gov	<a href="http://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/fair-packaging-labeling-act">http://www.ftc.gov/enforcement/rules/rulemaking-regulatory-reform-proceedings/fair-packaging-labeling-act</a>	Includes rule summary of FPLA.
<b>FoolProof Foundation</b>	FoolProof Foundation	<a href="http://www.foolproofteacher.com">www.foolproofteacher.com</a>	Highly interactive program teaches financial responsibility, the importance of using caution, questioning sellers, and relying on independent research before spending money. Appropriate for multiple Personal Finance standards.
<b>Franchise.com</b>	Franchise.com	<a href="http://www.franchise.com">http://www.franchise.com</a>	Information on franchising a business
<b>Free Sample Marketing Plans</b>	Mplans	<a href="http://www.mplans.com/sample-marketing-plans.php#.Uv0pumJdUmN">http://www.mplans.com/sample-marketing-plans.php#.Uv0pumJdUmN</a>	Get practical ideas and good models with dozens of examples.
<b>HSH.com - We Research, You Save</b>	HSH & Associates	<a href="http://www.hsh.com">http://www.hsh.com</a>	Nation's largest publisher of consumer loan information; mortgage and loan calculators. Can be used in Standard 12 in Personal Finance and others.

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<b>Identity Theft and Fraud</b>	US Department of Justice	<a href="http://www.justice.gov/criminal/fraud/wesites/idtheft.html">http://www.justice.gov/criminal/fraud/wesites/idtheft.html</a>	Most common ways to avoid identity theft and what to do if one is a victim.
<b>Inc</b>	Inc.com	<a href="http://www.inc.com/hollis-thomases/new-ways-to-advertise-on-social-media.html">http://www.inc.com/hollis-thomases/new-ways-to-advertise-on-social-media.html</a>	As digital marketing evolves – the article takes a look at the most recent changes in the business industries.
<b>International Money Fund</b>	IMF	<a href="http://www.imf.org/external/index.htm">http://www.imf.org/external/index.htm</a>	News, highlights, rankings and historical perspectives.
<b>International or Global Marketing Case Studies</b>	American Marketing Association	<a href="http://www.marketingpower.com">http://www.marketingpower.com</a>	Can be used to meet Standard 26 in Advertising and Public Relations and in other Marketing courses.
<b>Investopedia</b>	InvestopediaUS	<a href="http://www.investopedia.com/terms/n/nafta.asp">http://www.investopedia.com/terms/n/nafta.asp</a>	International trade, globalization, NAFTA winners & losers. Can be used in Marketing I Standards 15 – 17.
<b>IRS Forms</b>	US Department of Treasury	<a href="http://www.irs.gov/vac/Forms-and-Schedules-for-1040">www.irs.gov/vac/Forms-and-Schedules-for-1040</a>	All IRS forms and schedules available. Can be used in Standard 6 in Personal Finance.
<b>Journals of Travel Research - Market Segmentation by Motivation: The Case of Switzerland and Others</b>	Sage Publications	<a href="http://www.jtr.sagepub.com">http://www.jtr.sagepub.com</a>	Can be used to meet Standard 26 in Advertising and Public Relations and other Marketing course standards.
<b>Jump\$tart Coalition for Personal Financial Literacy</b>	Jump Start Coalition	<a href="http://www.jumpstart.org">www.jumpstart.org</a>	Site includes best practices, activities, news articles and more.

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<b>Katrina's Classroom: Teaching Money Skills for Life</b>	Federal Reserve Bank of Atlanta	<a href="https://www.frbatlanta.org/education/katrinasc-classroom.aspx">https://www.frbatlanta.org/education/katrinasc-classroom.aspx</a>	The 4-part curriculum uses hands-on learning strategies and technology integration to teach students about key personal finance concepts and how to apply what they've learned to explore options, make decisions, and complete projects using real-world tools. The activities incorporate opportunities for students to write, research, report, graph, calculate, evaluate, support a position, make decisions, and reflect as well as to work collaboratively in groups or individually. The unit focuses on goals, decision making, financial institutions, credit, education, careers, and budgeting. Appropriate for multiple standards in Personal Finance.
<b>MBA Research &amp; Curriculum Center</b>	MBAResearch	<a href="http://www.MBAResearch.org">www.MBAResearch.org</a>	Research-based support for all Business Administration educators, finance, marketing, and management.
<b>My Credit Union</b>	My Credit Union.gov	<a href="http://www.mycreditunion.gov/about-credit-unions/Pages/How-is-a-Credit-Union-Different-than-a-Bank.aspx">http://www.mycreditunion.gov/about-credit-unions/Pages/How-is-a-Credit-Union-Different-than-a-Bank.aspx</a>	Learn about credit unions, financial tools and resources. May be used in multiple banking and finance courses.
<b>My Fico</b>	Fair Isaac Corporation	<a href="http://www.myfico.com/crediteducation/inyourreport.aspx">http://www.myfico.com/crediteducation/inyourreport.aspx</a>	Covers credit ratings. Can be used in Standard 10 in Personal Finance and Standard 11 in Banking and Finance.
<b>O*Net</b>	US Department of Labor, Employment and Training Administration	<a href="http://www.onetonline.org/">www.onetonline.org/</a>	Can be used to meet Standard 2 in Advertising and PR and Standards 30 and 31 in Marketing I.

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<b>Occupational Employment Statistics</b>	US Department of Labor	<a href="http://www.bls.gov/oes">http://www.bls.gov/oes</a>	Can be used to meet Standard 2 in Advertising and PR and Standards 30 and 31 in Marketing I.
<b>The Financial States of America</b>	MoneyChoice.Org	<a href="http://www.moneychoice.org/states/">http://www.moneychoice.org/states/</a>	Provide USA map comparison of poverty rate, household income, millionaires and more.
<b>The Millionaire Next Door</b>	Forbes Publishing	<a href="http://www.barnesandnoble.com">www.barnesandnoble.com</a>	This book highlights typical millionaires, not athletes or celebrities. Teaches the lesson of slowly accumulating money and living within your means.
<b>The Motley Fool Investment Guide for Teens</b>	Touchstone Publishing	<a href="http://www.amazon.com">www.amazon.com</a>	This book teaches teens about investing, offers tips on how to build a stock portfolio, and the importance of long term investing and saving.
<b>The Times 100 Business Case Studies</b>	The Times LLP England	<a href="http://businesscasestudies.co.uk/kelloggs/using-new-product-development-to-grow-a-brand/#axzz2tEgPiByu">http://businesscasestudies.co.uk/kelloggs/using-new-product-development-to-grow-a-brand/#axzz2tEgPiByu</a>	How to grow a brand –has accompanying lesson suggestion and worksheets. Can be used in Standards 23 and 24 in Marketing & Management Principles.
<b>The Times 100 Business Case Studies</b>	The Times LLP England	<a href="http://businesscasestudies.co.uk/adidas/planning-effective-marketing-strategies-for-a-target-audience/#axzz2tEgPiByu">http://businesscasestudies.co.uk/adidas/planning-effective-marketing-strategies-for-a-target-audience/#axzz2tEgPiByu</a>	
<b>TN Career Resources: CollegeforTN.org</b>	State of Tennessee	<a href="http://www.collegefortn.org/">www.collegefortn.org/</a>	Can be used to meet Standard 4 in Personal Finance. In addition, it can be used for college research standards in other finance courses
<b>TN Core</b>	TN Department of Education	<a href="http://www.tncore.org">http://www.tncore.org</a>	Provides curricular resources/lessons.
<b>US Small Business Administration</b>	SBA.gov	<a href="http://www.sba.gov/content/advertising-and-marketing-law">http://www.sba.gov/content/advertising-and-marketing-law</a>	Discusses Truth in Advertising Laws and provides Industry Guidelines.

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<b>Wall Street Journal</b>	Dow Jones & Company, Inc.	<a href="http://info.wsj.com/classroom">http://info.wsj.com/classroom</a> <a href="#">m</a>	Articles from the Wall Street Journal involving US Treasury, including a variety of new topics.