

Instructional Resources

Marketing, Management and Entrepreneurship

Please note: This list of instructional resources is provided as a convenience and not an endorsement by the Arizona Department of Education. Contact information for these resources is subject to change.

Ad*Access

<http://scriptorium.lib.duke.edu/adaccess/>

Duke University's collection of images and database information for over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955. Ad*Access concentrates on five main subject areas: Radio, Television, Transportation, Beauty and Hygiene, and World War II.

Adbusters

<http://www.adbusters.org/home/>

Contains parodies of well known ad campaigns.

AdFlip

<http://www.adflip.com/>

Advertised as the world's largest searchable database of classic print ads.

Ad Age's 50 Best Commercials

http://cham.master.com/mirror/adage.com/news_and_features/special_reports/commercials

Advertising Age's selection of the best TV commercials from the 1940s to present day.

Advertising Age

<http://adage.com/index.html>

On-line version of the U.S. advertising trade magazine that contains insider information.

Advertising Age's History of TV Advertising

http://adage.com/news_and_features/special_reports/tv

A look at the how advertising has influenced content from the first days of television.

Advertising And Your Child

<http://www.media-awareness.ca/eng/med/home/resource/caruaad.htm>

Tips from the American organization CARU to help children learn to evaluate advertising.

Alcohol and Tobacco on the Web: New Threats to Youth

<http://www.cme.org/children/marketing/execsum.html>

A 1997 study from the CME on how alcohol and tobacco companies are using the Internet to market their products to youth. The research was continued with another study in 1999: *Youth Access to Alcohol and Tobacco Web Marketing: The Filtering and Rating Debate*.

A-Financial-Portal

www.a-financial-portal

Research Site

Career Preparation

Instructional Resources

Marketing, Management and Entrepreneurship 2006

America On Line at Schools: Student Resources

www.school.aol.com

Research Site

America's Career InfoNet

www.acinet.org/acinet/explore.asp

Career Planning, Exploration, Readiness

American Institute of Certified Public Accountants

www.aicpa

Research Site

Arizona Career Resource Network

www.ade.az.gov/cte/AZCrn

All curriculum areas

Articles of the Uniform Commercial Code

www.law.cornell.edu

Leadership, Regulatory Agency

Award-Winning Teacher Achievement Lesson Plans

www.ashland.com/education/lesson_plans/week21/

It takes a village to raise a child. Now, teachers worldwide can benefit from classroom experiences of the "best of the best" as Ashland's past Teacher Achievement Award winners share their favorite lesson plans.

AZ State Governor's Informational Website

www.governor.state.az.us/kids/kids.cfm

Research Site

Background Information on Industrialized Countries

www.brint.com/international

Global Economy

BadAds

<http://badads.org>

An American, youth-based organization that tackles intrusive advertising and offers strategies to encourage consumers to take action.

Bureau of Economic Analysis

www.bea.doc.gov

Research Site

Business Communications Online

www.rohan.sdsu.edu

Technical site

Business Education Lesson Plans and Resources

<http://www.angelfire.com/ks/tonyaskinner/index.html>

Provides numerous lesson plans in accounting, business law, business math/economics, career prep, computer applications, HTML/Web publishing and much more.

Business Executive Resources Worldwide

www.worldbiz.com

Global Economy

Cable in the Classroom

www.ciconline.com

Committed to improving teaching and learning for children in school, at home and in their communities, as the result of the combined effort of 8,500 cable companies and 39 cable networks that are providing commercial-free educational cable content and new technologies. Numerous resources provided including media literacy, professional development and standards.

Canadian Resources

<http://www.media-awareness.ca/eng/med/class/multilib/tres2.htm>

Listing of Canadian print resources for media education.

Centre for Applied Ethics

www.ethics.ubc.ca

Leadership, Regulatory Agency

Classroom Connect

www.classroom.com

Provides learning resources for teachers and students.

Clio Awards

<http://www.clioawards.com/html/main.cgi?sub=&cooked=1>

This is the Web site of this annual award for advertising.

Columbia Education Center Lesson Plans

www.col-ed.org/cur

Within the Miscellaneous lesson plans find ones related to debate, guest speaker presentation, functional relationships, personal interests and career traits among others.

Common Advertising Strategies

<http://www.media-awareness.ca/eng/med/home/hand/common.htm>

A student handout from the Center for Media Literacy explaining how advertising works.

Commercialization of Education

Career Planning, Exploration & Readiness

www.cftgr.org

Research Site

Career Preparation

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Consumer Education for Teens

[Http://www.wa.gov/ago/youth](http://www.wa.gov/ago/youth)

Consumer site for teens created by high school students in Des Moines, WA. The site helps teenagers become educated consumers and explores a wide range of topics and issues relating to the teen market.

Corporate Ethics and Enforcement

www.corporation.org

Leadership

Corporate Ethics

www.corpwatch.org

Leadership

Cultural Topics

www.webofculture.com

Global Economy

Customer Service Assessment Program

www.etc-easy.com/products/cssap_overview.htm

Customer Service Skills

Customer Service Group

www.customerservicegroup.com

Customer Service Skills

Customer Service Inventory

www.reidlondonhouse.com

Customer Service Skills

Economics America

www.uidaho.edu/ed/economics

Global Economy

Education World

www.education-world.com/technology/

Education World is a Web site resource that includes over 500,000 safe searches in education and is a search engine for educational Web sites only, a place where educators can find information without searching the entire Internet; provides original content, including lesson plans, practical information for educators, information on how to integrate technology in the classroom, and articles written by education experts; provides site reviews, daily features and columns, teacher and principal profiles, Wire Side Chats with the important names in education, and employment listings.

Educational Standards and Curriculum Frameworks for Occupational/Business Education and Technology

<http://edStandards.org/Standards.html>

Contains standards by state and discipline.

ERIC Clearinghouse on Assessment and Evaluation

<http://ericae.net>

Provides balanced information concerning educational assessment, evaluation and research methodology, resources to encourage the responsible use of educational data, and the best resources within their scope.

ERIC Digests

<http://www.ericfacility.net/ericdigests/index/>

Are short reports (1,000 - 1,500 words) on topics of prime current interest in education targeted specifically for teachers, administrators, policymakers, and other practitioners, but generally useful to the broad educational community. They are designed to provide an overview of information on a given topic and provide references to items for more detailed information.

Enforcing Business Ethics and Practices

www.asyousow.org

Leadership

Entrepreneurship Magazine

www.entrepreneurmag.com

Entrepreneurship

Entreworld

www.entreworld.org

Entrepreneurship

Entrepreneurship Education and Training Curriculum

www.realenterprises.org

Entrepreneurship

Entrepreneurship Education

www.gsia.cmu.edu

Entrepreneurship

Equipment Standards for Marketing Education

www.dpi.state.nc.us/workforce_development/publications/equipment_stand

Lists the equipment recommendation for Marketing coursework.

Ewing Marion Kauffman Foundation

www.emkf.org

Entrepreneurship

Family Education Network

www.infoplease.com/homework

Research Site

Federation of Tax Administrators

www.taxadmin.org

Research Site

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Federal Reserve

www.federalreserve.gov

Research Site

Financial Resource Center

www.efinancialresourcecenter.com

Research Site

Find Law

caselaw.lp.findlaw.com

Contains US federal and state laws including codes, statutes, regulations and cases.

Free Legal Advice

www.law.freeadvice.com

Leadership, Regulatory Agency

FunBrain.com

www.funbrain.com

Contains interactive online activities and quizzes.

Glendale, AZ Public Library

www.lib.ci.glendale.az.us/youthweb/homewk

Research Site

Global Edge

www.globaledge.msu.edu

Global Economy

Hand-in-Hand Institute for Educational Leadership

www.handinhand.org

The Hand in Hand Program, which terminated in February 1999, was developed as a response to Goal #8 of the National Education Goals 2000, to share information about programs that expect, value, and nurture a family and community role in children's learning. Hand in Hand was sponsored by the Mattel Foundation and coordinated by the Institute for Educational Leadership.

Homework Central

www.homeworkcentral.com

Bigchalk delivers resources to 43,000 schools in the U.S. and abroad. By harnessing the power of online content, we create learning environments that promote student achievement.

Identify Theft

www.consumer.gov/idtheft

Research Site

Institute for International Economics

www.iie.com

Global Economy

Institute of Consumer Financial Education

www.financial-education-icfe.org

Research Site

Institute of Management Accountants

www.imanet.org

Research Site

Industry Resources Reports

www.valuationresources.com

Research Site

International Chamber of Commerce

www.iccwbo.org

Global Economy

International Consortium on Government Financial Management

www.icgfm.org

Research Site

International Economics Gateway

www.altaplana.com

Global Economy

Media Literacy Teaching Kits

<http://www.media-awareness.ca/eng/med/class/multilib/newmed.htm>

Investment Information

www.thectr.com

Research Site

Issues of Incorporation

www.incorporateinc.com

Leadership, Regulatory Agency

Job Corps

www.jobcorps.doleta.gov

Directing business, adults, youth, dislocated workers, and workforce professional to training and employment services.

Junior Achievement

www.ja.org

Leadership

Kathy Schrock's Guide for Educators

<http://www.school.discovery.com/schrockguide>

Kathy Schrock's Guide for Educators is a categorized list of sites useful for enhancing curriculum and professional growth. It is updated often to include the best sites for teaching and learning.

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Kid Power

<http://www.media-awareness.ca/eng/med/kids/kidpower.htm>

Profiles of four young media activists.

“Lectric Law” Library

www.lectlaw.com

Leadership, Regulatory Agency

Legal Directory

www.isafe.org

Leadership, Regulatory Agency

Legal Documents Online

www.legaldocs.com

Leadership, Regulatory Agency

Legal Information Institute

www.law.cornell.edu

Leadership, Regulatory Agency

Legal Syllabus for Teaching Law

www.law.harvard.edu

Leadership, Regulatory Agency

MarkED Resource Center

www.mark-ed.com

All curriculum areas

Marketing Education Minnesota-DECA

www.minot.k12.nd.us/votech/voced/market.htm

This class Web site illustrates class projects and student work. Links to state colleges and marketing programs are also provided. It represents a vocational training program operating through state and local systems to provide specialized education for those students who are preparing to enter or who are already employed in a retail, wholesale or service occupation.

Marketing Magazine

<http://marketingmag.org>

This is the online version of the Canadian advertising and marketing industry magazine.

Media Awareness

<http://www.media-awareness.ca/eng/med/class/edissue/commend2.htm>

This section examines the trend towards advertising in Canadian schools.

Mesa, AZ Public Library

www.mesalibrary.org/teens

Research Site

Multistate Academic and Vocational Curriculum Consortium

www.mavcc.org

National Endowment for Financial Education Teen Resource Bureau

www.ntrbonline.org

Research Site

National Academy Foundation

www.naf.org/curriculum/c_resources

All curriculum areas

National Business Education Association

www.nbea.org

Regulatory Agency

National Foundation for Teaching Entrepreneurship

www.nfte.com

Entrepreneurship

New York State Career Zone

www.nycareerzone.org

Provides in-depth information on a wide variety of careers in New York State.

News Stores Related to Law

www.law.com

Leadership, Regulatory Agency

Non-commercial Learning Portal

www.highschoolhub.org

Research Site

North Carolina-Lesson Plans and Rubrics

www.ncpublicschools.org/curriculum/computer.skills/resources.html

Contains lesson plans and rubrics in the curriculum areas of workforce development, computer/technology, and information skills.

Puzzlemaker.com

www.puzzlemaker.com

Puzzlemaker is a puzzle generation tool for teachers, students and parents. Create and print customized word search, crossword and math puzzles using your word lists.

Pacific Bell's Blue Web'N

<http://www.kn.pacbell.com/wired/bluewebn/categories.html>

Blue Web'n is a searchable library of about 1200 outstanding Internet learning sites categorized by subject area, audience, and type (lessons, activities, projects, resources, references, & tools). Blue Web'n does

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Marketing, Management and Entrepreneurship 2006

Phoenix, AZ Public Library

www.phoenixteencentral.org

Research Site

Quia

www.quia.com

Create activities, quizzes, games, Web pages, surveys, and more.

Resume Tutor

www1.umn.edu

Career Planning, Exploration & Readiness

Research Based information for Career/Workforce Development

www.v-tecs.org

All curriculum areas

Resource Guide to Federal Funding For Technology in Education

www.ed.gov/Technology/tec-guid.html

Contains information from the U.S. Department of Education, Dept of Commerce, NSF, Dept of Energy, NASA, USDA, NEH an more.

Rightstart! IT and Software Applications

www.realskills.com

All curriculum areas

Sample Internet Lesson Plans and Learning Projects

www.schoolnet.ca/aboriginal/lessons/

Lesson plans have been set up for classroom use and are designed to teach something about the Internet, teach how to use the Internet, and teach something by using information gained from the Internet. Many of the lessons are adaptable to the age group of the students in your classroom. Other lessons will be more suitable for experienced Internet users.

School Discovery for Teachers-Lesson Plans

<http://school.discovery.com/lessonplans/>

Contains pull-down menus for lesson plan browsing by subject, grade or both.

Scottsdale, AZ Public Library

www.library.ci.scottsdale.az.us/kids/homework

Research Site

Search Directory for Legal Services

www.findlaw.com

Leadership, Regulatory Agency

Security and Exchange Commission

www.sec.gov/edgar

Research Site

Skillsnet Corporation

www.plato.com

Career Planning, Exploration and Readiness; Customer Service; Entrepreneurship

Strategic Finance Magazine

www.strategicfinancemag.com

Research Site

Statistics and Public Opinion

<http://www.media-awareness.ca/eng/issues/stats/issad.htm>

Search Statistics on Media Issues – Advertising and Commercialism.

StayFree! Magazine

<http://metalab.unc.edu/stayfree/index.html>

The online version of this nonprofit magazine examining commercialism and American culture.

Street Cents

<http://www.halifax.cbc.ca/streetcents>

Award-winning web site for the CBC “consumer smarts for kids” show.

The Culture of Commercialism: A Critique

<http://www.media-awareness.ca/eng/med/class/teamed3/commercialism.htm>

An essay exploring the effects of commercialism on the environment, our culture and our values.

The Entrepreneurship Test

www.liraz.com

Entrepreneurship

The Gallery of Advertising Parody

<http://www.dnai.com/~sharrow/parody.html>

A gallery of the worst ads and the best parodies.

Thomson Course Technology-Business and Professional Development-21 subcategories

www.course.com

All curriculum areas

US Government

www.firstgov.gov

Research Site

Voice Your Opinions

<http://www.media-awareness.ca/eng/med/home/diff/voice.htm>

Tips for giving feedback to media producers and distributors, including a listing of the appropriate addresses.

Weasel Words

<http://www.media-awareness.ca/eng/med/home/hand/ptpkit12.htm>

A student handout exposing misleading words and phrases in commercials.

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Web Interface to Who is Database

www.networksolutions.com

Research Site

Web Links for Finance

www.cob.ohio-state.edu/dept/fin/journal

All curriculum areas

Web Search for Kids by Librarians

www.kidsclick.org

Research Site

Web Site for Busy Teachers

www.ceismc.gatech.edu/busyt

This Site is designed to provide teachers with direct source materials, lesson plans/classroom activities with a minimum of site-to-site linking, and to provide an enjoyable and rewarding experience for the teacher who is learning to use the Internet.

White House Economics Statistics Briefing Room

www.whitehouse.gov/fsbr/esbr

Research Site

3000 Business Training Videos

www.trainingabc.com

All curriculum areas

Virtual Library—Law

www.law.indiana.edu

Leadership, Regulatory Agency

World Bank News

www.worldbank.org

Global Economy

Videos for Media Education

<http://www.media-awareness.ca/eng/med/class/multilib/videosearch.html>

Catalogue. Search under *Secondary – Advertising/Marketing*.

Industry Association and Standards Councils (Including Codes and Guidelines)

American Association of Retired Persons (resources for grandparents)

www.aarp.org/getans/grandparents.html

Provides support to grandparents regarding legal services, mediation, social services, foster care and adoption information, family services and more.

American Association of School Administrators

www.aasa.org

The professional organization for over 14,000 educational leaders across America and in many other countries, AASA's mission is to support and develop effective school system leaders who are dedicated to the highest quality public education for all children.

American Federation of Teachers

Represents 1 million teachers, school support staff, higher education faculty and staff, health care professionals and state and municipal employees.

Canadian Advertising Foundation

<http://www.media-awareness.ca/eng/indus/advert/caf.htm>

This is a national industry association committed to ensuring the integrity and viability of advertising through self-regulation. Its members include advertisers, agencies, media organizations and suppliers to the advertising sector.

Association for Supervision and Curriculum Development

www.ascd.org

Offers broad, multiple perspectives-across all education professions in reporting key policies and practices.

Canadian Direct Marketing Association

<http://www.media-awareness.ca/eng/indus/advert/cdma.htm>

As a self-regulating body for the industry, one of the main objectives of the CMA is to respond to consumer concerns. Member organizations adhere to a *Code of Ethics and Standards of Practice* that demand honesty, truth, accuracy and fairness in all customer dealings.

Concerned Children's Advertisers

<http://www.media-awareness.ca/eng/indus/advert/cca.htm>

Concerned Children's Advertisers (CCA) is a non-profit organization committed to the creation and implementation of awareness and education campaigns for Canadian children.

International Technology Education Association

www.iteawww.org

Provides support to classroom teachers with the resources necessary to enhance understanding and capability with technology.

National Association of Partners in Education

www.napehq.org

Provides leadership in the formation and growth of effective partnerships that ensure success for all students.

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National Business Education Association

www.nbea.org

Regulatory Agency

National Center for Research on Evaluation, Standards, and Student Testing (CRESST)

<http://cresst96.cse.ucla.edu>

The CRESST mission focuses on the assessment of educational quality, addressing persistent problems in the design and use of assessment systems to serve multiple purposes.

National Coalition for Parent Involvement

www.ncpie.org

Advocates for the involvement of parents and families in their children's education, and fosters relationships between home, school, and community to enhance the education of all our nation's young people.

National Council of Teachers of English

www.ncte.org

Promotes the teaching of English.

National Council of Teachers of Mathematics

www.nctm.org

Promotes the teaching of mathematics.

National Education Association

www.nea.org

Committed to advancing the cause of public education.

National Network of Partnership Schools

www.csos.jhu.edu/p2000/

Through the National Network of Partnership Schools at Johns Hopkins University, researchers, educators, parents, students, community members, and others are working together to enable all elementary, middle, and high schools develop and maintain effective programs of partnership.

National Parent Teacher Association

www.pta.org

A leader in reminding our nation about its obligations to children.

North Central Regional Educational Laboratory

www.ncrel.org

NCREL is a nonprofit, nonpartisan organization dedicated to providing research-based expertise/resources.

Northwest Regional Educational Laboratory

www.nwrel.org

The Northwest Regional Educational Laboratory (NWREL) provides research and development assistance to education, government, community agencies, business, and labor.

Online Class

www.onlineclass.com

OnlineClass works behind the scenes to find good information, good sites.

Strategies: Teaching Hispanics to Become Investors

http://registeredrep.com/ar/finance_strategies_teaching_hispanics

Describes a program that encourages financial consultants to reach out to Hispanics, not only by supplying Spanish-language marketing materials and holding public seminars, but also by offering in-house workshops and other marketing tools.

The Center on Learning, Assessment, and School Structure (CLASS)

www.classnj.org

Provides numerous sites for technology, finance, business, Insurance, education, careers and more.

Tobacco Industry Self-Regulatory Code on Tobacco Advertising

<http://www.media-awareness.ca/eng/indus/advert/tobacco.htm>

This Code is meant to ensure that the marketing practices of Canadian tobacco manufacturers comply with the Supreme Court of Canada's views that commercial expression is legitimate if designed to assist consumers in their choices among brands of tobacco products.

US Department of Education: Parents Guide to the Internet (1997)

www.ed.gov/pubs/parents/internet

This booklet is designed to provide you with basic information about how to use the computer to find information and communicate with others.

WWW4Teachers

www.4teachers.org

Is a site for teachers who are actively integrating technology into the curriculum.

Web Resources for Educators

www2.gvsu.edu/~baleikok/teaching.html

Provides numerous links, among which is a link to special education resources by state.

Text Resources for Educators

Title

Author

Publishing Information

Description

Alternative Assessment

South-Western Educational Publishing, 2000

ISBN: 0-538-69096-8

Contains a concise explanation of the spectrum of assessment tools, including the selected response and constructed response types of assessments in traditional classroom testing, as well as performance-based assessments, which include product assessment, performance assessment and observations and interviews. Also includes a list of Internet resources, text references and sample rubrics for scoring alternative assessments.

Business Math Activity Masters

South-Western Educational Publishing, 2000

ISBN: 0-538-96722-6

Contains activity sheets of example and practice problems for duplication in addition to answer keys.

Communications Activity Masters

South-Western Educational Publishing, 2000

ISBN: 0-538-96723-4

Contains activity sheets that include feature information, corresponding questionnaires and solutions.

Developing a Marketing Plan

Packer, Dr. Arnold

Johns Hopkins University and South-Western Educational Publishing, 2001

ISBN: 0-538-69820-9

Is a multimedia approach that takes you through a series of activities in the development of a marketing plan for a particular company called City Tours.

Distance Learning

South-Western Educational Publishing, 2000

ISBN: 0-538-69719-6

Contains a concise introduction to distance learning, an overview of low-end and high-end technologies used in distance learning, Internet resources, an introduction to the Internet for novice users, and various activities to familiarize a novice with the concept of long distance learning.

Diverse Populations and Learning Styles

South-Western Educational Publishing, 2000

ISBN: 0-538-69098-4

Includes a concise description of the following types of learners: gifted, limited English proficient, specific learning disability, at-risk, visually impaired, hearing impaired, ADHD, and dyslexic students. Includes an explanation of various styles of learning, including print, visual, auditory, tactile, and kinesthetic learners. Also includes descriptions of the physical and social learning environments. Lists Internet resources and text references.

E-Commerce

Oelkers, Dotty Boen

South-Western, 2002

ISBN: 0-538-69880-2

Covers description of e-commerce, B2B, careers, functions of e-marketing, and legal and ethical issues.

Ethics Activity Masters

South-Western Educational Publishing, 2000

ISBN: 0-538-96726-9

Includes various scenarios and questions the legality of the practice, whether or not company policies or professional standards are violated and includes solutions.

Hospitality Marketing

Kaser, Ken & Freeman, Jackie Todd

South-Western, 2002

ISBN: 0-538-43208-X

Covers description of hospitality marketing, types and functions of hospitality marketing, and careers.

International Business Activity Masters

South-Western Educational Publishing, 2000

ISBN: 0-538-96718-8

Contains activity sheets that include feature information, corresponding questionnaires and solutions.

Involving Parents and the Community

South-Western Educational Publishing, 2000

ISBN: 0-538-69099-2

Contains concise information for establishing and maintaining parent communication, including voice mail, e-mail, pre and post conferencing, and volunteerism. Also includes concise information for establishing corporate involvement for professional development opportunities as well as student support. Includes sample communication forms and Internet resources.

Marketing

Burrow, James L.

South-Western, 2002

ISBN: 0-538-43232-2 (Student Edition)

ISBN: 0-538-43238-1 (Teacher's Wraparound Edition)

Covers the marketing concept; economics; marketing research; customer behavior; competition; e-commerce; marketing strategy; product development; service marketing; resale; distribution; pricing; promotion; advertising; selling; global economics; managing risk; financing; entrepreneurship; and careers.'

Marketing Activities and Study Guide: Instructor's Edition

Burrow, James L.

South-Western, 2002

ISBN: 0-538-96950-4

Contains activities and quizzes aligned with the lessons in each chapter of Marketing.

Marketing Chapter Tests: Instructor's Edition Burrow, James L. South-Western, 2002

ISBN: 0-538-96951-2 Contains true-false, multiple choice, numeric response, completion, short answer and essay questions on each test for each chapter of Marketing.

Marketing and Essential Math Skills

Stull, William A.

South-Western Educational Publishing, 1999

ISBN: 0-538-68113-6

Covers essential math skills; spreadsheets, charts, and tables; buying and receiving; invoicing; discounting; markups, markdowns, and fractional quantities; electronic sales registers (ESRs); sales transactions; physical and perpetual inventories; calculating costs for advertising; calculating measures of central tendency; the marketing research process; net income and loss; income statements; gross margin as a percentage of sales; and balance sheets.

Marketing Essentials, 3rd Edition

Farese, Lois Schneider, Kimbrell, Grady & Woloszyk, Carl A.

Glencoe/McGraw-Hill, 2002

ISBN: 0-02-644191-8 (Student Edition)

ISBN: 0-07-824951-1 (Teacher's Wraparound Edition)

Covers the world of marketing; economics; business and international marketing, academic concepts and skills; selling; promotion; distribution; pricing; marketing information management; product and service management; entrepreneurship and finance; and career and professional development.

Marketing Lesson Plans

Burrow, James L.

South-Western, 2002

ISBN: 0-538-96952-0

Contains lesson plans for each lesson in each chapter of *Marketing*.

Sports and Entertainment Marketing

Kaser, Ken & Oelkers, Dotty Boen
South-Western Educational Publishing, 2001
ISBN: 0-538-69477-7

Covers description of sports and entertainment marketing, college and amateur sports, professional sports, functions of sports and entertainment marketing, and legal issues.

Strategies for Block Scheduling

South-Western Educational Publishing, 2000
ISBN: 0-538-69101-8

Includes concise descriptions of various types of block schedules, including 4X4, A/B, Copernican, 75-15, 75-15, and trimester plans. Includes Internet resources and text references.

Test Preparation and Study Skills

South-Western Educational Publishing, 2000
ISBN: 0-538-69100-X

Provides concise descriptions of developing and reinforcing study skills, tips for taking tests. Also include student handouts.

Using Technology and the Internet

South-Western Educational Publishing, 2000
ISBN: 0-538-690967-6

Contains concise descriptions of teaching tools and student activities, including word processing, desktop publishing, spreadsheets, databases, presentation graphics, integrated software, and the Internet.

ESL Resources for Educators

Adult Education ESL Teachers Guide

<http://humanities.byu.edu/elc/Teacher/TeacherGuideMain>

Contains a general orientation, lessons for beginners and advanced learners, and information for teaching non-literate adults.

Ask Eric Digest [under Vocational Education Business]

<http://www.askeric.org/Virtual/Lessons/>

Contains numerous lesson plans and provides an opportunity to submit lesson plans.

Awesome Library: Special Education

www.awesomelibrary.org/spec-ed.html

The *Awesome Library* provides only resources that have been reviewed and found to be of high quality for our users. In that sense, all of the resources are highly rated at the time of review.

Center for the Study of Autism

www.autism.org

The Center provides information about autism to parents and professionals, and conducts research on the efficacy of various therapeutic interventions. Much of our research is in collaboration with the Autism Research Institute in San Diego, California.

Children and Adults with Attention Deficit Disorders

chadd.org

With over 20,000 members and over 200 affiliates nationwide, CHADD is the leading non-profit organization serving individuals with Attention Deficit/ Hyperactivity Disorder (AD/HD). Provides science-based, evidence-based information for parents and professionals.

Children With Disabilities

www.childrenwithdisabilities.ncjrs.org

The *Children With Disabilities* Web site offers families, service providers, and other interested individuals information about advocacy, education, employment, health, housing, recreation, technical assistance, and transportation covering a broad array of developmental, physical, and emotional disabilities.

Children With Special Needs

<http://www.children-special-needs.org>

Primarily a parent site, information is provided related to vision impairments.

Dave's ESL Cafe on the Web

<http://www.pacificnet.net/~sperling/eslcafe.html>

Contains a job forum, teacher forum and student forum, idioms, phrasal verbs, quizzes and much more.

English Club Teacher's Room

<http://www.englishclub.net/teachers/index.htm>

Contains resources for students, teachers and schools. Includes exercises in grammar, vocabulary and pronunciation, lesson plans, professional development, texts and more.

English Grammar Links for ESL Students

<http://www.gl.umbc.edu/~kpokoy1/grammar1.htm>

Students can get answers to questions about prepositions and how to use the future tense, practice for a grammar test through links to [grammar references](#), [exercises](#) and [quizzes](#) that can help! There is also a teacher resource section.

ESL Standards for PreK-12 Students

<http://www.tesol.edu/assoc/k12standards/it/01.html>

Sponsored by Teachers of English to Speakers of Other Languages (TESOL).

Especially Espanol

<http://www.kn.pacbell.com/wired/espanol/>

This web site is based on the *Hot Internet Sites in Español* presentation. Various links are followed with suggestions given along the way as to how they can be incorporated into a learning environment. It is divided up into four sections.

DO-IT—Work Transition programs for older students

<http://www.washington.edu/doi/>

The DO-IT pages form a living document and are regularly updated. The goal is to make this Web site universally accessible. The use of graphics and photos is minimized and, when included, have descriptions provided. Video clips are open captioned, providing access to users who can't hear the audio. Suggestions for increasing the accessibility of these pages are welcome. Site provides resources for educators and the use of technology to maximize independence, productivity and participation of people with disabilities.

Electronic Textbook: Bilingual Education

<http://www.ecsu.ctstateu.edu/depts/edu/textbooks/bilingual.html>

This site provides support for bilingual education.

Federal Resource Center for Special Education

www.dssc.org/frc/

Contains information about the FRC, conferences, federal resources, IDEA, publications, RRFC network, and provides technical assistance.

Interesting Things for ESL Students

<http://www.manythings.org>

A fun study site for students of English as a Second Language. Contains word games, puzzles, quizzes, exercises, slang, proverbs and much more.

Karin's ESL Party Land

<http://www.eslpartyland.com>

Contains **student pages** with over 75 interactive quizzes, 15 discussion forums, interactive lessons on a variety of topics, a chat room, and lots of great links. The **teacher side** provides loads of lesson plans and reproducible materials to use in class. We also have discussion forums, ideas for communicative practice activities, a chat room, a job board, links, and more.

Learning Disabilities Online

<http://www.ldonline.org>

Web site for parents, teachers and other professionals-provides resources related to learning disabilities. Also in Spanish.

Multicultural Book Review

<http://www.isomedia.com/homes/jmele/homepage.html>

Contains 8 educational links, 26 multicultural links, and numerous book reviews categorized by ethnicity. Includes text book reviews also.

National Information Center for Children and Youth with Disabilities

<http://www.nichcy.org/>

NICHCY is a Web site designed to share information about disabilities in children and youth.

National Clearinghouse for Bilingual Education

<http://www.ncbe.gwu.edu/http://ncela.gwu.edu>

Funded by the US Department of Education-Office of Language Acquisition. Contains legislation information, LEP demographics, state resources, conference information, and promotes cultural understanding.

Pacific Bell's Blue Web'N

<http://www.kn.pacbell.com/wired/bluewebn/categories.html>

Contained within the Foreign Language area of the Web site, there are 26 links, complete with brief descriptions, to ESL Web sites.

PIZZAZ!

<http://darkwing.uoregon.edu/~leslieob/pizzaz.html>

A Resource for scribblers and teachers of English as a Second Language.

Purdue Writing Lab

<http://owl.english.purdue.edu/>

Provides ESL resources, handouts, and exercises.

Sign Writing Site

signwriting.org

Provides information related to sign writing and ten sign writing related Web sites.

Special Education Resources on the Internet (SERI)

<http://seriweb.com>

Special Education Resources on the Internet (SERI) is a collection of Internet accessible information resources of interest to those involved in the fields related to Special Education. This collection exists in order to make on-line Special Education resources more easily and readily available in one location.

Special Needs Education Network

<http://www.schoolnet.ca/sne>

Is an Internet service providing resources for parents, teachers, schools, and other professionals, individuals, groups, and organizations involved in the education of students with special needs.

TESOL Online

<http://www.tesol.edu>

Teachers of English to Speakers of Other Languages (TESOL) is a Web site that provides support and resources for both the field itself and the professional association.

Washington State University-ESL Help

<http://www.wsu.edu/~gordonl/ESL/>

Designed by Washington State University professor. Contains 12 links to other ESL sites

Communications Media Web Sites

ABC News

www.abcnews.go.com

Arizona Republic

www.arizonarepublic.com

CNN Interactive

www.cnn.com

Discovery Channel Online

www.discovery.com

History Channel

www.thehistorychannel.com

Newsday

www.newsday.com

The Weather Channel

www.weather.com

USA Today Education

www.usatoday.com/educate/home.htm

Career Development

Arizona Career Resource Network (AzCRN) .

Arizona's career resource network for career exploration, college information, employability skills, job opportunities, Arizona labor market information, post secondary options, career advice.

www.ade.az.gov/cte/azcrn

2002/2003 Arizona Career & Educational Guide.

The guide is in a pdf format on the Web and can be downloaded & printed.

<http://www.ade.az.gov/cte/azcrn/counselors.asp>

Career Exploration

www.flipdog.com

career Planning, Exploration, Readiness

Career Information System

Provides information on careers, occupations, job search, self-employment, financial aid, programs of study, IDEAS Assessment, assessment link, O*NET Interest Profiler, etc.

<http://cistrial.intocareers.org>

Career Mosaic

<http://www.careermosaic.com>

same site as http://www.careerbuilder.com/Job_Seeker/Index.htm?siteid=cmhme

search over 400,000 jobs, browse by fields of interest, post a resume, obtain advice and resources.

Career Planning Resources

www.careerplanningservices.com

career Planning, Exploration & Readiness

Career Resource Home Page

www.careerresources.net

career Planning, Exploration & Readiness

Career Web Resources

www.employmentguide.com

career Planning, Exploration & Readiness

Clark, Marilyn; Mchalley, John; St. John, Michael; and Weihmann, Jan Hart. *You're Hired!*

Eggland, Steven A. and Williams, John W. *Human Relations at Work*. Cincinnati, OH: Southwestern Publishing Company, 1993. ISBN 0-538-61092-1.

Ferrett, Sharon K. *Strategies: Getting and Keeping the Job You Want*. New York, NY: Glencoe McGraw-Hill. ISBN 0256-14229-7.

Career Preparation

Instructional Resources

Marketing, Management and Entrepreneurship 2006

Find the Perfect Job

www.dynamic.aol.com

Career Planning, Exploration & Readiness

Interviewing Tips

www.virtualville.com/employment_agency

Job Interviewing Tips and Tricks

www.jobsontheweb.com

Career Planning, Exploration & Readiness

Job Search

www.monster.com

Career Planning, Exploration & Readiness

Lakeshore Basics and Beyond Catalog.

A variety of academic information related to the world of work and job ready skill information.

www.lakeshorelearning.org

Military, Money, and Job Search Information

www.myfuture.com

Career Planning, Exploration & Readiness

Occupational Outlook Handbook

<http://www.bls.gov/oco/>

The *Occupational Outlook Handbook* is a nationally recognized source of career information, designed to provide valuable assistance to individuals making decisions about their future work lives. Revised every two years, the *Handbook* describes what workers do on the job, working conditions, the training and education needed, earnings, and expected job prospects in a wide range of occupations.

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The Career Advisor

www.careerlab.com

Career Planning, Exploration & Readiness

Search Engines

37.com

A search engine with fast and powerful information on a variety of topics

Ask Jeeves

www.askjeeves.com

Search Engine

Britannica.com

www.britannica.com

Search Engine

Dogpile

www.dogpile.com

Search Engine

Excite

www.excite.com

Search Engine

Google

www.google.com

Mamma

www.mamma.com

Search Engine

Northernlight.com

www.northernlight.com

Search Engine

Yahoo

www.yahoo.com

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