

MARKETING AND DIVERSIFIED EDUCATION

DIVERSIFIED EDUCATION

GRADES 9-12

DIVERSIFIED CAREER TECHNOLOGY

South-Western,
Bailey

Working: Career Success For The 21st Century,
2003/3e

MAJOR TOOL:		
0538699663	Working: Career Success for the 21 st Century	44.00
0538699752	Instructor's Edition	*75.00
ANCILLARIES: *1 PER TEACHER		
0538699698	Student Working Papers and Exploration Package (consumable)	14.00
053869971X	Instructor's Resource Box	*275.00
FREE ITEMS: *1 PER TEACHER		
053869968X	ExamView Pro (CD-ROM)	*
0538699744	Instructor's Resource CD	*
0538699728	Instructor's Edition, Working Papers	*

State Committee recommended notations: None
Approach: Text presents information on how to prepare for work and life through career planning, money management, and independent-living techniques. Revision of Working: Learning a Living.
Recommended for: Students in grades 9-12.
Suggested instructional time: one to two semesters.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

DIVERSIFIED CAREER TECHNOLOGY PRINCIPLES

Glencoe/McGraw-Hill,
Kimbrell, et al

Succeeding in the World Of Work, 2003/7e

MAJOR TOOL:		
0078280338	Student Edition	44.97
0078280346	Teacher's Wraparound Edition	*62.97
FREE ITEMS: * 1 PER TEACHER		
0078297001	Student Workbook, Teacher Annotated Edition	*
0078297036	Teacher's Resource Binder	*

0078297028	Assessment	*
0078297044	Interactive Lesson Planner CD-ROM	*

State Committee recommended notations: None
Approach: Text was written to prepare students to be successful in today's rapidly changing workplace. Emphasis is on workplace skills, technology and understanding and working with cultural differences.
Recommended for: Students in grades 9-12.
Suggested instructional time: One to two semesters.
Consultant services: Upon request by contacting Florida Regional Sales Office at (813) 630-1322.
Adopted: 2004-2010

Goodheart-Willcox,
Littrell, Lorenz, and Smith

From School To Work © 2004, 2004/6e

MAJOR TOOL:		
1566379687	From School to Work © 2004	40.98
1566379709	Student Activity Guide	8.97
ANCILLARIES: ▲ 1 PER TEACHER		
1566379717	Teacher's Resource Guide	▲43.50
FREE ITEMS: *1:25		
1566379695	Teacher's Annotated Edition	▲48.00
1566379725	Teacher's Resource Portfolio	*97.50
1566379733	Teacher's Resource CD w/ G-W Test Creation Software	*142.50

State Committee recommended notations: None
Approach: Text is traditional in approach and is designed to help students make smooth transitions from their classrooms to meaningful jobs.
Recommended for: Students in grades 9-12.
Suggested instructional time: One to two semesters.
Consultant services: Limited in-service is available. Contact Florida representative.
Adopted: 2004-2010

MARKETING EDUCATION, GRADES 9-12

ACADEMY OF ENTREPRENEURSHIP CLUSTER

PRINCIPLES OF ENTREPRENEURSHIP

Glencoe/McGraw-Hill,
Allen

**Entrepreneurship and Small Business
Management, 2000/2e**

MAJOR TOOL:		
0026440687	Student Edition	45.99
0026440695	Teacher Annotated Edition	*56.49

FREE ITEMS: * 1 PER TEACHER		
0026440725	Teacher Classroom Resources	*
0026440709	Student Activity Workbook	*
0026440814	Webworks, Student Edition	*
0026406217	Multimedia Yearbooks	*
0026406225	Multimedia Yearbooks, Teacher's Resource Binders	*
0026440792	Software Applications w/WIN-MAC Disks and User Guide	*
0026440768	Assessment Package (WIN/MAC)	*
0026440776	PowerPoint Presentation Resource	*

State Committee recommended notations: None
Approach: The text contains six units providing information on planning, managing, marketing and growing a business.
Recommended for: Students in grades 9-12.
Suggested instructional time: One semester or 150 hours.
Consultant services: Upon request by contacting Florida Regional Sales Office at (813) 630-1322.
Adopted: 2004-2010

**South-Western,
Greene**

Entrepreneurship: Ideas In Action, 2004/2e

MAJOR TOOL:		
053843600X	Entrepreneurship: Ideas in Action	47.00
0538436018	Annotated Instructor's Edition	*75.00
ANCILLARIES:		
0538436026	Student Workbook	14.00
0538436077	Instructor's Resource Box	*275.00
FREE ITEMS: * 1 PER TEACHER		
0538436034	Chapter Tests (consumable)	*
0538436107	Product Support Website	*
0538436093	Instructor's Resource CD	*
0538436085	ExamView Pro (CD-ROM)	*

State Committee recommended notations: None
Approach: Text takes students through the entire process of running their own business. Creating a business plan is covered extensively and each chapter includes a business plan project.
Recommended for: Students in grades 9-12.
Suggested instructional time: One to two semesters.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

BUSINESS MANAGEMENT AND LAW - NONE

BUSINESS OWNERSHIP

**Glencoe/McGraw-Hill,
Brown, et al**

Introduction To Business, 2003/5e

MAJOR TOOL:		
0078258596	Student Edition	49.47

0078258685	Teacher Wraparound Edition	*76.95
FREE ITEMS: * 1 PER TEACHER		
0078304180	Interactive Lesson Planner CD-ROM	*
0078275032	Teacher Resource Binder	*
0078275113	Integrated Software Simulation™	*
007827513X	PuzzleMaker CD-ROM	*
0078275091	Transparency Binder	*
0078275083	Assessment Binder	*

State Committee recommended notations: None
Approach: Text correlates with the National Business Education standards and SCANS competencies as well as integrates curriculum with other subject areas including language arts, math, history/social science, science and technology.
Recommended for: Students in grades 9-12.
Suggested instructional time: One year.
Consultant services: Upon request by contacting Florida Regional Sales Office at (813) 630-1322.
Adopted: 2004-2010

**South-Western,
Weeks/Boyer**

Mean Jeans Manufacturing Co., A Business Community Simulation, 2002/3e

MAJOR TOOL:		
0538432047	Student Reference Book	17.00
0538432055	Operations Manual (consumable)	57.50
0538432063	Supplies and Resources CD	250.00
ANCILLARIES: * FREE 1 PER TEACHER		
0538432071	Annotated Instructor's Edition	*37.00

State Committee recommended notations: Appropriate for 11-12 grade students.
Approach: Instruction is a work flow simulation based on the operations of an imaginary small business community. Students act as managers of various businesses and learn by being responsible for daily operations.
Recommended for: Students in grades 9-12.
Suggested instructional time: One to two semesters.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

ACADEMY OF FINANCE CLUSTER

FINANCIAL PLANNING

**South-Western,
Ryan**

Managing Your Personal Finances, 2002/4e

MAJOR TOOL:		
0538699582	Managing Your Personal Finances	44.00
0538699655	Instructor's Annotated Edition	*110.00

	ANCILLARIES:	
0538699612	Student Activity Guide (workbook)	17.75
0538699647	Instructor's Resource Box	*250.00

	FREE ITEMS: * 1 PER TEACHER	
0538699639	Student Technology CD	*
0538699620	Tests (consumable)	*
0538699590	ExamView Pro (CD-ROM)	*
0538699604	CNN Looks at Managing Your Personal Finances (Video)	*
0538434481	Planning Tools (CD-ROM)	*

State Committee recommended notations: None
Approach: Text informs students of their financial responsibilities as a citizen, student, family member, consumer, and active participant in the business world.
Recommended for: Students in grades 9-12.
Suggested instructional time: Two semesters.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

ACADEMY OF INTERNATIONAL MARKETING CLUSTER

MARKETING ESSENTIALS

Glencoe/McGraw-Hill,
Farese, et al

Marketing Essentials, 2002/3e

	MAJOR TOOL:	
0026441918	Student Edition	49.50
0078249511	Teacher Wraparound Edition	*62.49

	FREE ITEMS: * 1 PER TEACHER	
0078275806	Teacher Classroom Resources	*
0078249627	Interactive Lesson Planner CD-ROM	*
0078249600	PowerPoint Presentation Resource	*
0078249619	Assessment Package	*
0078259754	Marketing Research Project Student Workbook	*

State Committee recommended notations: None
Approach: Text is correlated to the National Marketing Education Standards and provides students with hands-on enrichment and assessment activities.
Recommended for: Students in grades 9-12.
Suggested instructional time: One year.
Consultant services: Upon request by contacting Florida Regional Sales Office at (813) 630-1322.
Adopted: 2004-2010

South-Western,
Burrow

Marketing, 2004/1e

	MAJOR TOOL:	
0538435763	Marketing	48.00
0538437626	Instructor's Wraparound Edition	*75.00

	ANCILLARIES:	
0538432349	Teacher's Resource Box	*250.00

	FREE ITEMS: * 1 PER TEACHER	
0538432365	Chapter Tests (consumable)	*
0538432357	Activities and Study Guide (workbook)	*
0538432330	ExamView Pro (CD-ROM)	*
0538432373	Instructor's Resource CD	*

State Committee recommended notations: None
Approach: Text integrates DECA competencies for competitive event preparation. It focuses on professional development, customer service, and technology as keys to success.
Recommended for: Students in grades 9-12.
Suggested instructional time: One Year
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

INTERNATIONAL MARKETING 1

South-Western,
Dlabay & Scott

International Business, 2001/2e

	MAJOR TOOL:	
0538698551	International Business	45.50
0538698608	Annotated Instructor's Edition	*99.00

	ANCILLARIES: * 1 PER TEACHER	
0538698578	Activities and Study Guide (workbook)	15.00
0538432845	Instructor's Resource Book	*25.00

	FREE ITEMS: * 1 PER TEACHER	
0538698594	CNN Looks at Diversity in International Business (Video)	*
0538432667	ExamView Pro (CD-ROM)	*
0538698586	Chapter Tests (consumable)	*
0538432837	Instructor's Resource CD	*

State Committee recommended notations: None
Approach: Text is new edition of Business in a Global Economy. It provides the foundation for studying international business and the many aspects of conducting business in the global economy.
Recommended for: Students in grades 9-12.
Suggested instructional time: 75 to 150 hours.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

MARKETING AND SALES CLUSTER

INTERNET MARKETING

Course Technology,
McLaren & McLaren,

E-Commerce Basics, 2004/2e

0619059427	MAJOR TOOL: E-Commerce BASICS	27.25
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0619055650	ANCILLARIES: *FREE 1 PER TEACHER Instructor Resources (CD-ROM)	*18.50
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State Committee recommended notations: None
Approach: The text shows how fundamental business concepts apply to the world of e-commerce. It shows how to build and maintain a commercial Website and includes end of chapter projects.
Recommended for: Students in grades 9-12.
Suggested instructional time: One Semester
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

ACADEMY OF FASHION MARKETING CLUSTER

FASHION ESSENTIALS

Goodheart-Willcox,
Wolfe

The World of Fashion Merchandising © 2003, 2003/2e

1566378915	MAJOR TOOL: The World of Fashion Merchandising © 2003	41.97
1566378923	Student Activity Guide	9.96

1566378931	ANCILLARIES: Teacher's Resource CD	36.75
156637894X	Teacher's Resource Portfolio	99.00
0130335746	WIN PH Test Manager	*

State Committee recommended notations: Appropriate for 11-12 grade students.
Approach: Text brings to life the business aspects of the fashion world. It presents the basics of market economics, textiles, design, and promotion.
Recommended for: Students in grades 9-12.
Suggested instructional time: 150 hours to one year.
Consultant services: Limited in-service is available. Contact Florida representative.
Adopted: 2004-2010

HOSPITALITY AND TOURISM CLUSTER

HOSPITALITY PRINCIPLES

Delmar Learning,
Chon & Sparrowe

Welcome to Hospitality. . .An Introduction 200/2e

0766808505	MAJOR TOOL: Welcome to Hospitality...An Introduction	69.00
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0766808513	ANCILLARIES: * 1:25 Instructor's Manual	*13.25
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State Committee recommended notations: None
Approach: The text provides an overview of the major segments of the hospitality, travel and tourism industries. "Graduate Profiles" features have been expanded to be more representative of all industry sectors and regions.
Recommended for: Students in grades 9-12.
Suggested instructional time: 150 hours to one year.
Consultant services: Available by request upon adoption and purchase.
Adopted: 2004-2010

Goodheart-Willcox,
Reynolds

Hospitality Services: Food And Lodging 2004/1e

1590701526	MAJOR TOOL: Hospitality Services: Food and Lodging	39.96
1590701534	Student Activity Guide	9.96

1590701526	ANCILLARIES: *1: TEACHER Hospitality Services: Food and Lodging	*
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State Committee recommended notations: None
Approach: The text presents an overview of the hospitality industry. It then concentrates on the roles and responsibilities of various workers in restaurants and hotels.
Recommended for: Students in grades 9-12.
Suggested instructional time: 150 hours.
Consultant services: Limited in-service is available. Contact Florida representative.
Adopted: 2004-2010