O.zone

ONLINE OPPORTUNITIES & OPTIONS ™

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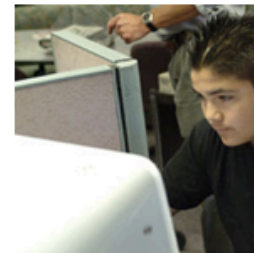
Welcome to O•Zone

O•Zone is a comprehensive suite of online tools, resources, licensed and locally developed content designed to optimize learning and teaching for student and professional learners.

O•Zone is hosted and developed through a collaborative partnership of Region 5:

- Monterey County Office of Education
- San Benito County Office of Education
- Santa Clara County Office of Education
- Santa Cruz County Office of Education

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my•cte

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Purpose: Course curriculum that CTE teachers are free to use in their class.

Details:
Give students access to high quality, standards-based, content-driven CTE learning experiences that expand the boundaries of the classroom. Teachers can access my•cte, free course curriculums developed by CTE teachers and delivered through Moodle. Teachers can enroll students in a course and take advantage of the web-based lessons and tools for use in distance learning or integrating into face-to-face classes. Teachers can use lessons, units or the entire curriculum to integrate CTE standards-based project based learning, differentiate instruction, and provide flexible learning solutions.

These courses were developed with funding awarded to Region V from the California Department of Education SB 70 Distance Learning grant, which funded California community colleges, state universities, and state agencies to develop, implement, distribute and support participation in Career Technical Education courses at a distance for residents in areas of rural California.

Semester courses include: Marketing I and II, Green Careers, Entrepreneurship, Accounting and Environmental Horticulture.

Request a Course
Email admin@r5ozone.org with the following information:

http://moodle.r5ozone.org/course/category.php?id=33

Address Book ▾ Your Email – Cruzio Frank Scott Krueger CTE Online California C...: CTE Online Infinite Campus Web Teacher...ance Login Course: HHS ...ic Design I Harbor »

You are logged in as Pam Falke (Logout)

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o.zone_moodle ▶ Course categories ▶ Career Technical Education

[Turn editing on]

Assign roles

Course categories: [Career Technical Education ▾]

Course Fullname 101

CTE Accounting

CTE Entrepreneurship

CTE Topics in Environmental Horticulture

CTE Topics in Green Careers

CTE Marketing I

CTE Marketing II

[Re-sort courses by name]
[Add a new course]

Search courses: [   ] [Go]

Q▾ Google

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Switch role to...   Turn

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Search Forums
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Advanced search ❓

Administration
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🏠 Settings
🔑 Assign roles

Topic Outline

🗣 News forum

CTE Marketing I

Before You Start
Marketing 1 Course Description
📄 Do you know what you are getting into?
🔲 Integrity

Latest news
Add a new topic...
(No news has been pos
yet)

Upcoming Events
There are no upcoming
events

Go to calendar...
New Event...

Recent activity
Activity since Sunday,
February 6, 2011, 10:
AM

Full report of recent
activity...

Nothing new since you
login

Unit 6. Consumer Behavior

Lessons

http://moodle.r5ozone.org/file.php/185/unit6.2buyingmotivesandbehavior.pdf   ⟳   Q▾ Google

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MARKETING 1. UNIT 6 CONSUMER BEHAVIOR

Unit 6.2 What motivates buyers and how do they make decisions?

Buying Motives

Buying motives are the underlying psychological conditions that influence people's buying behavior. There are three categories of buying motives, emotional, rational, patronage.

Emotional Motives

Emotional motives are based on feelings, attitudes or beliefs. Emotional motives are very strong and include the influences of love, guilt, fear, passion, anger, jealousy, envy, etc. For example, marketers present flowers and chocolate for Valentine's day because consumers are motivated by the desire to be loved which is a very strong emotional motivator. Fear of harm encourages the purchase of the safest cars for families and alarm systems for homes.

Rational Motives

Rational Motives are based on facts or logic in deciding on a purchase. Some factors in rational motives are durability, price, time-saving and other features such as warranties, upgrades and added value such as bundled products like MacBooks bundled with iPods and printers.

Patronage Motives

Patronage motives are based on loyalty and/or habit. Consumers become loyal to a brand or business. You may buy the same brand of toothpaste or car as your parents out of habit or because you grew up thinking that product was the best because your family thought it was the best.

Consumer decision-making

Consumers go through a step-by –step process when making a purchase decision. They may or may not be conscious of the process and the process can be completed in an instant or carefully considered. The process is:

1. Problem recognition. The consumer recognizes a need or want as a problem to be solved.

2. Information Search. The consumer gathers information about the alternative solutions.

3. Evaluation of Alternatives. The consumer evaluates, compares, contrasts and ranks alternatives.

Unit 6 Assignment
Consumer Behavior Assignment

Objectives:

1. Understand basics of the psychology of consumer behavior

2. Understand Maslow's Hierarchy of needs

3. Explore what motivates buyers

4. Understand types of decisions and the

   decision-making process

Assignment 1:
Answer the following questions based on the product you are working on.

1. Does your product satisfy a consumer want or need?

2. What is consumers' want or need that your product satisfies?

3. Explain the need in terms of Maslow's theory.

4. Explain the buying motive(s) your consumer will most likely experience. Will it be emotional, rational or patronage, or a combination?

5. Explain the specific considerations in the five-step decision making process that your customer is likely to experience. e.g. explain specific problem recognition, such as, "My friends all skate, I need a skateboard to belong to that group".

6. Explain what type of decision-making your product requires.

7. Describe the influences on your customers' decision to buy your product.

Write a summary of your target market's consumer behavior based on your research and understanding of consumer behavior.

Create Microsoft Word Document, carefully save and file your work, submit it in the way your instructor requires.

○○○   Google Translate

◄ ► + 🔒 http://translate.google.com/translate_t?hl=EN&ie=UTF-8&text=Bonjour+Emilie%0D%0AWe+are+leaving+for+Paris+today%2C+we+have+%0D9   ↻   🔍▾ Google

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       Course: CTE Marketing I   Google Translate   +

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English to Spanish translation

Unit 6 Understand basics of consumer behavior Objectives 1. Understand basics of the psychology of consumer behavior 2. Understand Maslow's Hierarchy of needs 3. Explore what motivates buyers 4. Understand types of decisions and the decision-making process Want it, need it, gotta have it? Why? How? When? The study of consumer behavior is the psychology behind what people buy, why they buy it, how they shop, how they make purchase decisions and how marketers can help their organizations improve their marketing strategies and profits.	Unidad 6 Entender conceptos básicos del comportamiento del consumidor Objetivos 1. Entender conceptos básicos de la psicología del comportamiento del consumidor 2. Comprender la jerarquía de necesidades de Maslow 3. Descubra lo que motiva a los compradores 4. Comprender los tipos de decisiones y el proceso de toma de decisiones Quiere, lo necesita, tengo que tener? ¿Por qué? ¿Cómo? ¿Cuándo? El estudio del comportamiento del consumidor es la psicología detrás de lo que la gente compra, ¿por qué lo compran, cómo compran, cómo tomar decisiones de compra y cómo los vendedores pueden ayudar a sus organizaciones a mejorar sus estrategias de marketing y los beneficios.

http://moodle.r5ozone.org/mod/quiz/attempt.php?q=2373

Google

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CTE_Marketing_I: Unit 6 Quiz   Failed to open page

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Update this Quiz

Info   Results   Preview   Edit

Preview Unit 6 Quiz

Start again

1 ✎
Marks: --/2

The 3 categories of buying motives are:

Choose one answer.

   ○   a. Rational, Emotional, Whimsical

   ○   b. Patronage, Rational, Whimsical

   ○   c. Emotional, Rational, Patronage

   ○   d. Emotional, Rational, Sensible

Submit

2 ✎
Marks: --/2

The 3 types of decision-making subcategories are "routine, Limited, and Social".

Answer: ○ True

Unit 11. But wait! There's more!

Look!

Look in the resources and skills folders to find examples, interesting articles and great resources to help you understand marketing and excel in your assignments.

- Web Resources
- Statistics and Research Resources
- Business Management Resources
- Marketing and Advertising Resources
- Cool Stuff
- Business and Management Lectures
- Careers in Marketing and Advertising

- Accounting
- Entrepreneurship
- Green Careers
- Marketing 1
- Marketing 2
- Environmental Horticulture

MARKETING 1.
UNIT 1.2
4Ps OF MARKETING

The 4 Ps of Marketing

Objectives:
1. Understand the concept of marketing

2. Become familiar with the Four P's of marketing

The 4 P's constitute the basic concerns of marketing. They consist of Product, Price, Promotion, and Place (Distribution).

Product: A "product" is anything tangible that is offered to a market by a business based on needs. It's prudent to remember that people in the business world view a product differently than consumers do. Often business professionals view products as any product offered to a market, whereas consumers view products as a means to satisfy their needs. Marketing is concerned with the consumers' needs and/or wants. In short, a product can be a person, place, thing, idea, event or experience.

Price: The "price" is the currency a customer must pay for a service or product. Often price relates to money but it can also be in the form of time or an exchange of services or commodities.

Promotion: Any form of communication used to persuade, inform, or remind consumers about an organization's services or goods. On a weekly basis, the average person is exposed to over 3,000 promotional messages, which means that our lives are inundated with marketing promotions.

Place (Distribution): The process of getting the product to the customers in order to fulfill their needs. Distribution is the most challenging and costly part of marketing and is vital to the pairing of production and consumption, which is the foundation of a functioning free enterprise economy. Some examples of "place" or distribution are the physical places such as the store shelf, car lot, circus tent, ball park, and theater where your customer can get your product. Other "places" include the internet, home parties or your mail box.

Product | Price
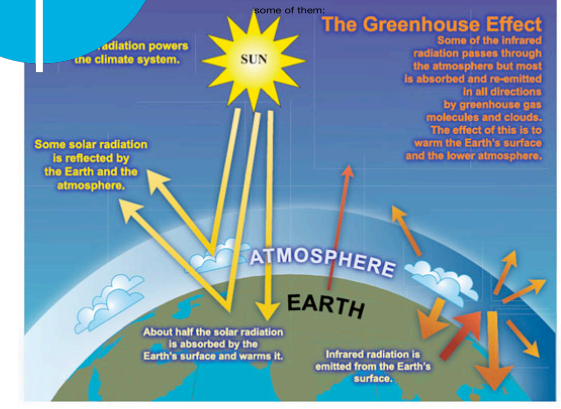The Marketing Mix
Promotion | Place

6.1 Primary Research Data

Sources of Primary Data

There are two main sources of data - *primary* and *secondary*.

Primary research is conducted from scratch. It is original and collected to solve the problem at hand.

Primary marketing research is collected for the first time. It is original and collected for a specific purpose, or to solve a specific problem. It is expensive, and time consuming, but is more focused than secondary research. There are many ways to conduct primary research. We consider some of them:

The Greenhouse Effect

SUN

...radiation powers the climate system.

Some of the infrared radiation passes through the atmosphere but most is absorbed and re-emitted in all directions by greenhouse gas molecules and clouds. The effect of this is to warm the Earth's surface and the lower atmosphere.

Some solar radiation is reflected by the Earth and the atmosphere.

ATMOSPHERE

EARTH

About half the solar radiation is absorbed by the Earth's surface and warms it.

Infrared radiation is emitted from the Earth's surface.

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CTE Entrepreneurship

Before You Start
- 📄 Entrepreneurship Course Description
- 🗔 Integrity

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eHow™

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Google™ Custom Search

⌂ **Family** **Food** **Health** **Home** **Money** **Style** **More**   **Commu**

This Season: **Tax Time**

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Top 5 To Try

How to Write an Executive Report in Summary Format

How to Write a Winning Executive Summary

How to Write an Executive Resume Summary

How to Write the Best Executive Summary

How to Write an Executive Summary

By an eHow Contributor

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An executive summary previews the main points of an in-depth report; it is written for nontechnical people who don't have time to read the main report. The executive report contains enough information for a reader to get familiarized with what is discussed in the

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🔊 Forums
🖥 Resources

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Administration
📝 Turn editing on
🛠 Settings
🔑 Assign roles
📋 Grades
👥 Groups
📷 Backup

Topic Outline
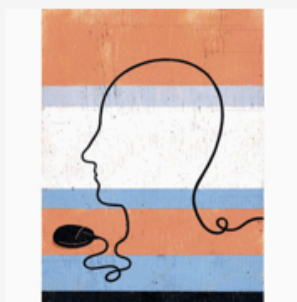
Graphic Design
(Computer Graphics)

🖥 Course Description
🌐 STANDARDS
🖥 STOCK PHOTO AND ILLUSTRATION SITES YOU MAY USE

Messages
👤 June Kadoyama   ✉ 1
Messages...

Latest news
Add a new topic...

08:34 AM, Mar 10
Pam Falke
        event poster more...

Older topics ...

Recent activity
Activity since Sunday, February 6, 2011, 11:03 AM
Full report of recent activity...

Nothing new since your last login

Calendar

Illustrator

Drawing with Illustrator

Perspective drawing

6

Type design

Logo design

BEST AND WORST LOGOS. WORD DOC.

Good logos. article and explanation

Your logo

Visual identity

Prepare logo for production

Learn more

tutorial web site 1

GOOD LOGO EXAMPLES

Children's book cover

7

Pen Tool Lesson

SIMPLE BOOK COVER

Complex book cover

http://moodle.r5ozone.org/mod/resource/view.php?id=27166

HHS ROP Design I: Complex book ...   Failed to open page

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o.zone_moodle ▶ HHS ROP Design I ▶ Resources ▶ Complex book cover

Update this Resou

Complex Book Cover
Consists of
Front cover
Front flap with story summary
Back cover
Back flap with author's picture and statement or "about the author"

Size, width, total including flaps, front and back covers
17" wide by 11" or less wide
Design considerations drive size.
See examples

A4 assignment:
Poetry book cover.

Create a striking cover for your English class poetry book.
Must include:
Original Title
Your name as author
A striking original image that you create using Illustrator (place and trace)
A photo of you showing your face on the back with an author's statement.
Image.
1. choose 1 photo from the stock photo file you have, do not surf the web.
2. this photo is inspiration and base for your illustration
3. simplify, choose a simple, elegant part of the photo to focus on, e.g. a flower, a tree, a face, an animal, try to find a photo that relates or symbolizes something in your own poetry.
4. "PLACE" this photo on an Illustrator file
5. create a new layer over it
6. Trace the image creating closed shapes, not open outlines.
7. Fill shapes with color
Production
delete base object photo layer
save illustration layer as transparent background eps. (you have instructions from logo production)

FINAL COVER.
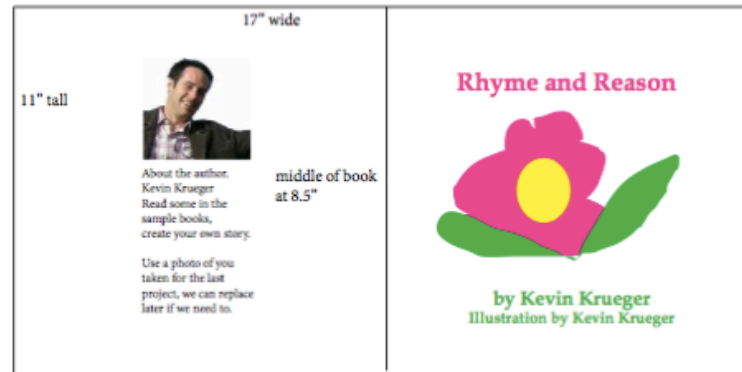InDesign, 17" wide by 11" tall (landscape tabloid)
Center line at 8.5"
Front cover on right side
Back cover with your photo and author's statement or "about the author" in left side.
Prepare to final InDesign file, we will proof and save to print pdf files.
We will print and bind your poems into the final cover.

Advanced students

Cabrillo College

Digital Media 1

Articulated college credit

DIGITAL MEDIA 1 (DM1) CABRILLO

1   DM1 Project 1

Project 1 ■ Job Report using the Web and Microsoft Word

DIGITAL MEDIA 1 · INTRODUCTION TO DIGITAL MEDIA

1

Goal

Use Craigslist <www.craigslist.org> to research digital media jobs. Gather descriptions about **three** interesting jobs to include in a basic **one-page** layout, created in Word. You will follow instructions and specifications for writing the report, formatting the page, setting type, and managing files. **Due at the next class meeting.** *No late work accepted.*

Deliverables

■ **In class**
Project 1 printout stapled to grading rubrics below, including your name where it says Student Name

■ **Digital files in Faculty DM 1 Project 1 Turn-in folder:**
lastname_P1 [Folder]
lastname_p1.rtf [Word document inside folder]

Grading Rubrics: 10 points possible

Put your **whole name** on the line below. **Check off completed tasks.** If a task is not checked off, it will be assumed it was not completed. Staple together all **Deliverables**, including these checked **Grading Rubrics** with your **whole name** as indicated below. Turn in all deliverables on deadline. *Projects will not be graded if the printed file and Grading Rubrics are not turned in or if the printed file is different from the digital file.* If you revise your digital file, print out the new revised page to turn in with your Grading Rubrics.

PRINT YOUR WHOLE NAME HERE.

Student Name ....

| ✓	Points Possible / Task Outcome	Points
	3 points awarded for writing your report on **three** jobs in your own words.	
	6 points awarded for creating a **one-page** layout that meets the required specifications for typeface, point size, style, type weight, linespacing, margins, and alignment.	
	1 point awarded for correctly **typesetting** your name, class day, project number and the date in the **footer** at the bottom of the page.	
	2 points will be subtracted from the final grade for each missing digital file or a digital file that contains no data.	
	1 point will be subtracted from the final grade for leaving out your **whole name** on the line above and for each incorrectly named digital file.	
	TOTAL POINTS AWARDED	

Project Steps

1 First, begin your online research on Digital Media jobs. Open a Web browser (Explorer, Mozilla, Firefox, or Safari, for example). Type in this URL to start your search: **www.craigslist.org**. Once at the Craigslist site, click on the Jobs category, then the subcategories for **art/media/design** or **web/info design**. Both sub-categories display Digital Media jobs.

2 Find **three jobs** that you are interested in and gather notes that include, at least:
1) the job title
2) what education is needed
3) how much experience is needed
4) what skills are needed
Include any other job requirements you find informative.

3 On the Desktop, create a new folder for Project 1 (Cmd/Shift N or File>New Folder) and name it **lastname_P1** using *your own last name* (such as: garcia_P1). You will save the Word document you are about to create into this folder.

4 Open Word. Choose a New Blank Document or, if a blank page does not appear automatically, you may start a new document from File>New Blank Document (Cmd/Ctrl N).

5 In Format>Document … (or File>Page Setup in some PC versions), use 1-inch margins top and bottom and 1.25-inch margins for both sides of the page, then click OK.

6 Press Cmd/Ctrl S (or File>Save) to **Save** your Word document. Name it **lastname_p1** using *your own last name* (as in: smith_p1). Note the lowercase p. Click on the arrow next to Save As.

> **NOTE: Mac and Windows keystrokes**
> Mac Command (Cmd) = Windows Control (Ctrl)
> Mac Option = Windows ALT

Use the drop-down menu in Save As to navigate to the Desktop, then double-click to open the **lastname_P1** folder you just created. If you forgot to make a folder before, click New Folder to make one now. In the Format drop-down menu, select
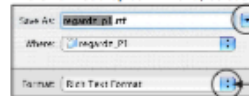
Rich Text Format (rtf). Click **Save**. Your **lastname_p1.rtf** file should now be saved into your **lastname_P1** folder.

7 Back in your Word document, go to View> Formatting Palette.

The settings in the Formatting Palette shown here are defaults that are meant to be changed based on type and formatting specifications. This palette may not be identical in all versions of Word.

8 At the top of the page, type in a main title heading: **Digital Media Jobs**. Using the Formatting Palette, format the heading so it is 18 point, left aligned, in a **sans serif** bold type face.

Type in the information about the three jobs you found on Craigslist. **Use your own words.** Use subheads for the names of each job, such as: Web Designer, Art Director, Graphic Designer, etc., then type the requested information and job requirements under the appropriate subheading.

Next, format the subheadings so they are 14-point, left aligned, and **sans serif** bold, using the same typeface as the main title heading. Use one sans serif font.

Format the body text so it is 10-point, left aligned, single spaced, and **serif** (not bold or italic). SAVE often so you don't lose your work. Use one serif font.

9 Under View>Header and Footer, type your name, class day, project number, and the date into the footer at the bottom of the page. Use the same font as the title in 8-point regular (not bold) sans serif. Try to make the page look as neat as possible

10 Spell check your document under Tools> Spelling. Once your are satisfied with your work, SAVE, then print.

At next week's class meeting, turn in your proofed and corrected printout **stapled** to the Grading Rubrics with your name.

Turn in two digital files: (1) your correctly named folder with (2) your correctly named document into the Faculty DM 1 Project 1 turn-in folder. **(NOT Blackboard)**

Sample **SANS SERIF** fonts:
• Arial
• Avant Garde
• Futura
• Helvetica
• Franklin Gothic

Sample **SERIF** fonts:
• Caslon
• Garamond
• Times
• Goudy
• Minion

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Options and Opportunities

We owe each student every option and opportunity available for access to the future they choose.

Academic courses are on-track to deliver these options online. CTE must do the same to assure that our students have Career and Technical Education options that expand the boundaries of the classroom.

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www.r5ozone.org

Thank You!

Kelly Schwirzke
Coordinator,
Instructional Technology
Region V
Santa Clara County Office of Education

Pam Falke-Krueger
CTE Instructor &
Curriculum Integration Specialist,
Marketing & Graphic Design
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