**Cassville High School**

**Course Learning Targets**

Course Name: Agribusiness Mgt./Agricultural Sales

Mark which semester the Learning Target is taught in. In the “Mastery Level” column, please place the expected mastery level for the Learning Target. This should be a well thought out % and evaluated annually when your data analysis has been completed.

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| **Semester** | **Learning Target** | **Partially** **Mastered** | **Mastery****Level** |
| 1st | 1. Students will be able to distinguish between macroeconomics and microeconomics and visualize the scope of the US food and fiber industry. | 70-79% | 80-100% |
| 1st | 2. Students demonstrate understanding of the economic principle of diminishing return. | 70-79% | 80-100% |
| 1st | 3. Students will demonstrate the economic principle of supply and demand. | 70-79% | 80-100% |
| 1st | 4. Students will demonstrate the economic principle of fixed and variable costs. | 70-79% | 80-100% |
| 1st  | 5. Students will demonstrate the economic principle of substitution. | 70-79% | 80-100% |
| 1st | 6. Students will demonstrate the economic principle of opportunity cost. | 70-79% | 80-100% |
| 1st | 7. Students will demonstrate the economic principle of time value of money. | 70-79% | 80-100% |
| 2nd | 1. Students will demonstrate the various selling environments used in sales. | 70-79% | 80-100% |
| 2nd | 2. Students will demonstrate how to build a relationship when performing a sale. | 70-79% | 80-100% |
| 2nd  | 3. Students will understand the characteristics of determining customer satisfaction. | 70-79% | 80-100% |
| 2nd | 4. Students will demonstrate the characteristics of a pre-sale. | 70-79% | 80-100% |
| 2nd | 5. Students will effectively present a sales presentation. | 70-79% | 80-100% |
| 2nd | 6. Students will successfully identify promotional tools and advertising used in sales. | 70-79% | 80-100% |
| 2nd  | 7. Students will successfully develop the tools necessary in job seeking, including: resume, cover letter, and interview skills. | 70-79% | 80-100% |
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