

Acknowledgments and Copyright Information

Principles of Business and Marketing (6115, 6116)

Copyright © 2019

Acknowledgments

The components of this instructional framework were developed by the following curriculum development panelists:

- John F. Berry, President and CEO, Richmond Region Tourism, Richmond
- Jessica Catley, Instructor, Blacksburg High School, Montgomery County Public Schools
- Juliet Coates, Instructor, Advanced Career Education Center at Hermitage, Henrico County Public Schools
- Connor Dolson, Assistant Manager of Capstone Programs, Junior Achievement of Central Virginia, Richmond
- Karen Harden, Instructor, Goochland Middle School, Goochland County Public Schools
- Chris Houlihan, Vice President, Richmond Historic Haunts, Richmond
- Leslie Jones, Financial Education Program Analyst, Consumer Financial Protection Bureau, Washington, D.C.
- Whitney Milbourne, Instructor, Orange County High School, Orange County Public Schools
- Yvonne Mullins, Instructor, Midlothian High School, Chesterfield County Public Schools
- Mark Murray, Instructor, Freedom High School, Loudoun County Public Schools
- Sheron Myers, Senior Financial Education Specialist, Virginia Credit Union, Richmond
- Danny Rubin, Owner, Rubin Education, Virginia Beach
- Sandra Tucker, Instructor, Rock Ridge High School, Loudoun County Public Schools
- Heather VanDyke, Instructor, Briar Woods High School, Loudoun County Public Schools
- Tawana Watson, Instructor, Henrico High School, Henrico County Public Schools
- Wendy Williams, Market Research Consultant, Business Development-Independent Contractor, Chantilly

Sandy Mills, Virginia FBLA-PBL State Specialist, reviewed and updated the FBLA correlations.

Correlations to the Virginia Standards of Learning were reviewed and updated by the following:

- Leslie R. Bowers, English Teacher (ret.), Newport News Public Schools
- Vickie L. Inge, Mathematics Committee Member, Virginia Mathematics and Science Coalition
- Anne F. Markwith, New Teacher Mentor (Science), Gloucester County Public Schools
- Michael Nagy, Social Studies Department Chair, Rustburg High School, Campbell County Public Schools

The framework was edited and produced by the CTE Resource Center:

- Nathan K. Pope, Writer/Editor
- Kevin P. Reilly, Administrative Coordinator

Virginia Department of Education Staff

Sharon W. Acuff, Specialist, Marketing and Related Clusters
Judith Sams, Specialist, Business and Information Technology and Related Clusters
Dr. Tricia S. Jacobs, Curriculum and Instruction Coordinator
Dr. David S. Eshelman, Director, Workforce Development and Initiatives
George R. Willcox, Director, Operations and Accountability

Office of Career, Technical, and Adult Education
Virginia Department of Education

Virginia Department of Education
P.O. Box 2120
Richmond, VA 23218-2120

CTE Resource Center
2002 Bremo Road, Lower Level
Richmond, VA 23226
Phone: (804)673-3778
Fax: (804)673-3798
<http://www.CTEresource.org>

The Center is a grant project of the Virginia Department of Education, Office of Career, Technical, and Adult Education, and is administered by Henrico County Public Schools, Department of Career and Technical Education.

The Virginia Department of Education does not discriminate on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity, age, political affiliation, or against otherwise qualified persons with disabilities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans. The following position has been designated to handle inquiries regarding the Department's non-discrimination policies:

Deputy Superintendent - Finance and Operations
Virginia Department of Education
P.O. Box 2120
Richmond, Virginia 23218-2120
Phone: 804-225-2025

For further information on federal non-discrimination regulations, contact the Office for Civil Rights at OCR.DC@ed.gov or call 1-800-421-3481.

See also [Governor Ralph Northam's Executive Order 1 \(EO-1, 2018\)](#) which specifically prohibits discrimination on the basis of race, sex, color, national origin, religion, sexual orientation, gender identity or expression, age, political affiliation, or against otherwise qualified persons with disabilities. The policy permits appropriate employment preferences for veterans and specifically prohibits discrimination against veterans. The activity that is the subject of this report was supported in whole or in part by the U.S. Department of Education. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Department of Education, and no official endorsement by the U.S. Department of Education should be inferred.