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CALL NO.	TITLE	DATE	ENABLES STUDENTS TO . . .
CAREERS			
ME404.035	Go for it!	2007	...identify types of careers in business and describe traits, skills, and educational requirements needed for career success
PROMOTION			
ME410.038	Know your options	2007	...explain the advantages and disadvantages of various product promotional activities
HUMAN RELATIONS			
ME415.048	Opt for optimism	2007	...explain the importance of a positive attitude and offer steps for maintaining a positive attitude
ME415.049	Work right	2007	...identify the characteristics of ethical work habits and explain ethical habits in the marketing workplace
ME415.051	Can you relate?	2007	...describe the importance of positive working relationships and the three basic management styles and demonstrate how to foster positive working relationships
ME415.053	Stop the madness	2007	...describe how conflict affects relationships and demonstrate conflict-resolution skills
ME415.054	High hopes	2008	...describe achievement orientation and demonstrate procedures for developing an achievement orientation
ME415.057	Getting to know you	2008	...describe diversity and cultural sensitivity and show how to exhibit cultural sensitivity
ME415.058	Have a heart	2008	...describe the benefits of showing empathy and demonstrate ways to show empathy
ME415.063	Control yourself: demonstrating self-control	2009	...describe the importance of self-control and techniques for exhibiting self-control
ME415.067	Grin and bear it	2009	...describe types of feedback and use feedback for personal growth
ME415.068	Assess for success	2009	...explain the importance of recognizing personal strengths and weaknesses and identifying personal strengths and weaknesses
ME415.069	Assert yourself	2009	...explain and demonstrate assertive behavior
DISTRIBUTION			
ME420.024	Channel it	2009	...explain the types and importance of channels of distribution
BUSINESS ACTIVITIES AND ECONOMICS			
ME425.096	Strictly business	2007	...describe the types of business activities and explain how business activities are interrelated
ME425.097	Watch your bottom line	2007	...describe the components of an income statement and explain how the income statement is used by businesses
ME425.098	Record it	2007	...describe the importance of business records in marketing and discuss methods of record keeping
ME425.099	Show me the money	2007	...describe the importance of accounting to an organization and explain basic accounting activities used in marketing
ME425.100	Money matter	2008	...describe the role of finance in a business organization and describe capital investment decisions and the concept of working capital management
ME425.101	Lose, win, or draw	2007	...explain types of business risk and how businesses deal with business risk
ME425.102	Tipping point	2007	...explain break-even point and calculate break-even point for a business operation
ME425.103	The name's bond...just bond	2007	...describe the purpose of bonds and explain how to buy and sell bonds
ME425.104	Set yourself up	2007	...describe the importance of financial planning and demonstrate a process for setting financial goals
ME425.105	Supersize your money	2007	...describe the nature of financial needs and goals and the benefits of saving and investing
ME425.106	Table talk	2007	...define the common headings on a stock table, interpret the information on a stock table, and demonstrate how to use stock quote sources

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ME425.107	Play by the rules	2007	...explain how legislation protects investors and promotes market stability and describe common investment scams
ME425.108	Go figure!	2007	...describe the elements of a company's financial statements and explain the purpose of the notes to the financial statements
ME425.109	Swing HI, swing LO	2007	...explain the movement of stock prices in the market and causes of stock-price fluctuations
ME425.110	Check the vital signs	2007	...describe fundamental analysis and measures used in fundamental analysis
ME425.111	It's the law: supply and demand	2008	...explain the nature of supply and demand and the factors that affect their interaction
ME425.112	People power: the private enterprise system	2008	...describe the attributes of a private enterprise system and the economic freedoms that it fosters
ME425.113	The price is right	2008	...describe the pricing function and the role of pricing in marketing
ME425.114	Make the most of it: productivity	2008	...describe the importance of productivity and explain ways to increase it
ME425.118	Business connections: business and society	2009	...describe the types of businesses that operate in our society and how business serves society
ME425.119	Regulate and protect: government and business	2009	...discuss how government is involved in business and ways government regulates business
ME425.120	Get the goods on goods and services	2009	...discuss economic goods and services and explain how economic goods and services are classified
MARKETING MANAGEMENT			
ME440.068	Act now!	2008	...describe types of company goals and employee actions that can help achieve company goals
ME440.069	Hustle!	2008	...explain the importance of initiative to employees and describe ways they can take initiative at work
ME440.071	Plan for success	2008	...describe the parts of an effective business plan and demonstrate procedures for developing one
ME440.090	Just do it...right: company actions and results	2008	...describe both positive and negative company actions and results
ME440.091	Vision quest	2009	...describe how a shared vision can affect an organization and how to enlist others in working toward a shared vision
ME440.092	Lead the way	2009	...explain the importance and characteristics of leadership
ME440.093	Go for the goal	2009	...describe the benefits of goal setting and the steps of the goal-setting process
ME440.094	People pusher	2009	...describe human resources management activities and discuss the role of human resources management in business
ME440.095	Manage this: strategic management	2009	...describe management functions, levels, and responsibilities
SELLING AND CUSTOMER SERVICE			
ME445.180	Sell away	2007	...explain the nature of selling and the personal characteristics of successful salespeople
ME445.181	Keep it real—in sales	2007	...explain the importance of ethics in sales and describe how salespeople can behave ethically
ME445.182	What's the motive?	2007	...describe customer buying motives and use them in a sales presentation
ME445.183	Find features, boost benefits	2007	...describe and demonstrate feature-benefit selling
ME445.186	Keep them loyal	2007	...explain the importance of customer/client loyalty and explain sales techniques for building it
ME445.187	Decisions, decisions, decisions	2008	...identify types of customer buying decisions and facilitate customer/client buying decisions
ME445.188	Stand out	2008	...describe the concept of unique selling proposition and identify a company's unique selling proposition
ME445.191	Typecasting: addressing needs of individual personalities	2008	...identify types of customer personalities and ways to address each
ME445.195	Mix and match	2009	...describe the nature of the product mix and types of product-mix strategies
ME445.197	Rapping up products	2009	...describe the function and phases of product/service management
ME445.198	Go beyond the sale	2007	...describe how customer service facilitates sales relationships and what customer service opportunities can be used to facilitate sales relationships

For further information, please visit our library catalog at <http://cteresource.org/library/index.html> or contact the CTE Resource Center (phone 804.673.3778; email info@cteresource.org).