

Authors & Credentials: List full name of author(s), with major or senior author listed first. Briefly provide credentials for each author.

Answer: David Shaw is the author of seven textbooks for students in high school and higher education, covering topics ranging from applied AI to influencer marketing. He holds a PhD in English from Concordia University.

Students: Describe the type(s) of students for which this submission is intended.

Answer: Grade 9-12 CTE Students

1. List the Florida districts in which this program has been piloted in the last eighteen months.

Answer: None

2. HOW ARE YOUR DIGITAL MATERIALS SEARCHABLE BY FLORIDA STATE STANDARDS (SECTION 1006.33(1)(E), FLORIDA STATUTES)?

Answer: Mujo Learning Systems ensures that all digital materials are aligned with Florida state standards. A comprehensive correlation alignment document is provided, detailing how our content and activities align with the standards. This document includes specific benchmarks, page numbers, and headings, making it easy for educators to identify materials that address each standard so that teachers can confidently use our resources to meet Florida state standards, while streamlining lesson planning and instruction.

3. IDENTIFY AND DESCRIBE THE COMPONENTS OF THE MAJOR TOOL. The Major Tool is comprised of the items necessary to meet the standards and requirements of the category for which it is designed and submitted. As part of this section, include a description of the educational approach of the submission.

Educational Approach: (The information provided here will be used in the instructional materials catalog in the case of adoption of the program. Please limit your response to 500 words or less.)

Answer: The Foundations of Marketing program employs a student-centered, experiential learning approach that bridges classroom concepts with real-world applications. Active learning is at the program's core, with project-based activities simulating workplace tasks, such as creating marketing campaigns or analyzing consumer behavior. These practical experiences help students build skills directly transferable to careers or further education. The program emphasizes relevance, with content frequently updated to reflect trends like digital marketing, artificial intelligence, and data-driven decision-making. This ensures students stay informed about current industry practices while mastering foundational marketing principles.

Mujo Learning Systems prioritizes inclusivity and differentiation, offering resources to support diverse learners. From advanced students seeking challenges to those requiring additional guidance, the program provides adaptable lesson plans and teaching strategies to meet varying needs. Foundations of Marketing prepares students for the future by fostering career readiness through the development of essential 21st-century skills such as analytical thinking, problem-solving, and collaboration. Graduates of the program are equipped to succeed in marketing-related roles or pursue further studies in business disciplines.

Major Tool - Student Components: Describe each of the components, including a format description.

Answer: Student Textbook (Print or Digital) A comprehensive textbook that covers essential marketing concepts. It features engaging examples, integrated activities, and modern case studies designed to captivate students and build practical skills.

Major Tool - Teacher Components: Describe each of the components, including a format description.

Answer: Teacher's Version of the Textbook (Print or Digital) The Teacher's Textbook includes all content from the Student Textbook, enhanced with notes to support lesson planning. It provides teaching strategies, answer keys to integrated activities, and tools for differentiated instruction to address the needs of diverse learners.

Online Teacher Resources

An exclusive, teacher-only platform with tools to streamline classroom management and instruction. Major Tool Resources include:

Chapter-by-Chapter PowerPoints to assist with lesson delivery.

Assessment Tools such as quizzes, midterms, finals, and project rubrics to evaluate student learning and ensure alignment with state standards and benchmarks.

4. IDENTIFY AND DESCRIBE THE ANCILLARY MATERIALS. Briefly describe the ancillary materials and their relationship to the major tool.

Ancillary Materials - Student Components: Describe each of the components, including a format description.

Ancillary Materials - Teacher Components: Describe each of the components, including a format description.

Answer: Online Teacher Resources

An exclusive, teacher-only platform with tools to streamline classroom management and instruction. Ancillary Resources include:

Hands-On Project Bank featuring ongoing, real-world projects.

5. Identify which industry standard protocols are utilized for interoperability?

Answer: Mujo Learning Systems textbook can be delivered in PDF format, which is an industry standard for educational content due to its universal compatibility across devices, operating systems, and LMS platforms. The PDF format ensures that students and educators can access the textbooks easily on any device, maintaining the integrity of the layout, text, and multimedia elements. PDFs also offer enhanced accessibility features that align with WCAG and Section 508 compliance, supporting users with disabilities and ensuring equal access to educational materials. The format allows seamless integration into various LMS platforms, enabling straightforward uploads and easy navigation for users.

a. Textbooks (PDF Format):

PDFs support IMS Global Standards, ensuring interoperability across different educational platforms. PDFs work across most devices and systems, making content accessible to all students and they meet accessibility standards, supporting students who use screen readers and other assistive technologies. PDFs can be encrypted to prevent unauthorized access.

b. Teacher Resources (PDF and PPT Formats):

Both PDF and PPT formats are compatible with IMS Global Standards and can be integrated into most LMS systems using SCORM and other recognized protocols. Teacher resources are provided in PDF and PPT formats for easy downloading and uploading to any LMS. PPT files offer multimedia and visual aids for enhanced lesson delivery.

6. HOW MUCH INSTRUCTIONAL TIME IS NEEDED FOR THE SUCCESSFUL IMPLEMENTATION OF THIS PROGRAM? Identify and explain the suggested instructional time for this submission. If a series, state the suggested time for each level. The goal is to determine whether the amount of content is suitable to the length of the course for which it is submitted.

Answer: The Foundations of Marketing program is designed to be flexible and comprehensive.

Core Content: 120 hours of instructional time to cover essential marketing concepts. Extensions and Additional Projects: Up to 140 hours for enhanced learning through additional projects and activities.

Optional Monthly Project Bank: Provides additional hours for ongoing engagement and enrichment, allowing for continued learning beyond the core curriculum.

This structure ensures that teachers can adapt the program to fit different instructional timeframes and student needs.

7. WHAT PROFESSIONAL DEVELOPMENT IS AVAILABLE? Describe the ongoing learning opportunities available to teachers and other education personnel that will be delivered through their schools and districts as well as the training/in-service available directly from the organization for successful implementation of the program. Also provide details of the type of training/in-service available and how it may be obtained. (The information provided here will be used in the instructional materials catalog in the case of adoption of the program.)

Answer: Mujo Learning Systems is dedicated to ensuring that schools adopting our Foundations of Marketing or other Mujo titles receive comprehensive support for successful program implementation. Our professional development offerings include onboarding resources, webinars, and ongoing training sessions tailored to meet the needs of educators at both the school and district levels.

a. Onboarding

Onboarding Documents and Videos: Schools receive detailed guides and instructional videos to support the integration of our content into their LMS, ensuring a smooth transition and effective use of the program.

Optional Onboarding Webinars: Mujo support staff conduct live webinars to walk educators through program features, best practices for lesson delivery, and how to navigate and utilize the resources provided.

b. Ongoing Professional Development:

Year-Round PD Sessions/Webinars: Mujo Learning Systems offers continuous professional development throughout the academic year. Schools and districts can schedule PD sessions through their designated liaison with Mujo, allowing for tailored support that aligns with instructional needs and school priorities. PD sessions and webinars can be scheduled based on school or district availability to maximize participation and impact.

One-on-One Consultations: Educators can request personalized support from Mujo specialists for specific questions, classroom strategies, or troubleshooting.

8. WHAT HARDWARE/EQUIPMENT IS REQUIRED? List and describe the hardware/equipment needed to implement the submission in the classroom. REMEMBER: Florida law does not allow hardware/equipment to be included on the bid! However, schools and districts must be made aware of the hardware/equipment needed to fully implement this program.

Answer: To access the Foundations of Marketing program and other Mujo Learning Systems materials in digital format, schools and educators only need:

Computer or Device: A computer, laptop, or tablet with internet access.

Learning Management System (LMS): Access to their chosen LMS for uploading and integrating digital content.

No additional specialized equipment is necessary for utilizing our digital textbooks and teacher resources.

9. WHAT LICENSING POLICIES AND/OR AGREEMENTS APPLY? If software is being submitted, please attach a copy of the company's licensing policies and/or agreements.

Answer: Digital Licensing: All digital content, including textbooks and teacher resources, is licensed to schools and districts based on the number of users and duration of the license period. This ensures that only authorized users have access. User Access: Licenses are issued to individual schools or districts, allowing educators and students to access the content via their chosen LMS. Copyright Compliance: All Mujo Learning Systems materials are protected under copyright laws. Redistribution, reproduction, or sharing of the content outside the scope of the licensing agreement is prohibited.

10. WHAT STATES HAVE ADOPTED THE SUBMISSION? List some of the states in which this submission is currently adopted.

Answer: Utah, South Carolina

11. WHAT OPEN EDUCATIONAL RESOURCES RELATED TO THIS BID DO YOU MAKE AVAILABLE(S)? List and describe each of the components, including a format description. (Open Educational Resources (OER) are high-quality, openly licensed, online educational materials that offer an extraordinary opportunity for people everywhere to share, use, and reuse knowledge.)

Answer: Mujo Learning Systems supports accessible education by providing Open Educational Resources (OER) related to the Foundations of Marketing program. These resources are designed to complement the core curriculum and are freely available for educators to use, share, and adapt as needed.

- a. Sample Lesson Plans and Activities: A collection of sample lesson plans and hands-on activities that align with core marketing concepts. These materials are designed to be adaptable, allowing educators to integrate them into their existing curriculum, shared as PDF documents and downloadable Word files for easy customization and sharing.
 - b. Textbook Sample Access: Sample access to Foundations of Marketing textbook, giving educators a preview of the content and instructional approach and demonstrates how the program aligns with industry standards and modern marketing practices.
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12. Although not called for in the state adoption, do you have advanced placement (ap) or accelerated program instructional materials available for the course(s) bid for adoption?

Answer: No

13. What, if any, foreign language translations do you have available?

Answer: None

14. Do you provide access point scaffolding or an access point correlation upon request?

Answer: Mujo Learning Systems provides an Access Point Correlation document that illustrates how the Foundations of Marketing curriculum aligns with Florida state standards and benchmarks. This comprehensive document is designed to help educators clearly see how each activity and lesson corresponds to specific learning objectives, and includes specific page numbers and headings so educators can easily locate relevant content within the curriculum.

15. ESSA LEVELS OF EVIDENCE: To be considered an evidence-based program (or practice), it is required to have evidence to show that the program is in fact effective at producing results and improving outcomes in reading when implemented. Identification of evidence level alignment, Levels 1-4 (as outlined in the specifications), for the entirety of the program, part of the program, or individual practices within the program is required. Please explain how your product meets these requirements.

Answer: Mujo Learning Systems demonstrates a commitment to evidence-based practices through continuous improvement and alignment with high-quality standards, even though formal studies have not yet been conducted. Our efforts align with ESSA Level 4: Demonstrates a Rationale, which supports programs that are developed based on a strong theory of action and show potential for improving outcomes.

Annual Teacher Feedback: Mujo collects annual feedback from educators to update case studies, examples, and questions, ensuring the content remains relevant and engaging for both teachers and students. This practice is informed by a theory of action that continuous refinement leads to better instructional outcomes.

Industry Expert Review: Our textbooks are reviewed and vetted annually by industry professionals to maintain alignment with real-world marketing practices and educational standards, providing students with career-ready skills.

Monthly Project Bank Updates: We solicit ongoing input from educators to expand and refine our project bank. This ensures our resources remain practical, innovative, and tailored to current classroom needs.

While Mujo has not yet conducted formal studies to measure the impact of our materials, these practices illustrate a clear commitment to delivering instructional resources that support improved learning outcomes. We are eager to collaborate with schools and districts in the future to evaluate and document the program's effectiveness more formally.