

**Curriculum Grade Book**  
Morgan County School District  
Final, 01/11/2010

**Clothing**  
**CTE**

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
<b>Consumerism</b>																														
<p>■ 3.1.01 (DOK 2) Supporting  The learner will be able to explain ways to make responsible buying decisions in relation to wants (e.g., technology, name-brand clothing, jewelry, electronics) and needs (food, clothing, housing).</p>																														
<p>■ 3.1.02 (DOK 2) ASSESSED  The learner will be able to compare products and services based on these factors (e.g., price, quality, features, availability, warranties, comparison shopping, impulse buying) to consider when making consumer decisions.</p>																														
<p>■ 3.1.03 (DOK 2) ASSESSED  The learner will be able to explain why various factors that influence consumer decisions, such as peer pressure, desire for status, and advertising techniques (jingles/slogans, plain folks, magic ingredients, facts and figures, glittering generalities, endorsement/testimonial, bandwagon, snob appeal, emotional appeal, free gifts/rewards) are influential.</p>																														