

INSTRUCTIONAL MATERIAL EVALUATION REPORT

Return to:
State Instructional Material Adoption
NEVADA DEPARTMENT OF EDUCATION
755 North Roop Street
Suite #201
Carson City, NV 89701

Requests for Instructional Material Adoption must be


1. Completed by the School District on the Instructional Material Evaluation Report TA-02 Form with official original signature.
2. Received by the Department of Education 60 days prior to a scheduled meeting of the State Board of Education.
3. Evaluations received by the Department after the allotted timeframe will be processed and placed before the State Board of Education at the first available scheduled meeting of the State Board of Education.
4. Evaluations received by the Department after the 60 days will be considered by the State Board of Education during the following scheduled meeting of the State Board of Education .

School District Clark County School District

Date(s) of Committee Selection March 11, 2024

Date Submitted May 10, 2024

By


(Signature of Committee Representative)

Contact Phone: (702) 799-8462

FAX: (702) 799-8460

E-Mail:

bhakts@nv.ccsd.net

Program of Study Marketing

Grade Level(s) 9-12

A. INSTRUCTIONAL MATERIALS

Title ESSENTIALS OF MARKETING

(Print EXACT Title as shown On Title Page)

Author(s) Perreault, Cannon and McCarthy

Publisher McGraw-Hill

ISBN# 978-1-266-19898-4

Publisher's Address 1325 Avenue of the Americas, New York, NY 10019

Latest Copyright Date: 2021

Revision Date (if applicable):

Edition # (if applicable): 17th

Note: The District is required to submit the Content Specific Instructional Materials Rubric used with the Summary Listing that confirms the alignment to the Nevada Career and Technical Content Standards. And in addition, a Completed Instructional Material Evaluation Report must include: Original and 1 copy of Report, Form TA-02 (pages 1-5), plus 1 copy of the Instructional Material Title Page (front and back).

Title of Instructional Material

ESSENTIALS OF MARKETING

(Print EXACT Title as shown On Title Page)

Nevada Department of Education

NRS 389.852, 854, 856, 858, 860, 862, 864, 866, and 868

Instructional Material Adoption Procedures

CERTIFICATION of COMPLIANCE

I HEREBY CERTIFY that, to the best of my knowledge, the Instructional Material (titled above) was compared to the Nevada Career and Technical Standards and this district's curriculum goals and objectives, and has been found to support and be consistent with the standards. I have on file the Rubric used in making the evaluation of this instructional material that matches alignment to the state content standards in the appropriate subject area/curriculum used for this report.

District Name Clark County School District

Signature,
Designated District Representative Kimberly DeLemos

Print Name Kimberly DeLemos

Title Coordinator

FOR NEVADA STATE DEPARTMENT USE ONLY

Date Received:

Approved:

B. EVALUATION PROCEDURE

Method: Committee(s)

As outlined in NAC 389, the evaluation committee must include a teacher or teachers who are licensed to teach the subject areas or grade levels in which the instructional material is being considered for use, an administrator or curriculum specialist and at least one parent of a pupil who is enrolled in the school district. Additional members may be appointed at the discretion of the district superintendent.

Listed below are the members of the evaluation committee and their designated representation on the committee who have determined these materials align to support the Nevada Career and Technical Education Standards for the subject area.

Names of Committee Members	Representation (Grade Level/Subject if applicable)
Snehal Bhakta	Administrator
Patricia Buono	Marketing Teacher
Joshua Leavitt	Parent

1. List below the times and locations that parents of pupils enrolled in the district and other members of the community were afforded an opportunity to review the instructional material, to determine the alignment of the instructional material to the Nevada Career and Technical Education Standards both in content and in process, and to submit written comments to the committee before the final recommendations were made:

Date/Time	Location
January 22, 2024	CCSD, 1180 Military Tribute Pl., Bldg. E, Henderson, NV 89074
January 26, 2024	CCSD, 1180 Military Tribute Pl., Bldg. E, Henderson, NV 89074
August 26, 2024	Same as above

C. EVALUATION CRITERIA

As certified to on page 2 of this report, the Instructional Materials has been aligned to the Nevada Career and Technical Education Standards and this district's curriculum Goals and Objectives and is consistent with these standards, with the following exceptions:

☐

= NO EXCEPTIONS noted.

☒

=EXCEPTIONS noted.

If EXCEPTIONS were noted, *provide a detailed response for each*, using the content specific rubrics, making copies of that page as needed.

Districts must **respond to all** items listed on the content specific rubrics. Any "Inadequate" or "N/A" in the District's *response requires a written comment/explanation, and justification to be submitted.*

3. N/A

19. N/A

20. N/A

Inadequate marks but no reason provided include: 10, 14, 25, 28, 29, 30

D. TEMPLATE/RUBRIC and LISTING OF SUMMARY STEPS undertaken that describes the steps completed to reach the decision in the selection of the instructional material is on file at the district offices. **Additionally**, the **District** may elect the **OPTION** to create its own Rubric and secondly to further submit the Rubric used in reaching their decision on the selection of the instructional material to this **Report**.

The Nevada Department of Education Instructional Material Evaluation Rubric Form for Career and Technical Education (CTE) Program of Study (*May 2021*) was used and is on file at the Clark County School District office.

Instructional Material Evaluation Rubric Form Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Essentials of Marketing Author(s): Perreault, Cannon, McCarthy
 Publisher(s): McGraw Hill Copyright Date: 2021
 Subject: Marketing Grade Level(s): 9-12
 Student ISBN: _____
 Teacher Edition ISBN: 978-1-26-619898-4

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	✓		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	✓ ✓		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	✓		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	✓		
5. Information is accurate, current, and research based.	✓		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	✓		
7. Size and format of print is appropriate.	✓		
8. Format is visually appealing and interesting.	✓		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	✓		
10. Electronic and interactive format available.		✓	
Organization Total(s):	19		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	✓		
12. Real-world applications are relevant to the students.	✓		
13. Information and directions are clearly written and explained.	✓		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.		✓	
15. Lessons/tasks are interdisciplinary when appropriate.	✓		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	✓		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	✓		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	✓		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	✓		
20. Teacher edition includes formative assessment/evaluation tools processes.	✓		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	✓		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	✓		
23. Material includes application of skills and concepts at grade level.	✓		
24. The material is focused on the major ideas at that grade level.	✓		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.		✓	
Content Criteria Total(s):	28		

Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	✓		
27. Material represents traditional and non-traditional students and special populations.	✓		
28. Material includes access to multilingual resources.		✓	
29. Material provides resources for all students including special populations and connects them to grade-level content.	✓		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	✓		
Inclusion Criteria Total(s):	9		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	✓		
32. Material content aligns with WRS (Nevada CTE Standards).	✓		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	✓		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 62

Signature Reviewer:  Date: 3-11-14

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Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Essentials of Marketing Author(s): Perrault/Cannon/McCarthy

Publisher(s): McGraw Hill Copyright Date: 2021

Subject: Marketing Grade Level(s): 9-12

Student ISBN: 978-1-26-619898-4

Teacher Edition ISBN: _____

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	X		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	X		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.			N/A
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	X		N/A
5. Information is accurate, current, and research based.	X		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	X		
7. Size and format of print is appropriate.	X		
8. Format is visually appealing and interesting.	X		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	X		
10. Electronic and interactive format available.			N/A
Organization Total(s):	16	0	

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	X		
12. Real-world applications are relevant to the students.	X		Excellent use of real companies
13. Information and directions are clearly written and explained.	X		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	X		
15. Lessons/tasks are interdisciplinary when appropriate.	X		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	X		Fantastic
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	X		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	X		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.			N/A
20. Teacher edition includes formative assessment/evaluation tools processes.			N/A
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	X		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	X		
23. Material includes application of skills and concepts at grade level.	X		
24. The material is focused on the major ideas at that grade level.	X		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	X		many types of activities
Content Criteria Total(s):	26	0	

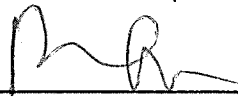
Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	X		Very easy to adapt and differentiate
27. Material represents traditional and non-traditional students and special populations.	X		
28. Material includes access to multilingual resources.			N/A
29. Material provides resources for all students including special populations and connects them to grade-level content.			N/A
30. Material is available for students with visual impairments via ADA compliant resources or other technology.			N/A
Inclusion Criteria Total(s):	4		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	X		
32. Material content aligns with WRS (Nevada CTE Standards).	X		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	X		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 52

Signature Reviewer:  Date: 2/21/24

Excellent text for early-career business students. Easy to adapt w/ great real-world business models

Instructional Material Evaluation Rubric Form

Career and Technical Education (CTE) Program of Study

Instructional materials are designed for use by students and teachers as a learning resource for students to acquire essential knowledge, skills, abilities, and dispositions. This includes print and non-print materials, including comprehensive/core textbooks, and web-based or electronic instructional materials.

Title: Essentials of Mktg Author(s): Perrault, Cannon, McCardy
 Publisher(s): Mc Graw Hill Copyright Date: 2021
 Subject: Marketing Grade Level(s): 9-12
 Student ISBN: 978-1-26-619898-4
 Teacher Edition ISBN: _____

Instructions: Use the tables below to determine if the Instructional Material meets each criterion.

Organization

Criteria	2 Meets	1 Inadequate	Comments
1. Material provides a useful table of contents, glossary, supplemental pages, and index.	✓		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	✓		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	✓		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	✓		
5. Information is accurate, current, and research based.	✓		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	✓		
7. Size and format of print is appropriate.	✓		
8. Format is visually appealing and interesting.	✓		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	✓		
10. Electronic and interactive format available.		✓	
Organization Total(s):	19		

Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	✓		
12. Real-world applications are relevant to the students.	✓		
13. Information and directions are clearly written and explained.	✓		
14. Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.	✓		
15. Lessons/tasks are interdisciplinary when appropriate.	✓		
16. Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.	✓		
17. Tasks apply to the diversity of students and their abilities, interests, and learning styles.	✓		
18. Questions and tasks encourage the development and application of higher-level thinking skills.	✓		
19. Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.	✓		
20. Teacher edition includes formative assessment/evaluation tools processes.	✓		
21. Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.	✓		
22. Tasks have a purpose, aligned to a skill or concept at grade level.	✓		
23. Material includes application of skills and concepts at grade level.	✓		
24. The material is focused on the major ideas at that grade level.	✓		
25. Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.	✓		
Content Criteria Total(s):	30		

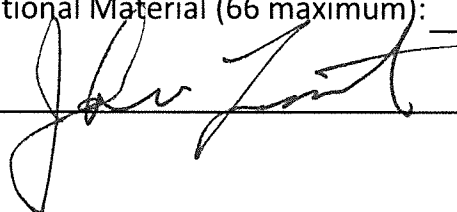
Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	✓		
27. Material represents traditional and non-traditional students and special populations.	✓		
28. Material includes access to multilingual resources.		✓	
29. Material provides resources for all students including special populations and connects them to grade-level content.	✓		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.	✓		
Inclusion Criteria Total(s):	9		

Alignment

Criteria	2 Meets	1 Inadequate	Comments
31. Material content aligns to district/organization curriculum.	✓		
32. Material content aligns with WRS (Nevada CTE Standards).	✓		
33. Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.	✓		
Alignment Criteria Total(s):	6		

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer:  Date: 8-26-24