

**Instructional Resource Name: Digital Marketing Bundle**

**Publisher: StuKent**

**Date Reviewed: June 25, 2021**

**Reviewers: Kristina Carey, Lucy Peters, Rachel Hall, Jeff Johnson**

**Organization**

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

**Content**

- Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.
- Real-world applications are relevant to the students.
- Information and directions are clearly written and explained.
- Tasks are aligned to the Nevada Career and Technical Education (CTE) Standards.
- Lessons/tasks are interdisciplinary when appropriate.
- Non-text content (maps, graphs, pictures, etc.) are accurate, authentic, and well-integrated into the instructional material.
- Tasks apply to the diversity of students and their abilities, interests, and learning styles.
- Questions and tasks encourage the development and application of higher-level thinking skills.
- Teacher edition includes questioning strategies and/or questions to check for understanding at all Depth of Knowledge (DOK) levels.
- Teacher edition includes formative assessment/evaluation tools processes.
- Material provides access to or demonstrates concepts in multiple ways, allowing for a variety of student responses.

- Tasks have a purpose, aligned to a skill or concept at grade level.
- Material includes application of skills and concepts at grade level.
- The material is focused on the major ideas at that grade level.
- Content includes Workplace Readiness Skills (WRS) development such as collaboration, creative thinking, and problem solving.

**Inclusion**

- Material reflects a variety of ways to differentiate instruction and model content to support all learners.
- Material represents traditional and non-traditional students and special populations.
- Material includes access to multilingual resources.
- Material provides resources for all students including special populations and connects them to grade-level content.
- Material is available for students with visual impairments via ADA compliant resources or other technology.

**Alignment**

- Material content aligns to district/organization curriculum.
- Material content aligns with WRS (Nevada CTE Standards).
- Material is a useful resource in preparing students to meet the requirements of the Nevada CTE Standards and statewide assessments.

**Concerns**

There are no concerns, recommend for approval.

# 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: Digital Marketing Bundle Author(s): StuKent

Publisher(s): StuKent Copyright Date: n/a

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

Student ISBN: n/a

Teacher Edition ISBN: n/a

**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		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
<b>Organization Total(s):</b>	<b>20</b>		

## Content

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

### Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
<b>Inclusion Criteria Total(s):</b>	6	2	

### Alignment

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

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer: *Kristina K. Carey* Date: 5/21/21

# 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: Stukent.com Author(s): N/A  
 Publisher(s): \_\_\_\_\_ Copyright Date: N/A  
 Subject: Digital Marketing Grade Level(s): 9-12  
 Student ISBN: \_\_\_\_\_  
 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.	✓		
<b>Organization Total(s):</b>	<b>20</b>		

## Content

Criteria	2 Meets	1 Inadequate	Comments
11. Material focuses on the knowledge, skills, and abilities (KSA's) appropriate to the grade level.	✓		<i>Very interactive format. would be great for a online type class.</i>
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.	✓		<i>Separate log on for teacher area of web site.</i>
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.	✓		
<b>Content Criteria Total(s):</b>	<i>30</i>		

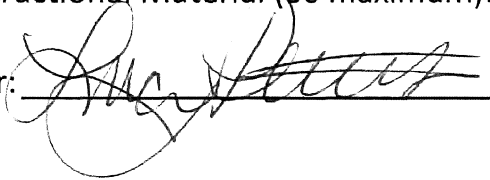
### Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	✓		I would use this material more than MBA as it is more interactive for students.
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.	✓		
<b>Inclusion Criteria Total(s):</b>	10		

### 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.	✓		
<b>Alignment Criteria Total(s):</b>	6		

Total Score for Instructional Material (66 maximum): 66

Signature Reviewer:  Date: May 14, 2021



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Title: Digital Marketing Bundle Author(s): StuKent  
 Publisher(s): StuKent Copyright Date: N/A  
 Subject: Digital Marketing Bundle Grade Level(s): 9-12  
 Student ISBN: N/A  
 Teacher Edition ISBN: N/A

**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		
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
<b>Organization Total(s):</b>	<b>20</b>		

## Content

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

### Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.	2		
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
<b>Inclusion Criteria Total(s):</b>	6	2	

### Alignment

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

Total Score for Instructional Material (66 maximum): 64

Signature Reviewer: Rachele Hall Date: 06/25/2021

# 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: Digital Marketing Bundle Author(s): StuKent

Publisher(s): StuKent Copyright Date: NA

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

Student ISBN: NA

Teacher Edition ISBN: NA

**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		Very good navigation and organization of content.
2. Layout is consistent; chapters/units are arranged logically; and allow access through multiple modalities.	2		
3. Teacher edition contains interesting introductions and a list of prerequisites skills for each chapter.	2		
4. Material contains examples, explanations, and/or online resources that provide connections the Nevada Academic Standards.	2		
5. Information is accurate, current, and research based.	2		
6. Vocabulary is specialized (language carefully considered and evolves across grade levels).	2		
7. Size and format of print is appropriate.	2		
8. Format is visually appealing and interesting.	2		
9. Material provides assessment type questions and/or performance-based/skills-based tasks.	2		
10. Electronic and interactive format available.	2		
<b>Organization Total(s):</b>	<b>20</b>		

## Content

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

### Inclusion

Criteria	2 Meets	1 Inadequate	Comments
26. Material reflects a variety of ways to differentiate instruction and model content to support all learners.	2		
27. Material represents traditional and non-traditional students and special populations.	2		
28. Material includes access to multilingual resources.		1	
29. Material provides resources for all students including special populations and connects them to grade-level content.		1	
30. Material is available for students with visual impairments via ADA compliant resources or other technology.		1	
<b>Inclusion Criteria Total(s):</b>	7		

### Alignment

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

Total Score for Instructional Material (66 maximum): 60

Signature Reviewer: Jeff Johnson Date: 6Jul2021