This resource guide, one of a series of annotated bibliographies describing the collection of the lending library of the Vocational Special Needs (VSN) Program at Texas A&M University, lists available materials dealing with marketing and distributive education. Covered in the individual sections of the guide are the following topics: instructional materials, information for teachers, research reports, resource directories, and helpful general resources. Each citation includes information concerning the author, title, and publisher of the work; its VSN accession number; and a brief abstract detailing its contents. (MN)
The information reported herein was performed pursuant to a contract from the Division of Occupational Research and Development, Department of Occupational Education and Technology, Texas Education Agency. Contractors or grantees undertaking such projects under Agency sponsorship are encouraged to freely express their professional judgment in the conduct of the project. Points of view or opinions stated do not, therefore, necessarily represent official Department of Occupational Education and Technology position or policy.

Admission to Texas A&M University and any of its sponsored programs is open to qualified individuals regardless of race, color, religion, sex, national origin, handicap or age.
For over five years, the Vocational Special Needs Program at Texas A&M University has offered a lending library of materials to educators in Texas who desire information on the vocational needs and preparation of special education students. In 1981, the library was computerized, simplifying access and increasing the library's popularity. A complete Catalog of Holdings was published in 1981, with supplements each year. Our subscribers (and we encourage any educator in Texas to become one) have begun to ask for more specialized and more "user-friendly" resource guides. We are responding with this series of manuals.

Guides in the series will address the following topics:

Agricultural Education Materials
Assessment Materials
Audio-Visual Materials
Employment-Related Instructional Materials
Health Education Materials
Homemaking Materials
Industrial Education Materials
Limited English Proficiency Materials
Marketing and Distributive Education Materials
Office Education Materials
Prevocational Instructional Materials

We hope these resource guides will encourage more subscribers to the library. We are currently acquiring many software packages for teachers to use in computer-assisted instruction, but remain interested in hearing about any resources you can recommend to us. Please contact us if our library can be of any assistance to you.

The Vocational Special Needs Program
College of Education
Texas A&M University
College Station, Texas 77843-3256
409-845-2444
TABLE OF CONTENTS

1. Instructional Materials ..........................
2. Information for Teachers ......................
3. Research Reports .............................
4. Resource Directories ...........................
5. Helpful General Resources .....................
INSTRUCTIONAL MATERIALS


Though written for regular students, this publication nevertheless will help marketing teachers by providing information on marketing, and by suggesting activities and materials that could be adapted for students with lesser reading abilities. An answer book accompanies the text (VSN# 02130).


A student textbook, this has 13 units on topics such as being on time, following directions, and other ways to succeed on the job. Each unit has a brief reading section and several exercises. The book concludes with a review section.


Like the textbook above, this has 13 units on topics such as putting talent to work, following interests, and others on how to get a job. Each unit has a reading section and exercises and the book concludes with a review section.


A textbook written for secondary students.


These brief pamphlets (8 pages each) describe a variety of jobs, giving a description, what students should know about the job, how to get on-the-job training, what classes to take in preparation, how to find a job, how much the job will pay, people to see about the job and much more. The book, Facts About Exciting Job Opportunities (VSN# 02295) is a guide for teachers and
counselors using the books. The following pamphlets address marketing jobs:

- Warehouse Worker VSN# 02303
- Shipping and Receiving Clerk's Helper VSN# 02304
- Pharmacy Assistant VSN# 02305
- Local Truck Driver VSN# 02306
- Stock Clerk VSN# 02307


A simple reader for students with low reading skills, this book describes one student's experiences finding a job and working as a supermarket stock clerk. Each page has a large black-and-white photograph and the book concludes with a picture dictionary. Audio Tape Cassettes accompany the text (VSN# 02347).

Hoffman, Linda P. A New Look at an Old Skill: Reading in the Vocational Classroom. Columbus: Ohio State University, Vocational Instructional Materials Laboratory, 1982. VSN# 02038.

This textbook, packed with exercises for students, is designed to provide reading exercises related to vocational subjects. Several address marketing-related occupations.


A very popular kit, this has 30 8" X 11" cards, each with a large black-and-white photograph on one side representing an entry-level job, with a job description, interview situation, opening remarks, interview questions, and closing remarks on the other side. Teachers show students the photograph while using the instructions and questions on the other side to give a mock interview to students. The kit also includes a Job Ticket Book in which each ticket describes one of the 30 jobs and which teachers can use when assigning the interviews, and a Teacher's Guide. Several of the jobs are specifically marketing related.


A curriculum outline with basic competencies, suggested activities, and references for a one-year course of study. Prepared for regular students.
Klewe, Edwin D. *Fast Food Marketing*. Austin: Center for Occupational Curriculum Development, University of Texas, 1982. VSN# 02143

Written for regular students, so useful primarily with students with adequate reading skills, this book gives 26 assignments related to marketing fast foods. Each assignment lists objectives, information, questions, and a short list of important things to know. For students with lower reading skills, teachers could adapt the materials. An answer book (VSN# 02144) comes with the book.


Each page of this workbook, which describes using the telephone, has a large black-and-white photograph and brief instructions for the student to follow. Teachers can either use this material or use it as a guide for developing similar materials for students with special learning needs.


This book for students describes 16 interviews, each for a different kind of job (several on marketing-related work), with student exercises for each.

Luter, Robert R. *Grocery Merchandising*. Austin: University of Texas, 1977. VSN# 02134

Written for regular students, this book has 25 assignments related to grocery merchandising, and includes a large section of ideas for merchandising. An answer book comes with it (VSN# 02133).

Olson, Lucretia. *General Merchandising*. Austin: University of Texas, 1979. VSN# 02135

This has 17 assignments related to communications, human relations, receiving and other topics on general merchandising. Though written for regular students, the information could be adapted for students with limited reading ability. An answer book (VSN# 02136) accompanies the text.

This curriculum guide was created as a basis for M&DE classes, and covers a variety of topics. The outline includes behavioral objectives, instructional topics, suggested activities and resource materials. The units are sequenced.


A text for special education students to use, this provides math exercises related to work skills necessary in cafeteria work, including preparing a cash register report, working in a school cafeteria, and more. A teacher guide (VSN# 02193) accompanies the text.


This text for special education students includes numerous math worksheets related to tasks necessary for working in fast-food and carryout restaurants, among them using a carryout menu, working as a cashier, and many more. A teacher guide (VSN# 02191) accompanies the text.


This instructional book includes objectives, information, activities, and important information. Written for regular students, it will need to be modified for students with limited reading ability. An answer book accompanies the text (VSN# 02142).


This curriculum guide includes task analysis information on manufacturing, instructional task modules, and an instructional materials bibliography. The guide is written specifically for students with special learning needs.

Reynolds, M. Leroy (Dir.). *Office and Business Occupations*. Mt. Pleasant: Central Michigan University, 1976. VSN# 01211

This curriculum guide follows the same format as the one above.

These guides were developed during three years of writing, field-testing and revisions. Though written for regular students, the material is presented in such a way that teachers will be able to modify the curriculum to fit individual students' needs. Each unit includes competencies to be developed, references to be used, equipment and supplies, general comments to the instructor, as well as topics and activities matched to the performance objectives desired. The library has the following volumes in the series:


A career exploration training kit, this includes a unit related to marketing, among others. A student workbook comes with the kit.


This kit includes four parts: (1) a teacher's guide, (2) a student's guide, (3) an exercise book, and (4) a series of booklets related to specific jobs. All booklets are illustrated, simply written, and well laid out for use by special education students in vocational classes.

Swanson, Fern Talent. Career Exploration in Filing. Red Oak, IA: Project Discovery, Southwest Iowa Learning Resources Center, 1974. VSN# 01384

This kit includes instructions for students on filing alphabetically, by subject, chronologically, numerically, and geographically. The kit includes one instruction booklet—simply written and colorfully presented—and six groups of index cards.

**INFORMATION AND MATERIALS FOR TEACHERS**

Adams, Allene. And Now... A Word for Our Sponsors. Austin: University of Texas, 1980. VSN# 02140

A brief pamphlet that teachers can use with students' sponsors explaining the cooperative program (developed for use with regular students).

This resource describes a three-phase process of evaluation: (1) planning, (2) process, and (3) impact evaluation. The book also offers other considerations and observations.


This booklet describes how teachers from different disciplines can work together for a cohesive career education program for students with special needs.


This handbook lists nationwide 152 different programs for severely handicapped individuals, some of which involve marketing education.

Becker, R. L. *Revised Reading-Free Vocational Interest Inventory*. Columbus, Ohio: Elbern Publications, 1981. VSN# 01905

This manual offers complete descriptions of the inventory and instructions for use.


This handbook was designed to serve as a guide for supervisors of disadvantaged individuals. It includes three sections: one on supervisory responsibilities and techniques, one on barriers and solutions when working with disadvantaged persons, and one on methods for reducing barriers to working with the disadvantaged. A teacher's guide (VSN# 00132) accompanies the text for those who want to use the materials in inservice activities.


A filmstrip and cassette with information for teachers who will be working with students with limited English proficiency in vocational classes.

General information for vocational teachers on working with students who have limited English proficiency.


This book describes the competencies handicapped students need, with methods and suggestions for teaching those competencies. A Teacher's Guide (VSN# 00173) accompanies the text.


A complete textbook on the vocational preparation of retarded adolescents, this covers choice of educational program, curriculum revision, special needs, and more.

Carter, Robert T. (Dir.) All You Ever Wanted to Know About Special Needs But Didn't Know Who to Ask. Montgomery, AL: Alabama St. Dept. of Education, 1980. VSN# 02106

A description of one state's policies, including information on legislation, set-aside funds, disadvantaged students, handicapped students, programs, and questions and answers.


This book offers guidelines for program placement, occupational assessment, and vocational training of handicapped students.


This textbook contains principles, strategies, and practical guidelines for planning, developing, and implementing a successful vocational and technical educational curriculum. Teachers developing special curriculum for handicapped students could use this book.

A textbook on curriculum development in vocational education programs.


This book describes the state-of-the-art of vocational assessment, including personnel development for assessment and delivery models.


In 14 brief chapters, the authors describe steps teachers need to take when developing vocational instruction. This book offers a succinct, easily understood, simple-to-read resource for homemaking teachers who are developing curriculum.


This book offers some practical, good business reasons for employing handicapped individuals. The book can give marketing teachers excellent information on dealing with employers of handicapped students, on services, the legal framework, recruitment, and more.


This book offers a great deal of information on the employment of severely disabled individuals, including assessment of their employability, training models, placement processes, job retention, other people's perceptions, nonvocational skills, model programs, and more.

**Research Reports**

Cameron, Carl T. *Entry Level Skills Criteria Project*. Columbia, MO: University of Missouri, 1981. VSN# 01771
Heaney, Barbara Walsh. *Analysis of Handicapped Youths' Need for Vocational Training Programs (Final Report).* Hartford, Conn.: Connecticut State Department of Education, Division of Vocational Education Research and Planning Unit, 1974. VSN# 00556

This report describes vocational training of handicapped adolescents in Connecticut.

Kienast, Kay E. and Bill E. Lovelace. *Vocational Education Personnel Development Needs for Working with the Handicapped.* Richardson, TX: Educational Innovators, Inc., 1981. VSN# 01753

This book reports the results of a needs assessment of vocational teachers and vocational teacher educators, to inform readers of personnel development needs.

**RESOURCE DIRECTORIES**

All of the following directories list materials for use with special education students in homemaking classes.


Herschbach, Dennis R. *Teaching Special Needs Students: Selected Resources from Vocational Teachers and Teacher Educators.* College Park: Dept. of Industrial Education, University of Maryland, 1977. VSN# 00564


HELPFUL GENERAL RESOURCES

The following resources are among the most helpful general resources in our library and we would like to recommend them for your professional reading. Among the topics covered in these books are legal considerations of providing vocational education to handicapped students, classroom management, strategies for dealing with specific handicapping conditions, and more.


One of the all-time best resources, the book has sections on identifying students, learning styles, and teaching methods that are especially helpful.


Written by the director of the American Coalition of Citizens with Disabilities, this book describes the experiences of disabled people in an easily read and very interesting style. Definitely worth reading.

Brolin, Donn E. Vocational Preparation of Persons with Handicaps. Columbus: Charles E. Merrill, 1982. VSN# 00169

A well-presented textbook with four main sections: Background, Vocational Evaluation, Vocational Development, and Program Models.


A practical guide for educators, including many inservice activities and resources.

This book explains how to set up a comprehensive training program for retarded students, including administrative policy, funding, skills to be trained, techniques, placement and follow-up, assessment, and much more.


Thorough, easy-to-read, this book is a worthwhile purchase.


This handbook describes in detail the provisions of the three most important laws affecting the vocational preparation of special needs students: The Rehabilitation Act of 1973, Section 504; The Education of the Handicapped Act; and the Vocational Education Act of 1963. It then compares the laws.


Useful, well-written, this book will help you understand adolescents, cope with and change their behavior, and communicate effectively with them. It has numerous activities to help adolescents learn to communicate better and has a good section on dealing with parents of adolescents with behavior problems.

Kok, Marilyn and Linda H. Parrish (Eds.). *Insights Into Instruction: A Discussion of Three Handicapping Conditions for Vocational Teacher Educators.* College Station, TX: Vocational Special Needs Program, College of Education, Texas A&M University, 1981. VSN# 01698

This book summarizes a conference in which special educators and vocational educators discussed the characteristics and vocational training needs of three handicapping conditions: mental retardation, learning disabilities, and emotional disturbance. The section on emotional disturbance is especially useful.

A very complete description, if somewhat technical, of the characteristics, needs, and perspectives of adolescents with learning disabilities.


A concise, well-written description of the legal supports for the education of handicapped students.


A lengthy and thorough presentation of vocational special needs. A good resource.


Another all-around useful resource.


An in-depth description of an individualized education plan, this book also describes vocational educators' role in the process.


This book is especially valuable for the description of the barriers handicapped people face when seeking training, employment, and services.


A short description of what must be done to set up a behavior modification system.


A ready reference on the legal rights related to architecture, employment, housing, transportation, and many more topics.

Brief, easy-to-read descriptions of the psychological disorders of children.


Easy-to-follow, useful activities to help your audience simulate handicapping conditions.


Practical, concise descriptions of the different handicapping conditions and the needs that students with these conditions might have in a vocational class.