

KUD Statement: Purchasing Power

K

Students will know how buying strategies are used in today's market, the importance and differences between inflation and deflation, what makes up different types of advertisements, and what government agencies regulate prices and markets.

U

Students will understand how to create a buying strategy which best profits and adjusts for different advertisement styles, government regulations, and fluctuating markets.

D

Students will develop buying strategies, and create and identify advertisements designed to attract buyers on the market.