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| **Standard** | **Benchmarks** | **Possible Activities** | **Financial Freedom** |
| [SS.912.FL.2](http://www.cpalms.org/Public/PreviewStandard/Preview/8559)  Buying (Chapter 1) | [SS.912.FL.2.1:](http://www.cpalms.org/Public/PreviewStandard/Preview/8559) Compare consumer decisions as they are influenced by the price of a good or service, the price of alternatives, and the consumer’s income as well as his or her preferences. | Write scenarios explaining how an individual’s decision to buy athletic shoes may have been influenced by various factors. | Ch. 1 |
|  | [SS.912.FL.2.2:](http://www.cpalms.org/Public/PreviewStandard/Preview/8560) Analyze situations in which when people consume goods and services, their consumption can have positive and negative effects on others. | Explain the positive or negative impacts of an activity such as smoking cigarettes or attending school, etc., might have on other individuals and the community. | Ch. 1 |
|  | [SS.912.FL.2.3:](http://www.cpalms.org/Public/PreviewStandard/Preview/8561) Discuss that when buying a good, consumers may consider various aspects of the product including the product’s features. Explain why for goods that last for a longer period of time, the consumer should consider the product’s durability and maintenance costs. | Explain the factors that a consumer who is buying an automobile should consider before making a choice. | Ch.1  Ch. 5 (auto) |
|  | [SS.912.FL.2.4:](http://www.cpalms.org/Public/PreviewStandard/Preview/8562) Describe ways that consumers may be influenced by how the price of a good is expressed. | Write a paragraph explaining why a store might advertise the price of a flat screen TV expressed as an amount per day or week rather than the actual full price. List different ways retailers use to express the prices of their products. | Ch. 1 |
|  | [SS.912.FL.2.5:](http://www.cpalms.org/Public/PreviewStandard/Preview/8563) Discuss ways people incur costs and realize benefits when searching for information related to their purchases of goods and services and describe how the amount of information people should gather depends on the benefits and costs of the information. | Write a newspaper column, “Tips for Consumers,” explaining why searching for information may be more important when purchasing expensive, durable goods and services than for inexpensive and nondurable products. Include an explanation of how impulse buying can be avoided by sleeping on a decision before making a big purchase | Ch. 1 |
|  | [SS.912.FL.2.6:](http://www.cpalms.org/Public/PreviewStandard/Preview/8564) Explain that people may choose to donate money to charitable organizations and other not-for-profits because they gain satisfaction from donating. | Brainstorm a list of charitable organizations that are operating in the students’ community. For each organization, list a possible reason that a donor might want to give to that charitable organization. |  |
|  | [SS.912.FL.2.7:](http://www.cpalms.org/Public/PreviewStandard/Preview/8565) Examine governments establishing laws and institutions to provide consumers with information about goods or services being purchased and to protect consumers from fraud. | Draft a complaint letter to an appropriate firm or agency about a problem the consumer has encountered with a purchase. | Ch. 8 |