

Standards/Measurement Criteria

(**Draft)

Marketing, Management and Entrepreneurship Professional Sales and Marketing (Option A)

CIP No. 52.1800

*These state standards are designed to be delivered in a sequence of courses. *Standards 1-12 are to be taught as an introduction within the Marketing, Management and Entrepreneurship program.

****Please note: The following CTE program Standards/Measurement Criteria are tentative until assessments are established.**

***1.0 EXPLORE A CAREER PLAN IN THE FIELD OF MARKETING**

- 1.1 Examine traditional, non-traditional and entrepreneurial occupational choices
- 1.2 Research marketing career opportunity information
- 1.3 Review common marketing job descriptions
- 1.4 Examine industry trends in marketing occupations
- 1.5 Complete self assessment of aptitudes and interests and how they apply to careers
- 1.6 Investigate the level of education needed for certain marketing careers

***2.0 PRACTICE PRACTICAL JOB SEARCH SKILLS FOR THE MARKETING PROFESSION**

- 2.1 Research employment opportunities through the use of technology
- 2.2 Complete a traditional and online job application
- 2.3 Prepare an employment resume, portfolio and cover letter
- 2.4 Practice interviewing skills

***3.0 IDENTIFY EMPLOYABILITY SKILLS RELEVANT TO THE MARKETING PROFESSION**

- 3.1 Identify factors contributing to job success
- 3.2 Develop work ethics and behavior
- 3.3 Demonstrate workplace etiquette and dress
- 3.4 Discuss how social skills are helpful in obtaining and maintaining a job
- 3.5 Identify professional organizations that support the marketing profession

***4.0 ANALYZE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR**

- 4.1 Describe how personal values influence choices and goals
- 4.2 Describe how diversity influences purchasing decisions made by consumers

***5.0 PRACTICE COMMUNICATION SKILLS NEEDED IN A MARKETING ENVIRONMENT**

- 5.1 Interpret verbal and nonverbal communication
- 5.2 Identify barriers to effective communication
- 5.3 Practice client communication skills through role plays
- 5.4 Produce effective written communication in letters, reports and emails

Career Preparation

Standards/Measurement Criteria

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***6.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY DECA**

- 6.1 Determine the roles and responsibilities that leaders and team members bring to a marketing workplace
- 6.2 Identify the differences between management and leadership
- 6.3 Describe characteristics of an effective team player
- 6.4 Discuss characteristics of effective teams
- 6.5 Practice techniques to involve each member of the team
- 6.6 Practice teamwork required for the marketing field
- 6.7 Practice effective meeting management
- 6.8 Examine the differences between consensus building and majority decision making
- 6.9 Participate in a marketing career development event
- 6.10 Practice the decision-making process

***7.0 EXPLORE TECHNOLOGY TOOLS TO SUPPORT MARKETING OPERATIONS**

- 7.1 Use word processing software to prepare letters, memorandums, and reports
- 7.2 Use spreadsheet or presentation software to prepare effective tables and graphs to communicate numerical data for marketing
- 7.3 Use desktop publishing software to develop marketing collateral materials such as newsletters, brochures or advertisements
- 7.4 Import text and graphics from software programs

***8.0 PRACTICE CRITICAL THINKING, PROBLEM SOLVING AND DECISION MAKING SKILLS APPLICABLE TO MARKETING**

- 8.1 Apply problem-solving processes
- 8.2 Describe methods of establishing priorities
- 8.3 Prepare a timeline or Gantt chart for completing a project
- 8.4 Explore and identify key performance indicators and success metrics
- 8.5 Explore the needs of internal and external customer communication

***9.0 PRACTICE SAFE WORKING PROCEDURES FOR THE MARKETING PROFESSION**

- 9.1 Identify the responsibilities of marketing professionals to create/maintain a safe marketing work environment
- 9.2 Explain the need for common safety rules in a marketing workplace
- 9.3 Identify ergonomics and repetitive strain injuries commonly experienced within the marketing profession

***10.0 EXPLORE THE LEGAL AND ETHICAL ENVIRONMENT OF THE MARKETING PROFESSION**

- 10.1 Explain the basic concepts involved in contract law, consumer law and consumer credit and protection
- 10.2 Examine the relationship between ethics and the law for the marketing profession
- 10.3 Identify workers' rights regarding workplace issues including safety, drug testing, harassment, discrimination, privacy, etc.
- 10.4 Practice ethical behavior in the completion of marketing projects
- 10.5 Discuss basic copyright principles

***11.0 EXPLORE ECONOMIC PRINCIPLES RELATED TO MARKETING**

- 11.1 Define the five management functions: planning, organizing, directing, staffing and controlling
- 11.2 Describe methods a marketing organization can use to effectively manage its economic resources
- 11.3 Describe the roles of support staff, supervisors, managers and technology in achieving financial goals

***12.0 CREATE DIGITAL MEDIA PRODUCTS REQUIRED IN A MARKETING WORKPLACE**

- 12.1 Select and communicate information in an appropriate digital format
- 12.2 Select the appropriate productivity tool for solving a specific marketing problem
- 12.3 Produce a multi-page product for print and/or digital distribution

13.0 DEVELOP AN INDIVIDUAL CAREER PLAN FOR THE MARKETING PROFESSION

- 13.1 Investigate marketing career options including entrepreneurship
- 13.2 Develop marketing career goals based on interests, aptitudes and research
- 13.3 Review/revise plan/goals on an annual basis
- 13.4 Manage personal and career goals
- 13.5 Describe factors that contribute to job satisfaction and success in the marketing field

14.0 PREPARE FOR EMPLOYMENT IN THE MARKETING FIELD

- 14.1 Explain the steps in a job search for the marketing profession
- 14.2 Develop a résumé and portfolio of work and accomplishments
- 14.3 Research a marketing company as a potential employer
- 14.4 Complete the job application process
- 14.5 Demonstrate interviewing skills, including pre-interview preparation and post-interview follow-up

15.0 PARTICIPATE IN WORK-BASED LEARNING EXPERIENCES IN THE MARKETING FIELD

- 15.1 Use technology appropriate for the marketing field
- 15.2 Demonstrate positive work behaviors
- 15.3 Demonstrate positive interpersonal behaviors
- 15.4 Demonstrate safe and healthy work behaviors
- 15.5 Adapt to changes in the marketing workplace

16.0 DEMONSTRATE ORAL COMMUNICATIONS SKILLS FOR THE MARKETING FIELD

- 16.1 Conduct formal/informal research to collect appropriate topical information
- 16.2 Use questioning techniques to obtain needed information from an audience
- 16.3 Interpret oral and nonverbal communications of audience
- 16.4 Apply active listening skills
- 16.5 Demonstrate appropriate technologies for a formal presentation in marketing
- 16.6 Prepare and deliver presentations

17.0 DEMONSTRATE WRITTEN COMMUNICATIONS SKILLS FOR THE MARKETING FIELD

- 17.1 Conduct formal/informal research to collect appropriate topical information
- 17.2 Organize information and develop an outline
- 17.3 Write business communication using appropriate format for the situation
- 17.4 Using appropriate technology, prepare a draft document using established rules for grammar, spelling and sentence construction

18.0 EVALUATE THE ROLE OF A MARKETING BUSINESS IN THE ECONOMY

- 18.1 Compare/contrast sole proprietorships, partnerships and corporations in the marketing profession
- 18.2 Evaluate the role of marketing businesses on local, state, national and international economies
- 18.3 List the factors, including personal traits, which contribute to the success of a small marketing company
- 18.4 Analyze the relationship of customer service and customer satisfaction on the success of a marketing business

19.0 DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED FOR MARKETING ENTREPRENEURS

- 19.1 Interpret financial information for decision making and planning
- 19.2 Monitor and adjust marketing business operations based on financial performance
- 19.3 Describe the impact of quality business communications on the success of a marketing organization
- 19.4 Examine customer relations

20.0 EVALUATE LEADERSHIP STYLES APPROPRIATE FOR THE MARKETING WORKPLACE

- 20.1 Determine personal characteristics of effective leaders
- 20.2 Compare/contrast leadership and management styles
- 20.3 Describe how cultural/ethnic differences affect interpersonal interactions/ communications within a marketing group

21.0 PARTICIPATE IN LEADERSHIP ACTIVITIES SUCH AS THOSE SUPPORTED BY DECA

- 21.1 Determine the roles and responsibilities that leaders and members bring to a marketing organization
- 21.2 Evaluate characteristics of an effective team player
- 21.3 Evaluate characteristics of effective marketing teams
- 21.4 Practice techniques to involve each member of the marketing team
- 21.5 Practice effective meeting management
- 21.6 Participate in marketing career development events
- 21.7 Develop and implement a personal and professional improvement plan
- 21.8 Demonstrate business etiquette
- 21.9 Practice decision-making process

22.0 EXPLAIN FUNDAMENTAL BUSINESS, MANAGEMENT AND ENTREPRENEURIAL CONCEPTS THAT AFFECT BUSINESS DECISION MAKING

- 22.1 Describe marketing functions
- 22.2 Explain marketing and its importance in a global economy
- 22.3 Explain the role of business in society
- 22.4 Describe the concept of management
- 22.5 Discuss the role of management in achieving quality
- 22.6 Compare the types of marketing business ownership including sole proprietorship, partnership and corporations
- 22.7 Identify ways that technology impacts business
- 22.8 Analyze management strategies related to business risk
- 22.9 Evaluate the nature of leadership
- 22.10 Plan and organize work efforts of others
- 22.11 Write a sample business plan

23.0 CULTIVATE CONCEPTS AND STRATEGIES NEEDED TO INTERACT EFFECTIVELY WITH OTHERS

- 23.1 Practice the fundamentals of communication
- 23.2 Foster positive working relationships
- 23.3 Explore the nature of staff communication
- 23.4 Analyze group-working relationships
- 23.5 Determine strategies related to customer relations
- 23.6 Participate as a team member

24.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO MARKETING

- 24.1 Describe the nature of economics and economic activities
- 24.2 Explain the principles of supply and demand
- 24.3 Discuss the concept of competition
- 24.4 Compare forms of business competition (pure competition, monopoly, oligopoly, etc.)
- 24.5 Explain the concept of private enterprise
- 24.6 Explain the concept of productivity
- 24.7 Describe economic indicators and trends (Gross Domestic Product, Consumer Price Index, etc.)
- 24.8 Relate the impact of business cycles on business activities
- 24.9 Explain international trade
- 24.10 Determine influences on a nation's ability to trade
- 24.11 Identify the impact of cultural and social environments on world trade

25.0 APPLY CONCEPTS AND STRATEGIES NEEDED FOR CAREER EXPLORATION, DEVELOPMENT, AND GROWTH

- 25.1 Demonstrate ethical and professional work behavior
- 25.2 Identify desirable personality traits important to a marketing business
- 25.3 Investigate career options in Professional Sales and Marketing
- 25.4 Investigate career options in Entertainment Marketing
- 25.5 Investigate career options in E-Commerce Marketing
- 25.6 Investigate career options for Entrepreneurship

26.0 EXPLAIN THE CONCEPTS AND PROCESSES ASSOCIATED WITH DISTRIBUTION

- 26.1 Explain the nature and scope of distribution
- 26.2 Explain channels of distribution
- 26.3 Explore information systems for order fulfillment
- 26.4 Explain the shipping process
- 26.5 Explain the receiving process
- 26.6 Evaluate the warehouse and stock handling techniques of business
- 26.7 Explore distribution management
- 26.8 Evaluate the types of inventory control systems

27.0 ANALYZE THE FINANCIAL CONCEPTS USED IN BUSINESS DECISIONS

- 27.1 Explain the nature and scope of financing
- 27.2 Explain the purpose and importance of credit
- 27.3 Describe how to obtain business credit
- 27.4 Determine financing needed to start a business
- 27.5 Describe sources of financing for businesses
- 27.6 Forecast financial growth based upon organization's future plans

28.0 EXAMINE CONCEPTS, SYSTEMS AND TOOLS NEEDED TO MANAGE MARKETING INFORMATION

- 28.1 Explore the nature and scope of marketing information management
- 28.2 Describe strategies of marketing information gathering
- 28.3 Identify technology used in gathering marketing information
- 28.4 Use information analysis techniques
- 28.5 Explain the importance of sales forecasting
- 28.6 Use problem-solving strategies
- 28.7 Explain the importance of marketing plans

29.0 DETERMINE PRICING STRATEGIES TO MAXIMIZE RETURN AND MEET CUSTOMER PERCEPTIONS OF VALUE

- 29.1 Explore the nature and scope of pricing
- 29.2 Explain legal considerations for pricing
- 29.3 Select approach for setting a base price
- 29.4 Determine cost of product (ROI, markup, price, etc.)
- 29.5 Explain factors affecting pricing decisions
- 29.6 Identify strategies for pricing new products

30.0 EXPLAIN THE MANAGEMENT OF A PRODUCT/SERVICE MIX IN RESPONSE TO MARKET TRENDS AND OPPORTUNITIES

- 30.1 Explore the nature and scope of product/service management
- 30.2 Explain the impact of product life cycles on marketing decisions
- 30.3 Describe warranties and guarantees
- 30.4 Explain quality assurance and consumer protection
- 30.5 Explain the concept of a product mix
- 30.6 Describe factors related to positioning and branding
- 30.7 Explore retail product considerations

31.0 SELECT ADVERTISING AND PROMOTION STRATEGIES TO COMMUNICATE INFORMATION

- 31.1 Explain the role of promotion
- 31.2 Discuss the components of a promotional mix
- 31.3 Compare the types of advertising media
- 31.4 Analyze the components of advertisements
- 31.5 Evaluate costs/benefits of participation in community activities
- 31.6 Explain the role of merchandising and visual merchandising
- 31.7 Explain the roles of the various departments of an advertising agency

32.0 CRITIQUE SELLING CONCEPTS

- 32.1 Discuss the nature and scope of selling
- 32.2 Determine key factors in building a clientele
- 32.3 Analyze product information to identify product features and benefits
- 32.4 Assess customer/client needs
- 32.5 Identify buying motives
- 32.6 Make a sales presentation using the selling process
- 32.7 Analyze support activities needed for selling
- 32.8 Analyze technology for use in sales functions

33.A EXAMINE RETAIL SALES

- 33.1a Practice proper cash register POS system (Point of Sale) use
- 33.2a Display proper cash handling skills
- 33.3a Explain the use of the debit card system for sales
- 33.4a Describe and classify products including convenience goods, specialty goods and impulse goods
- 33.5a Demonstrate methods of credit sales
- 33.6a Discuss fraud and security issues related to retail sales
- 33.7a Calculate mark-up and discount pricing
- 33.8a Analyze customer buying decisions
- 33.9a Facilitate customer buying decisions

34.A EXAMINE OTHER SALES PATHWAYS

- 34.1a Compare retail and wholesale sales methods
- 34.2a Examine business to business sales
- 34.3a Discuss telemarketing sales techniques
- 34.4a Examine Internet sales
- 34.5a Demonstrate approach methods

35.A APPLY SELLING TECHNIQUES

- 35.1a Address the needs of individual personalities
- 35.2a Establish relationship with client/customer
- 35.3a Assess client/customer needs
- 35.4a Demonstrate product presentation methods
- 35.5a Demonstrate handling of customer objections and questions
- 35.6a Demonstrate methods of closing a sale
- 35.7a Demonstrate suggestion selling
- 35.8a Present a sales presentation

36.A EXERCISE MARKET RESEARCH METHODS

- 36.1a Evaluate the types of marketing research used today
- 36.2a Explain methods and sources of prospecting for new customers
- 36.3a Practice the steps for market research
- 36.4a Implement a customer questionnaire
- 36.5a Demonstrate the use of technology in reporting and analyzing research data

37.A ANALYZE ADVERTISING AND PUBLIC RELATIONS

- 37.1a Examine the role of a public relations specialist
- 37.2a Evaluate the advantages and disadvantages of the different types of advertising media such as radio, television and outdoor
- 37.3a Compare costs of advertising methods
- 37.4a Outline the components of a public relations plan
- 37.5a Write a press release
- 37.6a Develop a print advertisement

38.A DEMONSTRATE VISUAL MERCHANDISING AND DISPLAY TECHNIQUES

- 38.1a Discuss the purpose of visual merchandising for hardlines and softlines
- 38.2a Relate the artistic elements of a visual merchandising display (line, color, shape, direction, texture, proportion, softline balance, motion and lighting)
- 38.3a Discuss the various types of displays, products, and fixtures for both hardlines and softlines
- 38.4a Present a visual merchandising display

39.A EXAMINE LEGAL ISSUES IN SALES

- 39.1a Explain warranties and guarantees
- 39.2a Discuss consumer laws and regulatory agencies
- 39.3a Relate the use of sales contracts and contract law

40.A DEVELOP A MARKETING PLAN

- 40.1a Identify a product or service to promote
- 40.2a Research a customer base
- 40.3a Research pricing based on competition and costs
- 41.4a Develop a sales promotional plan
- 40.5a Prepare a multi-media promotion based on research
- 40.6a Present the marketing plan