Marketing

ACADEMIC SKILLS

AA SPEAKING AND LISTENING
AA1 Utilize effective verbal and non-verbal communication skills
AA2 Participate in conversation, discussion, and group presentations
AA3 Communicate and follow directions/procedures
AA4 Communicate effectively with customers and co-workers

AB READING AND WRITING
AB1 Locate and interpret written information
AB2 Read and interpret workplace documents
AB3 Identify relevant details, facts, and specifications
AB4 Record information accurately and completely
AB5 Demonstrate competence in organizing, writing, and editing using correct vocabulary, spelling, grammar, and punctuation
AB6 Demonstrate the ability to write clearly and concisely using industry specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING
AC1 Utilize critical-thinking skills to determine best options/outcomes (e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning)
AC2 Utilize innovation and problem-solving skills to arrive at the best solution for current situation
AC3 Implement effective decision-making skills

AD MATHEMATICS
AD1 Perform basic and higher level math operations (e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios)
AD2 Solve problems using measurement skills (e.g., distance, weight, area, volume)
AD3 Make reasonable estimates
AD4 Use tables, graphs, diagrams, and charts to obtain or convey information
AD5 Use deductive reasoning and problem-solving in mathematics

**AE FINANCIAL LITERACY**

AE1 Locate, evaluate, and apply personal financial information
AE2 Identify the components of a budget and how one is created
AE3 Set personal financial goals and develop a plan for achieving them
AE4 Use financial services effectively
AE5 Demonstrate ability to meet financial obligations

**AF INTERNET USE AND SECURITY**

AF1 Recognize the potential risks associated with Internet use
AF2 Identify and apply Internet security practices (e.g., password security, login, logout, log off, lock computer)
AF3 Practice safe, legal, and responsible use of technology in the workplace

**AG INFORMATION TECHNOLOGY**

AG1 Use technology appropriately to enhance professional presentations
AG2 Demonstrate effective and appropriate use of social media
AG3 Identify ways social media can be used as marketing, advertising, and data gathering tools

**AH TELECOMMUNICATIONS**

AH1 Select and use appropriate devices, services, and applications to complete workplace tasks
AH2 Demonstrate appropriate etiquette when using e-communications (e.g., cell phone, e-mail, personal digital assistants, online meetings, conference calls)
EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Demonstrate enthusiasm and confidence about work and learning new tasks
EA2 Demonstrate consistent and punctual attendance
EA3 Demonstrate initiative in assuming tasks
EA4 Exhibit dependability in the workplace
EA5 Take and provide direction in the workplace
EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures
EB2 Demonstrate honesty and reliability
EB3 Demonstrate ethical characteristics and behaviors
EB4 Maintain confidentiality and integrity of sensitive company information
EB5 Demonstrate loyalty to the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace
EC2 Use language and manners suitable for the workplace
EC3 Demonstrate polite and respectful behavior toward others
EC4 Demonstrate personal accountability in the workplace
EC5 Demonstrate pride in work

ED TIME, TASK, AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule
ED2 Work with minimal supervision
ED3 Work within budgetary constraints
ED4 Demonstrate ability to stay on task to produce high quality deliverables on time
EE DIVERSITY AWARENESS

EE1 Recognize diversity, discrimination, harassment, and equity

EE2 Work well with all customers and co-worker

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for feelings, values, and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase overall quality of work

EE6 Illustrate techniques for eliminating gender bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Contribute to the success of the team

EF3 Demonstrate effective team skills and evaluate their importance in the workplace (e.g., setting goals, listening, following directions, questioning, dividing work)

EG CREATIVITY AND RESOURCEFULNESS

EG1 Contribute new ideas

EG2 Stimulate ideas by posing questions

EG3 Value varying ideas and opinions

EG4 Locate and verify information

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients

EI2 Identify and address needs of customers/clients
EI3 Provide helpful, courteous, and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, e-mail, website)

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Recognize the relationship between customer/client satisfaction and company success

**EJ ORGANIZATIONS, SYSTEMS, AND CLIMATES**

EJ1 Define profit and evaluate the cost of conducting business

EJ2 Identify "big picture" issues in conducting business

EJ3 Identify role in fulfilling the mission of the workplace

EJ4 Identify the rights of workers (e.g., adult and child labor laws and other equal employment opportunity laws)

EJ5 Recognize the chain of command, organizational flow chart system, and hierarchy of management within an organization

**EK JOB ACQUISITION AND ADVANCEMENT**

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various job opportunities (e.g., volunteerism, internships, co-op, part-time/full-time employment)

EK4 Prepare a resume, letter of application, and job application

EK5 Prepare for a job interview (e.g., research company, highlight personal strengths, prepare questions, set-up a mock interview, dress appropriately)

EK6 Participate in a job interview

EK7 Explain the proper procedure for leaving a job

**EL LIFELONG LEARNING**

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Seek and capitalize on self-improvement opportunities

EL4 Discuss the importance of flexible career planning and career self-management
EL5 Employ leadership skills to achieve workplace objectives (e.g., personal vision, adaptability, change, shared vision)

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

**EM JOB SPECIFIC TECHNOLOGIES**

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for life-long learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

**EN HEALTH AND SAFETY**

EN1 Assume responsibility for safety of self and others

EN2 Follow safety guidelines in the workplace

EN3 Manage personal health and wellness
OCCUPATIONAL SKILLS

OA ECONOMIC PRINCIPLES

OA 1 Distinguish between economic goods and services
OA 2 Explain the concept of economic resources (e.g., land, labor, capital, entrepreneurship)
OA 3 Describe the concepts of economics and economic activities
OA 4 Determine forms of economic utility (e.g., time, place, possession) created by marketing activities
OA 5 Explain the principles of supply and demand
OA 6 Explain the types of economic systems (e.g., capitalism, socialism, communism)
OA 7 Determine the role of government (e.g., regulator, provider of services, competitor, supporter, protection agencies) in business
OA 8 Explain the concept of private enterprise
OA 9 Identify factors (e.g., economics, human, nature) effecting a business's profit
OA 10 Describe ways competition affects business decisions
OA 11 Explain measures used to analyze economic conditions (e.g., gross domestic product, inflation, employment rate)

OB BUSINESS, MANAGEMENT, AND ENTREPRENEURIAL CONCEPTS

OB 1 Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of business in society
OB 2 Describe types of business activities (e.g., market research, financial analysis, marketing, human resources)
OB 3 Explain the process of purchasing (e.g., information gathering, open-to-buy, selecting suppliers)
OB 4 Compare and contrast types of buying methods (e.g. resident buying, centralized buying, decentralized buying)
OB 5 Calculate gross and net sales
OB 6 Explain the role of management (e.g., planning, organizing, controlling) in business
OB 7 Explain the use of various business records (i.e., income statement, balance sheet, sales records, employment records)
OB 8 Analyze the types of business ownership (e.g., sole proprietorship, partnership, corporation)
OB 9 Analyze the effect business trends have on decision making
OB 10 Analyze the types of business risk (e.g. economic, human, and natural)

OB 11 Explain ways to handle business risk (i.e., risk prevention & control, risk transfer, risk retention, risk avoidance)

OC CHANNEL MANAGEMENT

OC 1 Differentiate between direct and indirect channels of distribution

OC 2 Identify the channels of distribution members (e.g., manufacturer, wholesaler, retailer)

OC 3 Identify the levels of distribution intensity (e.g., exclusive, selective, intensive)

OC 4 Identify, prepare, and explain the use of invoices

OC 5 Explain the process and procedures of receiving merchandise (e.g., receiving, checking, marking)

OC 6 Explain the transportation systems and services used in distribution (e.g., motor, rail, water, air)

OC 7 Explain the type of warehousing (e.g., distribution centers, public, private)

OD MARKETING INFORMATION MANAGEMENT

OD 1 Describe how marketing information is used in business decisions

OD 2 Identify ways to obtain market data for market research (e.g., surveys, interviews, observations, trade publications, internet sources)

OD 3 Differentiate between primary and secondary data

OE FUNDAMENTAL MARKETING CONCEPTS

OE 1 Explain the marketing concept

OE 2 Identify and describe the components of the marketing mix (i.e., product, price, placement, promotion)

OE 3 Describe market segmentation methods used to identify target market (i.e., demographics, geographic, psychographics, product benefits and behavioral)

OE 4 Identify the characteristics of a target market

OE 5 Explain the concept of product mix

OE 6 Compare various pricing strategies and explain the goals of pricing

OE 7 Explain factors affecting pricing decision (e.g., cost, competition, economic factors)

OE 8 Explain the seven marketing functions (e.g., distribution, pricing, selling, promotion, product service management, marketing info management, financing)
OF ADVERTISING AND PROMOTION

OF 1 Explain the concept of branding

OF 2 Explain the use of proposals, promotional plans, and business plans

OF 3 Explain the role of promotion as a marketing function

OF 4 Explain the types of advertising (e.g. radio, television, direct mail, outdoor, newspaper, Internet, social media)

OF 5 Identify the advantages and disadvantages of each type of advertising

OF 6 Identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, personal selling)

OF 7 Explain components of advertisements (e.g., headline, copy, illustration, price, signature, logo)

OG SELLING

OG 1 Acquire and analyze product information (e.g., labels, manufacturer, product manuals) used in selling

OG 2 Prepare for the sales presentation

OG 3 Explain the steps of the selling process (e.g., approach, determine needs/wants, present product)

OG 4 Identify methods of approaching (e.g., greeting, service, merchandise, combination) the customer

OG 5 Explain how to determine customer needs and expectations in selling process

OG 6 Identify and demonstrate product features/benefits to match customer needs

OG 7 Identify effective product presentation techniques (e.g., display, handling, demonstrating sales aids)

OG 8 Explain techniques (e.g., boomerang, denial, demonstration) used to convert customer/client objections into selling points

OG 9 Identify effective methods (e.g., which, trial, standing-room-only, direct) used in closing a sale

OG 10 Explain the methods and benefits of suggestion selling

OG 11 Identify the procedures of departure and follow-up (e.g., receipt, reassurance, thank you, phone calls, written correspondence) in the selling process

OG 12 Explain the role of customer service as a component of selling relationships

OG 13 Explain business ethics in selling

OG 14 Identify customer buying motives used in selling

OG 15 Interpret business policies to customers/clients
OG 16 Compare and contrast warranties and guarantees