

KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE

MARKETING PATHWAY (C.I.P. 52.1402)

STUDENT _____

Rating Scale:

- 4 - Exemplary Achievement
- 3 - Proficient Achievement
- 2 - Limited Achievement
- 1 - Inadequate Achievement
- 0 - No Exposure

MARKETING CLUSTER

Graduation Date

I certify that the student has received training in the areas indicated.

Instructor Signature

Instructor Signature

Instructor Signature

Instructor Signature

CAREER READY PRACTICES (To be included in all courses)

- 4 3 2 1 0 1. Act as a responsible and contributing citizen and employee
- 4 3 2 1 0 2. Apply appropriate academic and technical skills
- 4 3 2 1 0 3. Attend to personal health and financial well-being
- 4 3 2 1 0 4. Communicate clearly, effectively and with reason
- 4 3 2 1 0 5. Consider the environmental, social and economic impacts of decisions
- 4 3 2 1 0 6. Demonstrate creativity and innovation
- 4 3 2 1 0 7. Employ valid and reliable research strategies
- 4 3 2 1 0 8. Utilize critical thinking to make sense of problems and persevere in solving them
- 4 3 2 1 0 9. Model integrity, ethical leadership and effective management
- 4 3 2 1 0 10. Plan education and career path aligned to personal goals

- 4 3 2 1 0 11. Use technology to enhance productivity
- 4 3 2 1 0 12. Work productively in teams while using cultural/global competence

CCTC MARKETING STANDARDS (To be taught throughout the pathway)

- 4 3 2 1 0 1. Describe the impact of economics, economics systems and entrepreneurship on marketing
- 4 3 2 1 0 2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan
- 4 3 2 1 0 3. Plan, monitor, manage and maintain the use of financial resources for marketing activities
- 4 3 2 1 0 4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations
- 4 3 2 1 0 5. Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways

- 4 3 2 1 0 6. Select, monitor and manage sales and distribution channels
- 4 3 2 1 0 7. Determine and adjust prices to maximize return while maintaining customer perception of value
- 4 3 2 1 0 8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities
- 4 3 2 1 0 9. Communicate information about products, services, images and/or ideas to achieve a desired outcome
- 4 3 2 1 0 10. Use marketing strategies and processes to determine and meet client needs and wants
- 4 3 2 1 0 11. Apply techniques and strategies to convey ideas and information through marketing communications
- 4 3 2 1 0 12. Plan, manage and monitor day-to-day activities of marketing communications operations
- 4 3 2 1 0 13. Access, evaluate and disseminate information to enhance marketing decision-making processes
- 4 3 2 1 0 14. Obtain, develop, maintain and improve a marketing communications product or

- service mix to respond to market opportunities
- 4 3 2 1 0 15. Communicate information about products, services, images and/or ideas to achieve a desired outcome
- 4 3 2 1 0 16. Plan, organize and lead marketing staff to achieve business goals
- 4 3 2 1 0 17. Plan, manage and monitor day-to-day marketing management operations
- 4 3 2 1 0 18. Plan, manage and organize to meet the requirements of the marketing plan
- 4 3 2 1 0 19. Access, evaluate and disseminate information to aid in making marketing management decisions
- 4 3 2 1 0 20. Determine and adjust prices to maximize return and meet customers' perceptions of value
- 4 3 2 1 0 21. Obtain, develop, maintain and improve a product or service mix in response to market opportunities
- 4 3 2 1 0 22. Communicate information about products, services, images and/or ideas
- 4 3 2 1 0 23. Plan, organize and manage day-to-day marketing research activities
- 4 3 2 1 0 24. Design and conduct research activities to facilitate marketing business decisions
- 4 3 2 1 0 25. Use information systems and tools to make marketing research decisions
- 4 3 2 1 0 26. Plan, organize and lead merchandising staff to enhance selling and merchandising skills
- 4 3 2 1 0 27. Plan, manage and monitor day-to-day merchandising activities
- 4 3 2 1 0 28. Move, store, locate and/or transfer ownership of retail goods and services

- 4 3 2 1 0 29. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities
- 4 3 2 1 0 30. Determine and adjust prices to maximize return and meet customers' perceptions of value
- 4 3 2 1 0 31. Obtain, develop, maintain and improve a product or service mix to respond to market opportunities
- 4 3 2 1 0 32. Communicate information about retail products, services, images and/or ideas
- 4 3 2 1 0 33. Create and manage merchandising activities that provide for client needs and wants
- 4 3 2 1 0 34. Access, evaluate and disseminate sales information
- 4 3 2 1 0 35. Apply sales techniques to meet client needs and wants
- 4 3 2 1 0 36. Plan, organize and lead sales staff to enhance sales goals

- 4 3 2 1 0 4. Analyze cost/profit relationships to guide business decision-making.
- 4 3 2 1 0 5. Describe the purpose and origin of business within the United States.
- 4 3 2 1 0 5. Analyze the history and importance of trade within a global marketplace.
- 4 3 2 1 0 6. Apply verbal skills when obtaining and conveying information.
- 4 3 2 1 0 7. Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information effectively.
- 4 3 2 1 0 8. Prepare oral presentations to provide information for specific purposes and audiences.
- 4 3 2 1 0 9. Describe the nature of legally binding business contracts.
- 4 3 2 1 0 10. Identify regulatory agencies and regulatory legislation.
- 4 3 2 1 0 11. Identify types of business ownership.
- 4 3 2 1 0 12. Perform customer service activities to support customer relationships and encourage repeat business.
- 4 3 2 1 0 13. Utilize technology to facilitate customer relationship management.
- 4 3 2 1 0 14. Demonstrate managerial and business ethics.
- 4 3 2 1 0 15. Develop personal traits and behaviors to foster career advancement.
- 4 3 2 1 0 16. Analyze entrepreneur careers to determine careers of interest.

INTRODUCTORY COURSE

12050-BUSINESS ESSENTIALS (.5 Credit) (Required for pathway approval)

- 4 3 2 1 0 1. Analyze fundamental economic concepts necessary for employment in business.
- 4 3 2 1 0 2. Describe the nature of business and its contribution to society.
- 4 3 2 1 0 3. Recognize how economic systems influence environments in which businesses function.

- 4 3 2 1 0 17. Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.
- 4 3 2 1 0 18. Analyze how proper management of personal finance relates with maintaining business financial efficiency.
- 4 3 2 1 0 19. Define the accounting equation and how accounting can assist in maintaining financial solvency.
- 4 3 2 1 0 20. Use information technology tools to manage and perform work responsibilities.
- 4 3 2 1 0 21. Prepare simple documents and other business communications.
- 4 3 2 1 0 22. Understand marketing's role and function in business to facilitate economic exchanges with -----
- 4 3 2 1 0 23. Explain marketing and its importance in global economy. Describe marketing functions
- 4 3 2 1 0 24. ----- and related activities.
- 4 3 2 1 0 25. Develop personal traits and behaviors to foster career advancement.
- 4 3 2 1 0 26. Identify the impact business has on local communities.
- 4 3 2 1 0 27. List the standards and qualifications that must be met in order for entering a business career.
- 4 3 2 1 0 28. Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.

TECHNICAL COURSES

12164 – PRINCIPLES OF MARKETING (1 credit) (Required for pathway approval)

- 4 3 2 1 0 1. Analyze company resources to ascertain policies and procedures
- 4 3 2 1 0 2. Write business letters
- 4 3 2 1 0 3. Write information messages
- 4 3 2 1 0 4. Write inquiries
- 4 3 2 1 0 5. Demonstrate a customer-service mindset
- 4 3 2 1 0 6. Reinforce service orientation through communication
- 4 3 2 1 0 7. Respond to customer inquiries
- 4 3 2 1 0 8. Adapt communication to the cultural and social differences among clients
- 4 3 2 1 0 9. Interpret business policies to customers/clients
- 4 3 2 1 0 10. Handle difficult customers ----- complaints
- 4 3 2 1 0 12. Identify company's brand promise
- 4 3 2 1 0 13. Determine ways of reinforcing the company's image through employee performance
- 4 3 2 1 0 14. Explain marketing and its importance in a global economy
- 4 3 2 1 0 15. Describe marketing functions and related activities
- 4 3 2 1 0 16. Explain employment opportunities in marketing
- 4 3 2 1 0 17. Explain the nature and scope of channel management

- 4 3 2 1 0 18. Explain the relationship between customer service and channel management
- 4 3 2 1 0 19. Explain the nature of channels of distribution
- 4 3 2 1 0 20. Describe the use of technology in the channel management function
- 4 3 2 1 0 21. Explain legal considerations in channel management
- 4 3 2 1 0 22. Describe ethical considerations in channel management
- 4 3 2 1 0 23. Describe the need for marketing information
- 4 3 2 1 0 24. Identify information monitored for marketing decision making
- 4 3 2 1 0 25. Explain the nature and scope of the marketing information management function
- 4 3 2 1 0 26. Explain the role of ethics in marketing-information management
- 4 3 2 1 0 27. Describe the use of technology in the marketing-information management function
- 4 3 2 1 0 28. Describe the regulation of marketing-information management
- 4 3 2 1 0 29. Explain the nature of marketing research
- 4 3 2 1 0 30. Discuss the nature of marketing research problems/issues
- 4 3 2 1 0 31. Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)

- 4 3 2 1 0 32. Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research)
- 4 3 2 1 0 33. Discuss the nature of sampling plans
- 4 3 2 1 0 34. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)
- 4 3 2 1 0 35. Explain characteristics of effective data-collection instruments
- 4 3 2 1 0 36. Explain techniques for processing marketing information
- 4 3 2 1 0 37. Explain the use of descriptive statistics in marketing decision-making
- 4 3 2 1 0 38. Explain the concept of marketing strategies
- 4 3 2 1 0 39. Explain the concept of market and market identification
- 4 3 2 1 0 40. Explain the nature and scope of the pricing function
- 4 3 2 1 0 41. Describe the role of business ethics in pricing
- 4 3 2 1 0 42. Explain the use of technology in the pricing function
- 4 3 2 1 0 43. Explain legal considerations for pricing
- 4 3 2 1 0 44. Explain factors affecting pricing decisions
- 4 3 2 1 0 45. Explain the nature and scope of the product/service management function
- 4 3 2 1 0 46. Identify the impact of product life cycles on marketing decisions
- 4 3 2 1 0 47. Describe the use of technology in the product/service management function
- 4 3 2 1 0 48. Explain business ethics in product/service management
- 4 3 2 1 0 49. Describe the uses of grades and standards in marketing
- 4 3 2 1 0 50. Explain warranties and guarantees
- 4 3 2 1 0 51. Identify consumer protection provisions of appropriate agencies
- 4 3 2 1 0 52. Explain the concept of product mix
- 4 3 2 1 0 53. Describe factors used by marketers to position products/services
- 4 3 2 1 0 54. Explain the nature of product/service branding
- 4 3 2 1 0 55. Explain the nature of corporate branding
- 4 3 2 1 0 56. Explain the role of promotion as a marketing function
- 4 3 2 1 0 57. Explain the types of promotion
- 4 3 2 1 0 58. Identify the elements of the promotional mix
- 4 3 2 1 0 59. Describe the use of business ethics in promotion
- 4 3 2 1 0 60. Describe the use of technology in the promotion function
- 4 3 2 1 0 61. Describe the regulation of promotion
- 4 3 2 1 0 62. Explain types of advertising media
- 4 3 2 1 0 63. Describe word of mouth channels used to communicate with targeted audiences
- 4 3 2 1 0 64. Explain the nature of direct marketing channels
- 4 3 2 1 0 65. Identify communications channels used in sales promotion
- 4 3 2 1 0 66. Explain communications channels used in public-relations activities
- 4 3 2 1 0 67. Explain the nature and scope of the selling function
- 4 3 2 1 0 68. Explain the role of customer service as a component of selling relationships
- 4 3 2 1 0 69. Explain key factors in building a clientele
- 4 3 2 1 0 70. Explain company selling policies
- 4 3 2 1 0 71. Explain business ethics in selling
- 4 3 2 1 0 72. Describe the use of technology in the selling function
- 4 3 2 1 0 73. Describe the nature of selling regulations
- 4 3 2 1 0 74. Acquire product information for use in selling
- 4 3 2 1 0 75. Analyze product information to identify product features and benefits
- 4 3 2 1 0 76. Explain the selling process
- 4 3 2 1 0 77. Establish relationship with client/customer
- 4 3 2 1 0 78. Determine customer/client needs
- 4 3 2 1 0 79. Recommend specific product
- 4 3 2 1 0 80. Calculate miscellaneous charges

- 4 3 2 1 0 81. Process special orders
- 4 3 2 1 0 82. Process telephone orders

**12009 – BUSINESS COMMUNICATIONS
(.5 credit)**

- 4 3 2 1 0 1. Define, spell, pronounce, and syllabicate frequently used and business-related words
- 4 3 2 1 0 2. Apply rules for plurals, possessives, prefixes, and word endings
- 4 3 2 1 0 3. Demonstrate proficiency in the use of a dictionary
- 4 3 2 1 0 4. Demonstrate good sentence structure
- 4 3 2 1 0 5. Demonstrate proficiency in the use of punctuation.
- 4 3 2 1 0 6. Demonstrate proficiency in using reference materials
- 4 3 2 1 0 7. Demonstrate proficiency in using software and hardware instruction manuals
- 4 3 2 1 0 8. Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors
- 4 3 2 1 0 9. Interpret, analyze, and confirm written instructions or procedure
- 4 3 2 1 0 10. Operate communications equipment
- 4 3 2 1 0 11. Compose and key error-free electronic mail messages
- 4 3 2 1 0 12. Use dictionary and/or other reference materials to produce error-free documents

- 4 3 2 1 0 13. Demonstrate proper error correction techniques
- 4 3 2 1 0 14. Write a letter requesting admission and scholarship information
- 4 3 2 1 0 15. Request a room reservation or reply to such a request
- 4 3 2 1 0 16. Ask for material to be sent or grant or deny such a request
- 4 3 2 1 0 17. Ask for credit, grant it, or deny it
- 4 3 2 1 0 18. Request a speaker for a convention or meeting
- 4 3 2 1 0 19. Sell a service/product through the mail
- 4 3 2 1 0 20. Write or answer a letter of complaint
- 4 3 2 1 0 21. Prepare interoffice memorandums
- 4 3 2 1 0 22. Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution
- 4 3 2 1 0 23. Use appropriate technologies to create identified business correspondence
- 4 3 2 1 0 24. Key documents from longhand or edited rough draft
- 4 3 2 1 0 25. Proofread documents
- 4 3 2 1 0 26. Meet the standard of mailability for all production work
- 4 3 2 1 0 27. Prepare and deliver an oral presentation
- 4 3 2 1 0 28. Practice customer contact skills
- 4 3 2 1 0 29. Interpret, analyze, and confirm verbal instructions
- 4 3 2 1 0 30. Utilize listening skills

- 4 3 2 1 0 31. Perform a self-evaluation to determine strengths and weaknesses
- 4 3 2 1 0 32. Develop grooming and personal hygiene habits
- 4 3 2 1 0 33. Develop a healthy self-esteem
- 4 3 2 1 0 34. Describe the importance of the following personal qualities: honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, and initiative
- 4 3 2 1 0 35. Describe acceptable conduct in the following professional relationships: employee-employer, employee- coworker, and employee-public
- 4 3 2 1 0 36. Research and report on various business careers
- 4 3 2 1 0 37. Prepare a résumé
- 4 3 2 1 0 38. Compose and type employment-related letters such as application, thank you, resignation, etc.
- 4 3 2 1 0 39. Complete an application form
- 4 3 2 1 0 40. Demonstrate the techniques of a good job interview
- 4 3 2 1 0 41. Prepare a computerized spreadsheet to analyze and present data
- 4 3 2 1 0 42. Prepare graphic presentations of data by computer
- 4 3 2 1 0 43. Incorporate graphic presentation of data in a printed document

12104 – ACCOUNTING (1 credit)

- | | | |
|---|--|---|
| 4 3 2 1 0 1. Classify-record-and summarize financial data | 4 3 2 1 0 24. Prepare bank deposits | 4 3 2 1 0 50. Record inventory usage Process |
| 4 3 2 1 0 2. Discuss the nature of the accounting cycle | 4 3 2 1 0 25. Prepare purchase requisitions | 4 3 2 1 0 51. Record invoice of inventory Process |
| 4 3 2 1 0 3. Demonstrate the effects of transactions on the accounting equation | 4 3 2 1 0 26. Prepare purchase orders | 4 3 2 1 0 52. Record results of inventory Process |
| 4 3 2 1 0 4. Prepare a chart of accounts | 4 3 2 1 0 27. Prepare sales slips | 4 3 2 1 0 53. Record inventory adjustments |
| 4 3 2 1 0 5. Use T accounts | 4 3 2 1 0 28. Prepare invoices | 4 3 2 1 0 54. Determine the cost of inventory |
| 4 3 2 1 0 6. Record transactions in a general journal | 4 3 2 1 0 29. Explain the nature of special journals | 4 3 2 1 0 55. Calculate time cards |
| 4 3 2 1 0 7. Post journal entries to general ledger accounts | 4 3 2 1 0 30. Record transactions in special journals | 4 3 2 1 0 56. Maintain employee earnings records |
| 4 3 2 1 0 8. Prepare a trial balance | 4 3 2 1 0 31. Explain the nature of accounts payable | 4 3 2 1 0 57. Calculate employee earnings - e.g. gross earnings - net pay |
| 4 3 2 1 0 9. Journalize and post adjusting entries | 4 3 2 1 0 32. Maintain a vendor file | 4 3 2 1 0 58. Calculate employee-paid withholdings |
| 4 3 2 1 0 10. Journalize and post closing entries | 4 3 2 1 0 33. Analyze purchase transactions | 4 3 2 1 0 59. Prepare a payroll register |
| 4 3 2 1 0 11. Prepare a post-closing trial balance | 4 3 2 1 0 34. Post to an accounts payable subsidiary ledger | 4 3 2 1 0 60. Record the payroll in the general journal |
| 4 3 2 1 0 12. Prepare work sheets | 4 3 2 1 0 35. Prepare a credit memorandum for returned goods | 4 3 2 1 0 61. Complete payroll tax expense forms |
| 4 3 2 1 0 13. Discuss the nature of annual reports | 4 3 2 1 0 36. Process invoices for payment | 4 3 2 1 0 62. Prepare federal-state-and local payroll tax reports |
| 4 3 2 1 0 14. Discuss the use of financial ratios in accounting | 4 3 2 1 0 37. Process accounts payable checks | 4 3 2 1 0 63. Analyze a partnership agreement |
| 4 3 2 1 0 15. Determine business liquidity | 4 3 2 1 0 38. Prepare an accounts payable schedule | 4 3 2 1 0 64. Allocate profits and losses to the partners |
| 4 3 2 1 0 16. Calculate business profitability | 4 3 2 1 0 39. Explain the nature of accounts receivable | 4 3 2 1 0 65. Prepare a statement of partners' equities |
| 4 3 2 1 0 17. Prepare income statements | 4 3 2 1 0 40. Maintain a customer file for accounts receivable | 4 3 2 1 0 66. Prepare a balance sheet for a partnership |
| 4 3 2 1 0 18. Prepare balance sheets | 4 3 2 1 0 41. Analyze sales transactions | 4 3 2 1 0 67. Explain the nature of special journals |
| 4 3 2 1 0 19. Maintain cash controls | 4 3 2 1 0 42. Post to an accounts receivable subsidiary ledger | 4 3 2 1 0 68. Record transactions in special journals |
| 4 3 2 1 0 20. Prove cash | 4 3 2 1 0 43. Process sales orders and invoices | 4 3 2 1 0 69. Explain the nature of accounts payable |
| 4 3 2 1 0 21. Journalize/post entries to establish and replenish petty cash | 4 3 2 1 0 44. Process sales returns and allowances | 4 3 2 1 0 70. Maintain a vendor file |
| 4 3 2 1 0 22. Journalize/post entries related to banking activities | 4 3 2 1 0 45. Process customer payments | 4 3 2 1 0 71. Analyze purchase transactions |
| 4 3 2 1 0 23. Explain the benefits of electronic funds transfer | 4 3 2 1 0 46. Prepare customer statements | 4 3 2 1 0 72. Post to an accounts payable subsidiary ledger |
| | 4 3 2 1 0 47. Process uncollectible accounts | |
| | 4 3 2 1 0 48. Prepare an accounts receivable schedule | |
| | 4 3 2 1 0 49. Determine uncollectible accounts receivable | |

4 3 2 1 0 73. Prepare a credit memorandum for returned goods	4 3 2 1 0 96. Describe Generally Accepted Accounting Principles – GAAP	materials to review and apply information sources for occupational tasks
4 3 2 1 0 74. Process invoices for payment		
4 3 2 1 0 75. Process accounts payable checks		4 3 2 1 0 11. Prepare oral presentations to provide information for specific purposes and audiences
4 3 2 1 0 76. Prepare an accounts payable schedule	12052 – BUSINESS MANAGEMENT (.5 credit)	
4 3 2 1 0 77. Explain the nature of accounts receivable	4 3 2 1 0 1. Solve mathematical managerial problems using numbers and operational resources	4 3 2 1 0 12. Identify common tasks that require employees to use problem-solving skills
4 3 2 1 0 78. Maintain a customer file for accounts receivable	4 3 2 1 0 2. Perform data analysis to make business decisions	4 3 2 1 0 13. Describe the value of using problem-solving and critical thinking skills to improve a situation or process
4 3 2 1 0 79. Analyze sales transactions	4 3 2 1 0 3. Evaluate the accuracy of mathematical responses using problem-solving techniques	4 3 2 1 0 14. Analyze situations and behaviors that affect conflict management
4 3 2 1 0 80. Post to an accounts receivable subsidiary ledger	4 3 2 1 0 4. Recognize how economic systems influence environments in which businesses function	4 3 2 1 0 15. Determine best options/outcomes for conflict resolution using critical thinking skills
4 3 2 1 0 81. Process sales orders and invoices	4 3 2 1 0 5. Use knowledge regarding the impact government has on businesses to make informed economic decisions	4 3 2 1 0 16. Identify with others’ feelings, needs, and concerns
4 3 2 1 0 82. Process sales returns and allowances	4 3 2 1 0 6. Describe global trade's impact on business activities	4 3 2 1 0 17. Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time bound
4 3 2 1 0 83. Process customer payments	4 3 2 1 0 7. Use economic indicators to detect economic trends and conditions	4 3 2 1 0 18. Develop a foundational knowledge of accounting to understand its nature and scope
4 3 2 1 0 84. Prepare customer statements	4 3 2 1 0 8. Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions	4 3 2 1 0 19. Describe the role and function of human resources management
4 3 2 1 0 85. Process uncollectible accounts	4 3 2 1 0 9. Employ verbal skills when obtaining and conveying information	4 3 2 1 0 20. Manage business risks to protect a business's financial well- being
4 3 2 1 0 86. Prepare an accounts receivable schedule	4 3 2 1 0 10. Use informational texts, Internet web sites, and/or technical	4 3 2 1 0 21. Assess needed safety policies/procedures to ensure protection of employees
4 3 2 1 0 87. Determine uncollectible accounts receivable		4 3 2 1 0 22. Analyze and exhibit leadership traits and their various roles within organizations (e.g. contribute ideas; share in building
4 3 2 1 0 88. Explain the purpose of internal accounting controls		
4 3 2 1 0 89. Determine the components of internal accounting control procedures		
4 3 2 1 0 90. Maintain internal accounting controls		
4 3 2 1 0 91. Utilize accounting technology		
4 3 2 1 0 92. Integrate technology into accounting		
4 3 2 1 0 93. Describe careers in accounting		
4 3 2 1 0 94. Explore accounting licensing and certification programs		
4 3 2 1 0 95. Discuss the significance of responsibility in accounting		

- an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others)
- 4 3 2 1 0 23. Consider issues related to self, team, community, diversity, environment, and global awareness when leading others
- 4 3 2 1 0 24. Describe how staff growth and development to increase productivity and employee satisfaction
- 4 3 2 1 0 25. Explain and identify best practices for successful team functioning
- 4 3 2 1 0 26. Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions
- 4 3 2 1 0 27. Describe the nature and scope of business laws and regulations
- 4 3 2 1 0 28. Utilize career-advancement activities to enhance professional development
- 4 3 2 1 0 29. Use information literacy skills to increase workplace efficiency and effectiveness
- 4 3 2 1 0 30. Acquire a foundational knowledge of information management to understand its nature and scope
- 4 3 2 1 0 31. Maintain business records to facilitate business operations
- 4 3 2 1 0 32. Acquire information to guide business decision-making

- 4 3 2 1 0 33. manage financial resources to maintain business solvency
- 4 3 2 1 0 34. Explain the role that business management has in contributing to business success
- 4 3 2 1 0 35. Manage purchasing activities to obtain the best service/product at the least cost
- 4 3 2 1 0 36. Manage quality-control processes to minimize errors and to expedite workflow
- 4 3 2 1 0 37. Explain the nature and scope of risk management practices within a business
- 4 3 2 1 0 38. Plan organization's/department's activities to guide and support decisions and to ensure that staff focus on current and future operational priorities
- 4 3 2 1 0 39. Develop business plans to meet company needs

12105 – BUSINESS ECONOMICS (.5 credit) (KBOR Qualified Admissions – Social Science)

- 4 3 2 1 0 1. Describe how relative scarcity exists in all societies
- 4 3 2 1 0 2. Give real-world examples of each type of scarce resource (e.g., Natural resources, labor, capital, entrepreneurs)
- 4 3 2 1 0 3. Identify examples of virtually unlimited wants
- 4 3 2 1 0 4. Explain the most valuable thing a person gives up is his or her opportunity cost

- 4 3 2 1 0 5. Demonstrate an understanding of costs and benefits analysis by giving real-world examples which properly evaluate alternatives
- 4 3 2 1 0 6. Establish a clear distinction between absolute and comparative advantage
- 4 3 2 1 0 7. Illustrate examples of specialization, recognizing the interdependence it creates
- 4 3 2 1 0 8. List some advantages and disadvantages of market-oriented economies as well as more directed economies
- 4 3 2 1 0 9. Explain the role of price and other determinants of demand (e.g., income, expectations, price of related goods,...)
- 4 3 2 1 0 10. Define the role of price in influencing the quantity supplied
- 4 3 2 1 0 11. Demonstrate an understanding how markets can be effective in allocating scarcity
- 4 3 2 1 0 12. Illustrate and explain the pressures on a market price to increase or decrease
- 4 3 2 1 0 13. Explain the role markets play in continuing to respond in a dynamic economy
- 4 3 2 1 0 14. Change non-price determinants of supply to illustrate shifts in a supply curve
- 4 3 2 1 0 15. Evaluate relationship between inputs and outputs
- 4 3 2 1 0 16. Use expenditures (explicit costs) along with implicit costs (e.g., opportunity cost) in making profit maximizing decisions

- 4 3 2 1 0 17. Explain revenues (e.g., total revenue and marginal revenue's) role in making profit maximizing decisions
- 4 3 2 1 0 18. Determine the price and output in profit maximizing analysis
- 4 3 2 1 0 19. Explain the difference in pure competition and imperfect competition
- 4 3 2 1 0 20. Illustrate the role labor and other resource markets have on the demand for the good or service
- 4 3 2 1 0 21. Illustrate the role of self-interest in economic decisions by both consumers and producers
- 4 3 2 1 0 22. Explain the role of government in directing, controlling and regulating market economies
- 4 3 2 1 0 23. Explain the role and impact saving has on building wealth
- 4 3 2 1 0 24. Define money, explain the role of banks and contrasting them with security exchanges
- 4 3 2 1 0 25. Explain the role and utilization of credit in a market economy 4
- 3 2 1 0 26. Define Gross Domestic Product (GDP)
- 4 3 2 1 0 27. Define inflation
- 4 3 2 1 0 28. Define Unemployment
- 4 3 2 1 0 29. Explain the role and function of public finance
- 4 3 2 1 0 30. Incorporate economic decision skills in identifying a career path

10202 – COMPUTER GRAPHICS (1 credit)

- 4 3 2 1 0 1. Demonstrate knowledge of the basic principles of motion graphics
- 4 3 2 1 0 2. Demonstrate proficiency in the use of digital imaging
- 4 3 2 1 0 3. Manipulate images, video, and motion graphics
- 4 3 2 1 0 4. Create and refine design concepts
- 4 3 2 1 0 5. Alter digitized images using an image manipulation program
- 4 3 2 1 0 6. Alter digitized video using a video manipulation program
- 4 3 2 1 0 7. Apply color theory to select appropriate colors
- 4 3 2 1 0 8. Apply knowledge of typography
- 4 3 2 1 0 9. Apply principles and elements of design
- 4 3 2 1 0 10. Create and/or implement the look and feel of a product
- 4 3 2 1 0 11. Create graphical images and/or or video elements
- 4 3 2 1 0 12. Enhance digital communication presentation using a photographic process
- 4 3 2 1 0 13. Evaluate visual appeal
- 4 3 2 1 0 14. Produce or acquire graphics content
- 4 3 2 1 0 15. Differentiate between copyright and trademarks
- 4 3 2 1 0 16. Define scope of work to achieve individual and group goals
- 4 3 2 1 0 17. Use available reference tools as appropriate
- 4 3 2 1 0 18. Explain the key functions and applications of software

- 4 3 2 1 0 19. Explain the need for regular backup procedures

35162 – DIGITAL MARKETING (.5 credit)

- 4 3 2 1 0 1. Explain why organizations use e-commerce
- 4 3 2 1 0 2. Explain the concept of e-commerce
- 4 3 2 1 0 3. Trace the history of e-commerce business models
- 4 3 2 1 0 4. job functions and responsibilities of those employed in e-commerce
- 4 3 2 1 0 5. Explore ethical considerations and tensions related to e-commerce business models
- 4 3 2 1 0 6. Examine how culture influences global e-commerce
- 4 3 2 1 0 7. Recognize some of the social and ethical implications of e-commerce
- 4 3 2 1 0 8. Discuss the basic economic impact of e-commerce
- 4 3 2 1 0 9. Define state and federal laws governing e-commerce practices
- 4 3 2 1 0 10. Generalize the concept of search engine optimization
- 4 3 2 1 0 11. Explore strategies for optimizing search engine advertising
- 4 3 2 1 0 12. Discuss fundamental principles Internet based search engines
- 4 3 2 1 0 13. Describe the purpose of Internet based search engines
- 4 3 2 1 0 14. Recognize search engine tools and analytics available for businesses
- 4 3 2 1 0 15. Explain the methods used in email marketing

- 4 3 2 1 0 16. Describe the role of email marketing in the promotional plan
- 4 3 2 1 0 17. Summarize the general principles of how email campaigns work
- 4 3 2 1 0 18. Identify email marketing mediums: traditional, new and experimental
- 4 3 2 1 0 19. Describe the role of web site analytics as a marketing function
- 4 3 2 1 0 20. Discuss how a web site's analytic data is collected and used in the marketing function
- 4 3 2 1 0 21. Identify how a web site's analytics and data are collected and used in the promotional mix
- 4 3 2 1 0 22. Restate best practices in digital, graphical displays of information
- 4 3 2 1 0 23. Discuss the impact on consumers from a company's digital presence
- 4 3 2 1 0 24. Explain the use of online forms and other digital tools to maximize premium brand awareness
- 4 3 2 1 0 25. Collect examples of each major types of online branding and present findings to class
- 4 3 2 1 0 26. Recommend social media decisions
- 4 3 2 1 0 27. Evaluate methods in which a digital market can be segmented
- 4 3 2 1 0 28. Summarize the role and methods of social media planning
- 4 3 2 1 0 29. Develop a digital marketing plan
- 4 3 2 1 0 30. Create a social media advertising plan

- 4 3 2 1 0 31. Explain career opportunities in digital marketing
- 4 3 2 1 0 32. Evaluate career advancement activities in digital marketing to enhance professional development
- 4 3 2 1 0 33. Illustrate the services of professional organizations in digital marketing

12053 – ENTREPRENEURSHIP (.5 credit)

- 4 3 2 1 0 1. Solve mathematical problems using numbers and operations
- 4 3 2 1 0 2. Incorporate algebraic skills to make business decisions
- 4 3 2 1 0 3. Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner
- 4 3 2 1 0 4. Explain and describe cost/benefit analysis as it explains cost-profit relationships
- 4 3 2 1 0 5. Explain and demonstrate the nature of effective communications
- 4 3 2 1 0 6. Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership
- 4 3 2 1 0 7. Describe the relationship between principled entrepreneurship versus personal responsibility
- 4 3 2 1 0 8. Describe the relationship between government and business

- 4 3 2 1 0 9. Identify types of business ownership
- 4 3 2 1 0 10. Demonstrate understanding of managerial and business ethics
- 4 3 2 1 0 11. Analyze and define entrepreneurship
- 4 3 2 1 0 12. Expound on the importance of entrepreneurship on market economies
- 4 3 2 1 0 13. Explain characteristics of an entrepreneur as it relates to personal assessment and management
- 4 3 2 1 0 14. Identify successful methods in developing and assessing innovative business ideas
- 4 3 2 1 0 15. Give explanation on how entrepreneurs recognize marketplace opportunities
- 4 3 2 1 0 16. Explain tools used by entrepreneurs for venture planning
- 4 3 2 1 0 17. Explain proper methods in assessing and calculating risk in developing a business venture
- 4 3 2 1 0 18. Describe the need for continuation planning as it relates with entrepreneurship/small business ownership
- 4 3 2 1 0 19. The student demonstrates an understanding of information management concepts and how they support effective business operations
- 4 3 2 1 0 20. Describe the impact of the Internet on entrepreneurship/small business ownership

- 4 3 2 1 0 21. Understand marketing's role and function in business to facilitate economic exchanges with customers
- 4 3 2 1 0 22. Analyze the role of marketing research in constructing a small business management model
- 4 3 2 1 0 23. Describe marketing functions and related activities
- 4 3 2 1 0 24. Describe the components and purpose of a business plan
- 4 3 2 1 0 25. Examine and explain the components and purpose of a financial plan for a business
- 4 3 2 1 0 26. Identify and evaluate a local entrepreneurial venture/business
- 4 3 2 1 0 27. Develop organizational skills to improve efficiency
- 4 3 2 1 0 28. Identify and explain expense control strategies to enhance the financial well being of a business
- 4 3 2 1 0 29. Give explanation on how entrepreneurs incorporate accounting in making business decisions
- 4 3 2 1 0 30. Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner
- 4 3 2 1 0 31. Develop personal traits and behaviors to foster career advancement

11154 – GRAPHIC DESIGN (1 credit)

- 4 3 2 1 0 1. Determine client's needs and expected outcomes

- 4 3 2 1 0 2. Determine purpose of the digital communication project
- 4 3 2 1 0 3. Determine the digital communication elements to be used
- 4 3 2 1 0 4. Determine the target audience
- 4 3 2 1 0 5. Create and produce content
- 4 3 2 1 0 6. Create and refine design concepts
- 4 3 2 1 0 7. Alter digitized images using an image manipulation program
- 4 3 2 1 0 8. Apply color theory to select appropriate colors
- 4 3 2 1 0 9. Apply knowledge of typography
- 4 3 2 1 0 10. Apply principles and elements of design
- 4 3 2 1 0 11. Create and/or implement the look and feel of the product
- 4 3 2 1 0 12. Create graphical images
- 4 3 2 1 0 13. Evaluate visual appeal
- 4 3 2 1 0 14. Differentiate between copyright and trademarks
- 4 3 2 1 0 15. Define scope of work to achieve individual and group goals
- 4 3 2 1 0 16. Use available reference tools as appropriate

12165 – PRINCIPLES OF ADVERTISING (.5 credit)

- 4 3 2 1 0 1. Explain why organizations advertise (NBEA)
- 4 3 2 1 0 2. Explain the concept of advertising
- 4 3 2 1 0 3. Trace the history of advertising in business
- 4 3 2 1 0 4. Explain the different job functions and responsibilities of those employed in advertising

- 4 3 2 1 0 5. Explore ethical considerations and tensions related to the practice of advertising
- 4 3 2 1 0 6. Examine how culture influences global advertising
- 4 3 2 1 0 7. Recognize some of the social and ethical implications of advertising
- 4 3 2 1 0 8. Discuss the basic economic impact of advertising
- 4 3 2 1 0 9. Define state and federal laws governing advertising practices
- 4 3 2 1 0 10. Explore ethical considerations and tensions related to the practice of advertising
- 4 3 2 1 0 11. Examine how culture influences global advertising
- 4 3 2 1 0 12. Discuss fundamental legal principles that pertain to advertising (e.g., remedies, unfair competition, deceptive acts, deceptive practices, puffing, ambush marketing, Federal Trade Commission, etc.)
- 4 3 2 1 0 13. Describe the purpose (e.g., nature, characteristics, process, etc.) of advertising contracts
- 4 3 2 1 0 14. Recognize some of the forms of advertising regulation
- 4 3 2 1 0 15. Explain the methods used in marketing and advertising research
- 4 3 2 1 0 16. Describe the role of marketing and advertising planning
- 4 3 2 1 0 17. Restate some of the advantages and disadvantages of using various forms of media

- 4 3 2 1 0 18. Summarize the general principles of how advertising campaigns work
- 4 3 2 1 0 19. Identify advertising mediums, both traditional, new and experimental
- 4 3 2 1 0 20. Recommend media pricing decisions
- 4 3 2 1 0 21. Evaluate marketing segmentation criteria
- 4 3 2 1 0 22. Summarize the role and methods of media planning
- 4 3 2 1 0 23. Explain the role of promotion as a marketing function
- 4 3 2 1 0 24. Explain the elements of the promotional mix
- 4 3 2 1 0 25. Explain how a product influences the promotional mix
- 4 3 2 1 0 26. Compare and contrast the major types of promotions
- 4 3 2 1 0 27. Discuss the impact on consumers of the different sales promotions
- 4 3 2 1 0 28. Assess the effectiveness of “point-of-purchase” based on shopping habits of consumers and needs of retailers
- 4 3 2 1 0 29. Explain the use of fulfillment forms for premiums and contents
- 4 3 2 1 0 30. Collect examples of each major type of promotion and present to the class
- 4 3 2 1 0 31. Develop a sales promotion plan
- 4 3 2 1 0 32. Create an advertising plan
- 4 3 2 1 0 33. Prepare a public relations plan
- 4 3 2 1 0 34. Explain career opportunities in advertising
- 4 3 2 1 0 35. Evaluate career advancement activities in advertising to

- enhance professional development
- 4 3 2 1 0 36. Illustrate the services of professional organizations in advertising
- 4 3 2 1 0 37. Explain the nature and scope of the selling function
- 4 3 2 1 0 38. Describe product information for use in selling
- 4 3 2 1 0 39. Identify customer’s buying motives for use in selling
- 4 3 2 1 0 40. Generalize customer buying decisions
- 4 3 2 1 0 41. Explain how to demonstrate a product
- 4 3 2 1 0 42. Illustrate how to recommend a specific product
- 4 3 2 1 0 43. Prepare for the sales presentation
- 4 3 2 1 0 44. Determine customer/client needs
- 4 3 2 1 0 45. Articulate key factors in building a clientele
- 4 3 2 1 0 46. Contrast between consumer and organizational buying behavior
- 4 3 2 1 0 47. Explain the selling process
- 4 3 2 1 0 48. Examine methods that establish relationships with the client/customer
- 4 3 2 1 0 49. Present advertising recommendations to client
- 4 3 2 1 0 50. Facilitate customer buying decisions
- 4 3 2 1 0 51. Demonstrate suggestive selling and follow-up
- 4 3 2 1 0 52. Understand how to sell goods and services and how to close a sale

12163 – SPORTS / ENTERTAINMENT MARKETING (.5 credit)

- 4 3 2 1 0 1. Analyze current trends in sports and entertainment marketing
- 4 3 2 1 0 2. Describe the types of sports and entertainment that have become increasingly popular internationally
- 4 3 2 1 0 3. Describe ways sports and entertainment marketing has increased international awareness of each
- 4 3 2 1 0 4. Understand the market potential for sports & entertainment
- 4 3 2 1 0 5. Discuss the impact of emotional ties of fans to sports on an athlete’s earning power
- 4 3 2 1 0 6. Discuss the impact of marketing on profitability in sports and entertainment marketing
- 4 3 2 1 0 7. Define the goals of public relations
- 4 3 2 1 0 8. Identify the role of public relations firms in sports and entertainment marketing
- 4 3 2 1 0 9. Identify the components of a public relations “Plan of Action”
- 4 3 2 1 0 10. Define “goodwill”
- 4 3 2 1 0 11. Discuss the relationship between athletes/entertainers and public relations
- 4 3 2 1 0 12. List ways of enhancing public relations in sports and entertainment marketing
- 4 3 2 1 0 13. Identify the purposes and benefits of fan clubs
- 4 3 2 1 0 14. Discuss the impact of fan behavior on public relations

- 4 3 2 1 0 15. Explain the significance of fund-raising activities in sports and entertainment marketing
- 4 3 2 1 0 16. Describe the public relations impact of fund-raising activities in sports and entertainment marketing
- 4 3 2 1 0 17. Explain methods of advertising sports and entertainment events
- 4 3 2 1 0 18. Discuss the advantages and disadvantages of advertising methods used in sports and entertainment marketing
- 4 3 2 1 0 19. Discuss challenges of marketing special events and certain types of sports: i.e. Olympics, Women's Athletics, and Special Olympics
- 4 3 2 1 0 20. Identify sports marketing strategies
- 4 3 2 1 0 21. Understand the role of sports agents
- 4 3 2 1 0 22. Describe the distribution process for sports teams and organizations
- 4 3 2 1 0 23. Discuss the relationship between a player's ethical behavior and promotional value
- 4 3 2 1 0 24. Identify the types of financing related to sports and entertainment marketing
- 4 3 2 1 0 25. Discuss sponsorship of sports teams and organizations
- 4 3 2 1 0 26. Discuss the levels of sports and entertainment sponsorship (individual, corporate, and fund-raising)
- 4 3 2 1 0 27. Discuss how sponsors invest in sports teams and entertainment
- 4 3 2 1 0 28. Identify the benefits of sports (team sponsor) and entertainment sponsorships
- 4 3 2 1 0 29. Discuss the role of television in sports and entertainment sponsorships (scheduling)
- 4 3 2 1 0 30. Define prohibited sponsorship
- 4 3 2 1 0 31. List ways to balance obligations to fans, sponsors, and sports/entertainment governing bodies
- 4 3 2 1 0 32. Define endorsements
- 4 3 2 1 0 33. Discuss the restrictions on endorsements
- 4 3 2 1 0 34. Identify the benefits of licensing to a team or entertainment organization
- 4 3 2 1 0 35. Describe a successful sports and entertainment licensee
- 4 3 2 1 0 36. Discuss the importance of marketing research
- 4 3 2 1 0 37. Discuss the importance of brand/license protection
- 10201 – WEB PAGE DESIGN (1 credit)**
- 4 3 2 1 0 1. Develop flowchart, navigational blueprints and schema
- 4 3 2 1 0 2. Create sample design showing placement of buttons/navigational graphics and suggested color scheme
- 4 3 2 1 0 3. Develop storyboards
- 4 3 2 1 0 4. Demonstrate knowledge of available graphics, video, motion graphics, web software programs
- 4 3 2 1 0 5. Identify how different user agents (browsers, devices) affect the digital communication product
- 4 3 2 1 0 6. Create and produce content
- 4 3 2 1 0 7. Create and refine design concepts
- 4 3 2 1 0 8. Identify, utilize and create reusable components
- 4 3 2 1 0 9. Apply color theory to select appropriate colors
- 4 3 2 1 0 10. Apply knowledge of typography
- 4 3 2 1 0 11. Apply principles and elements of design
- 4 3 2 1 0 12. Evaluate visual appeal
- 4 3 2 1 0 13. Demonstrate knowledge of basic web application security
- 4 3 2 1 0 14. Demonstrate knowledge of HTML, XHTML, and CSS
- 4 3 2 1 0 15. Explain importance of web standards
- 4 3 2 1 0 16. Demonstrate knowledge of Web 2.0
- 4 3 2 1 0 17. Explain the importance of ethical behaviors and legal issues
- 4 3 2 1 0 18. Demonstrate knowledge of how to use a scripting language to program a site
- 4 3 2 1 0 19. Describe the function of a non-disclosure agreement (NDA)
- 4 3 2 1 0 20. Differentiate between copyright and trademarks
- 4 3 2 1 0 21. Explain the concept of intellectual property
- 4 3 2 1 0 22. Define scope of work to achieve individual and group goals
- 4 3 2 1 0 23. Use available reference tools as appropriate

- 4 3 2 1 0 24. Explain the features and functions of Web browsing software
- 4 3 2 1 0 25. Explain the features and functions of Web page design software
- 4 3 2 1 0 26. Compare and contrast clients and servers
- 4 3 2 1 0 27. Describe how bandwidth affects data transmission and on-screen image

- 4 3 2 1 0 12. Explain the concept of Gross Domestic Product
- 4 3 2 1 0 13. Discuss the impact of a nation's unemployment rates
- 4 3 2 1 0 14. Explain the economic impact of interest-rate fluctuations
- 4 3 2 1 0 15. Determine the impact of business cycles on business activities
- 4 3 2 1 0 16. Explain the nature of global trade
- 4 3 2 1 0 17. Describe the determinants of exchange rates and their effects on the domestic economy
- 4 3 2 1 0 18. Discuss the impact of culture and social issues on global trade
- 4 3 2 1 0 19. Explain ethical considerations in providing information
- 4 3 2 1 0 20. Persuade others
- 4 3 2 1 0 21. Demonstrate negotiation skills
- 4 3 2 1 0 22. Explain the nature of stress management
- 4 3 2 1 0 23. Describe the need for financial information
- 4 3 2 1 0 24. Describe the nature of cash flow statements
- 4 3 2 1 0 25. Explain the nature of balance sheets
- 4 3 2 1 0 26. Describe the nature of income statements
- 4 3 2 1 0 27. Describe the nature of budgets
- 4 3 2 1 0 28. Describe marketing functions and related activities
- 4 3 2 1 0 29. Explain factors that influence customer/client/business buying behavior
- 4 3 2 1 0 30. Demonstrate connections between company actions and

- results (e.g., influencing consumer buying behavior, gaining market share, etc.)
- 4 3 2 1 0 31. Use time-management skills
- 4 3 2 1 0 32. Demonstrate appropriate creativity
- 4 3 2 1 0 33. Coordinate channel management with other marketing activities
- 4 3 2 1 0 34. Explain the nature of channel-member relationships
- 4 3 2 1 0 35. Explain techniques for processing marketing data
- 4 3 2 1 0 36. Explain the use of descriptive statistics in marketing decision making
- 4 3 2 1 0 37. Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design)
- 4 3 2 1 0 38. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)
- 4 3 2 1 0 39. Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.)
- 4 3 2 1 0 40. Explain the nature of marketing plans
- 4 3 2 1 0 41. Explain the role of situation analysis in the marketing planning process
- 4 3 2 1 0 42. Explain the nature of sales forecasts
- 4 3 2 1 0 43. Identify methods/techniques to generate a product idea
- 4 3 2 1 0 44. Generate product ideas

APPLICATION COURSES

35300 – MARKETING APPLICATIONS (1 credit)

- 4 3 2 1 0 1. Write persuasive messages
- 4 3 2 1 0 2. Prepare simple written reports
- 4 3 2 1 0 3. Write executive summaries
- 4 3 2 1 0 4. Discuss the nature of customer relationship management
- 4 3 2 1 0 5. Explain the role of ethics in customer relationship management
- 4 3 2 1 0 6. Describe the use of technology in customer relationship management
- 4 3 2 1 0 7. Describe the nature of taxes
- 4 3 2 1 0 8. Analyze impact of specialization/division of labor on productivity
- 4 3 2 1 0 9. Explain the concept of organized labor and business
- 4 3 2 1 0 10. Explain the impact of the law of diminishing returns
- 4 3 2 1 0 11. Describe the economic impact of inflation on business

- 4 3 2 1 0 45. Describe the nature of product bundling
- 4 3 2 1 0 46. Describe factors used by businesses to position corporate brands
- 4 3 2 1 0 47. Explain the components of advertisements
- 4 3 2 1 0 48. Explain the importance of coordinating elements in advertisements
- 4 3 2 1 0 49. Identify types of public-relations activities
- 4 3 2 1 0 50. Discuss internal and external audiences for public-relations activities
- 4 3 2 1 0 51. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences
- 4 3 2 1 0 52. Explain considerations used to evaluate whether to participate in trade shows/expositions
- 4 3 2 1 0 53. Explain the nature of a promotional plan
- 4 3 2 1 0 54. Coordinate activities in the promotional mix
- 4 3 2 1 0 55. Explain the impact of sales cycles
- 4 3 2 1 0 56. Differentiate between consumer and organizational buying behavior
- 4 3 2 1 0 57. Identify emerging trends for use in selling
- 4 3 2 1 0 58. Discuss motivational theories that impact buying behavior
- 4 3 2 1 0 59. Prospect for customers
- 4 3 2 1 0 60. Qualify customers/clients

- 4 3 2 1 0 61. Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings)
- 4 3 2 1 0 62. Book appointments with prospective clients
- 4 3 2 1 0 63. Prepare sales presentation
- 4 3 2 1 0 64. Create a presentation software package to support sales presentation
- 4 3 2 1 0 65. Address needs of individual personalities
- 4 3 2 1 0 66. Determine customer's buying motives for use in selling
- 4 3 2 1 0 67. Facilitate customer/client buying decisions
- 4 3 2 1 0 68. Assess customer/client needs
- 4 3 2 1 0 69. Demonstrate product
- 4 3 2 1 0 70. Prescribe solution to customer/client needs
- 4 3 2 1 0 71. Convert customer/client objections into selling points
- 4 3 2 1 0 72. Close the sale
- 4 3 2 1 0 73. Demonstrate suggestion selling
- 4 3 2 1 0 74. Negotiate sales terms
- 4 3 2 1 0 75. Maintain sales standards
- 4 3 2 1 0 76. Sell good/service/idea to individuals
- 4 3 2 1 0 77. Sell good/service/idea to groups
- 4 3 2 1 0 78. Process sales documentation

12198 – MARKETING – Workplace Experience (.5 credit)

- 4 3 2 1 0 1. Perform prescribed goals set forth in the Professional Learning Experience Plan (PLEP).
- 4 3 2 1 0 2. Develop vocational competency enabling the student to enhance his/her employability and advancement in the marketing field.
- 4 3 2 1 0 3. Develop good work habits and attitudes necessary to become a responsible employee at school and the work site.
- 4 3 2 1 0 4. Develop vocational knowledge and technical skills related to current trends of industry and technology in the classroom and work site
- 4 3 2 1 0 5. Assess abilities, interest, aptitudes, preferences, personalities, and attitudes in regards to a career choice.
- 4 3 2 1 0 6. Improve individual employment status and earnings and adapt to changing work environments.
- 4 3 2 1 0 7. Create a portfolio or other means that display academic and technical skills learned through experience
- 4 3 2 1 0 8. Interpret and apply standard workplace policies, rules and regulations related to safety, punctuality and dependability, responsibility and initiative, and accuracy to details

4 3 2 1 0 9. Create and maintain effective and productive work relationships.

12195 – INTEGRATED MARKETING APPLICATIONS (.5 credit)

- 4 3 2 1 0 1. Describe methods used to protect intellectual property
- 4 3 2 1 0 2. Utilize Effective writing to convey information
- 4 3 2 1 0 3. Apply ethics to online communications
- 4 3 2 1 0 4. Explain ways that technology impacts marketing communications
- 4 3 2 1 0 5. Explain the capabilities of tools used in web-site creation
- 4 3 2 1 0 6. Discuss considerations in using mobile technology for promotional activities
- 4 3 2 1 0 7. Create and maintain databases of information for marketing communications
- 4 3 2 1 0 8. Demonstrate effective use of audio/visual aides
- 4 3 2 1 0 9. Describe considerations in using databases in marketing communications
- 4 3 2 1 0 10. Demonstrate basic desktop publishing functions to prepare promotional materials
- 4 3 2 1 0 11. Integrate software applications to prepare promotional materials

4 3 2 1 0 12. Explain how to effectively incorporate video into multimedia

4 3 2 1 0 13. Identify strategies for protecting business's web site

4 3 2 1 0 14. Identify strategies to protect data and on-line customer transactions

4 3 2 1 0 15. Explain social media's impact on marketing communications

4 3 2 1 0 16. Discuss types of digital advertising strategies used to achieve marketing goals

4 3 2 1 0 17. Evaluate targeted emails

4 3 2 1 0 18. Identify promotional messages--advertising and digital media that appeal to targeted markets

4 3 2 1 0 19. Evaluate direct-marketing copy

4 3 2 1 0 20. Identify effective advertising layouts using color-design-typography and graphics

4 3 2 1 0 21. Critique advertisements

4 3 2 1 0 22. Explain website-development process

4 3 2 1 0 23. Identify strategies for attracting targeted audience to website

4 3 2 1 0 24. Describe technologies to improve website ranking/positioning on search engines/directories

4 3 2 1 0 25. Create promotional signage

4 3 2 1 0 26. Collaborate in the design of slogans/taglines

4 3 2 1 0 27. Participate in the design of collateral materials to promote special events

4 3 2 1 0 28. Develop strategy for creating a special event

4 3 2 1 0 29. Setup cross-promotions

4 3 2 1 0 30. Develop a sales-promotion plan

4 3 2 1 0 31. Use past advertisements to aid in promotional planning

4 3 2 1 0 32. Evaluate creative work

4 3 2 1 0 33. Prepare promotional budget

4 3 2 1 0 34. Manage promotional allowances

4 3 2 1 0 35. Develop promotional plan for a business

4 3 2 1 0 36. Professional Learning

Experience:

-Prepare a description of the organization and -identify organizational promotional needs

-Develop promotional/campaign objectives

-Identify characteristics of Target Market (Discuss Primary and Secondary Markets)

-Identify Schedule of Promotional Activities and Advertising Media Selected

-Develop promotional/advertising budget

-Develop schedules for advertising and promotional activities

-Develop a detailed budget for the promotion

-Identify benefits to the client

**35168 – MARKETING
COMMUNICATIONS (.5 credit)**

- 4 3 2 1 0 1. Make client presentations
- 4 3 2 1 0 2. Participate in problem-solving groups
- 4 3 2 1 0 3. Conduct planning meetings
- 4 3 2 1 0 4. Demonstrate strategic thinking
- 4 3 2 1 0 5. Manage crisis in business relationships
- 4 3 2 1 0 6. Estimate project costs
- 4 3 2 1 0 7. Set/monitor promotional budget
- 4 3 2 1 0 8. Motivate members of a team
- 4 3 2 1 0 9. Promote innovation
- 4 3 2 1 0 10. Explain security considerations in marketing communications
- 4 3 2 1 0 11. Develop schedule for marketing communications assignments
- 4 3 2 1 0 12. Develop action plan to carry out marketing communications assignment
- 4 3 2 1 0 13. Describe traits important to the success of employees in marketing communications
- 4 3 2 1 0 14. Describe employment opportunities in the marketing communications industry
- 4 3 2 1 0 15. Explain factors affecting the growth and development of the marketing communications industry

- 4 3 2 1 0 16. Discuss the economic and social effects of marketing communications
- 4 3 2 1 0 17. Analyze marketing communications in careers to determine careers of interest
- 4 3 2 1 0 18. Conduct self-assessment of marketing-communications skill set
- 4 3 2 1 0 19. Assess the services of professional organizations in marketing communications
- 4 3 2 1 0 20. Analyze media research tool
- 4 3 2 1 0 21. Select appropriate research techniques
- 4 3 2 1 0 22. Determine advertising reach of media
- 4 3 2 1 0 23. Read media schedule
- 4 3 2 1 0 24. Develop a media plan (including budget-media allocation-and timing of ads)
- 4 3 2 1 0 25. Set media buying objectives
- 4 3 2 1 0 26. Plan strategy to guide media-buying process
- 4 3 2 1 0 27. Compare and contrast appropriate media outlets
- 4 3 2 1 0 28. Explain considerations in website pricing
- 4 3 2 1 0 29. Analyze consumer behavior
- 4 3 2 1 0 30. Identify ways to segment markets for marketing communications
- 4 3 2 1 0 31. Describe the nature of target marketing in marketing communications

- 4 3 2 1 0 32. Describe current trends/issues in marketing communications
- 4 3 2 1 0 33. Develop customer/client profile
- 4 3 2 1 0 34. Set price objectives for marketing communications services
- 4 3 2 1 0 35. Calculate break-even point
- 4 3 2 1 0 36. Explain the concept of "product" in marketing communications
- 4 3 2 1 0 37. Describe services offered by the marketing-communications industry
- 4 3 2 1 0 38. Generate marketing communications ideas
- 4 3 2 1 0 39. Screen marketing communications ideas
- 4 3 2 1 0 40. Develop a creative concept
- 4 3 2 1 0 41. Explain considerations affecting global promotion
- 4 3 2 1 0 42. Explain the marketing-communications development process
- 4 3 2 1 0 43. Evaluate market opportunities
- 4 3 2 1 0 44. Explain the nature of promotional strategies
- 4 3 2 1 0 45. Describe referral programs that can be used to build brand/promote products
- 4 3 2 1 0 46. Explain the use of product placement
- 4 3 2 1 0 47. Discuss types of direct marketing strategies
- 4 3 2 1 0 48. Explain the role of media in delivering direct marketing messages

- 4 3 2 1 0 49. Identify promotional messages that appeal to targeted markets
- 4 3 2 1 0 50. Determine advertising campaign objectives
- 4 3 2 1 0 51. Select advertising strategies for campaign
- 4 3 2 1 0 52. Prepare advertising budget
- 4 3 2 1 0 53. Evaluate effectiveness of advertising
- 4 3 2 1 0 54. Develop frequency/loyalty marketing strategy
- 4 3 2 1 0 55. Analyze use of specialty promotions
- 4 3 2 1 0 56. Establish promotional mix
- 4 3 2 1 0 57. Measure results of promotional mix
- 4 3 2 1 0 58. Determine appropriateness of promotional strategy across product lines
- 4 3 2 1 0 59. Explain the use of advertising agencies
- 4 3 2 1 0 60. Assess digital marketing efforts
- 4 3 2 1 0 61. Write press release
- 4 3 2 1 0 62. Create a press kit
- 4 3 2 1 0 63. Obtain publicity
- 4 3 2 1 0 64. Explain current issues/trends in public relations
- 4 3 2 1 0 65. Describe the use of crisis management in public relations
- 4 3 2 1 0 66. Create a public-relations campaign

12166 – MARKETING MANAGEMENT (1 credit)

- 4 3 2 1 0 1. Determine product-line profitability
- 4 3 2 1 0 2. Measure cost-effectiveness of marketing expenditures
- 4 3 2 1 0 3. Implement organizational skills to facilitate work efforts
- 4 3 2 1 0 4. Determine internal/external resource requirements and responsibilities for projects
- 4 3 2 1 0 5. Analyze the impact of technology on marketing
- 4 3 2 1 0 6. Use software to automate services
- 4 3 2 1 0 7. Determine types of technology needed by company/agency
- 4 3 2 1 0 8. Establish distribution points
- 4 3 2 1 0 9. Develop performance standards for suppliers
- 4 3 2 1 0 10. Develop new channels for products/services
- 4 3 2 1 0 11. Identify channel-management strategies
- 4 3 2 1 0 12. Assess marketing-information needs
- 4 3 2 1 0 13. Identify issues and trends in marketing-information management systems
- 4 3 2 1 0 14. Identify industry/economic trends that will impact business activities
- 4 3 2 1 0 15. Analyze market needs and opportunities
- 4 3 2 1 0 16. Anticipate market changes

- 4 3 2 1 0 17. Determine current market position
- 4 3 2 1 0 18. Estimate market share
- 4 3 2 1 0 19. Conduct customer-satisfaction studies
- 4 3 2 1 0 20. Predict brand share
- 4 3 2 1 0 21. Conduct brand audit
- 4 3 2 1 0 22. Display data in charts, graphs, or in tables
- 4 3 2 1 0 23. Prepare and use presentation software to support reports
- 4 3 2 1 0 24. Prepare written reports for decision-making
- 4 3 2 1 0 25. Determine cost of product
- 4 3 2 1 0 26. Calculate break-even point
- 4 3 2 1 0 27. Establish pricing objectives
- 4 3 2 1 0 28. Select pricing policies
- 4 3 2 1 0 29. Determine discounts and allowances that can be used to adjust base prices
- 4 3 2 1 0 30. Set prices
- 4 3 2 1 0 31. Adjust prices to maximize profitability
- 4 3 2 1 0 32. Evaluate pricing decisions
- 4 3 2 1 0 33. Determine price sensitivity
- 4 3 2 1 0 34. Understand social responsibility
- 4 3 2 1 0 35. Develop communications objectives
- 4 3 2 1 0 36. Develop promotional-mix activities
- 4 3 2 1 0 37. Develop advertising plans to achieve communications objectives
- 4 3 2 1 0 38. Develop sales promotion plan to achieve communications objectives

- 4 3 2 1 0 39. Develop public relations/publicity plan to achieve communications objectives
- 4 3 2 1 0 40. Understand design awareness principles used in advertising layouts to be able to communicate needs to designers
- 4 3 2 1 0 41. Discuss the use of illustrations in advertisements
- 4 3 2 1 0 42. Discuss the nature of typography
- 4 3 2 1 0 43. Describe effective advertising layouts
- 4 3 2 1 0 44. Identify types of drawing media
- 4 3 2 1 0 45. Explain the impact of color harmonies on composition
- 4 3 2 1 0 46. Describe digital color concepts
- 4 3 2 1 0 47. Determine client needs and wants through planned, personalized communication
- 4 3 2 1 0 48. Explain security considerations in marketing management
- 4 3 2 1 0 49. Participate in cross-functional projects
- 4 3 2 1 0 50. Develop an operational plan of marketing activities/initiatives
- 4 3 2 1 0 51. Develop promotional items, graphics, letterhead, logos
- 4 3 2 1 0 52. Track invoices
- 4 3 2 1 0 53. Track marketing budgets
- 4 3 2 1 0 54. Adjust marketing budget in response to new market opportunities
- 4 3 2 1 0 55. Understand responsibilities in marketing to demonstrate ethical/legal behavior
- 4 3 2 1 0 56. Explain the need for professional and ethical standards in marketing
- 4 3 2 1 0 57. Explain the responsibility of individuals to apply ethical standards in marketing
- 4 3 2 1 0 58. Explain consequences of unprofessional and/or unethical behavior in marketing
- 4 3 2 1 0 59. Discuss legal ramifications of breaching rules and regulations
- 4 3 2 1 0 60. Explore the nature of marketing management
- 4 3 2 1 0 61. Explore career opportunities in marketing management
- 4 3 2 1 0 62. Identify services of professional organizations in marketing
- 4 3 2 1 0 63. Complete a job application portfolio
- 4 3 2 1 0 64. Research on education needed to advance
- 4 3 2 1 0 65. Develop departmental structure
- 4 3 2 1 0 66. Develop strategic marketing
- 4 3 2 1 0 67. Assess changes in price structure
- 4 3 2 1 0 68. Analyze product needs and opportunities
- 4 3 2 1 0 69. Develop product search methods
- 4 3 2 1 0 70. Monitor market innovation
- 4 3 2 1 0 71. Create a product/brand development plan
- 4 3 2 1 0 72. Plan product/brand lifecycle
- 4 3 2 1 0 73. Develop new-product launch plan
- 4 3 2 1 0 74. Coordinate product launches
- 4 3 2 1 0 75. Evaluate product mix
- 4 3 2 1 0 76. Conduct product/brand audit
- 4 3 2 1 0 77. Professional Learning Experience:
- communication skills - the ability to exchange information and ideas with others through writing, speaking, reading and listening
 - analytical skills - the ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
 - critical thinking/problem solving skills
 - production skills - the ability to take a concept from an idea to make it real
 - teamwork - the ability to plan, organize and conduct a group project
 - the ability to plan, implement, and evaluate group presentations
 - priorities/time management - the ability to determine priorities and manage time commitments and deadlines
 - understand the economic impact of marketing activities

12196 – MARKETING RESEARCH (1 credit)

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|--|--|--|
| 4 3 2 1 0 1. Utilize information-technology tools to manage and perform work responsibilities | 4 3 2 1 0 13. Identify sources to obtain demographic data | 4 3 2 1 0 29. Develop screener for qualitative marketing-research study |
| 4 3 2 1 0 2. Assess the impact of technology on marketing research | 4 3 2 1 0 14. Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts | 4 3 2 1 0 30. Determine sample for qualitative marketing-research study |
| 4 3 2 1 0 3. Determine types of technology needed by company/agency | 4 3 2 1 0 15. Select appropriate research techniques | 4 3 2 1 0 31. Obtain information from customer databases |
| 4 3 2 1 0 4. Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career | 4 3 2 1 0 16. Identify the marketing-research problem/issue | 4 3 2 1 0 32. Obtain marketing information from on-line sources |
| 4 3 2 1 0 5. Acquire information about the marketing research industry to aid in making career choices | 4 3 2 1 0 17. Explain the nature of action research | 4 3 2 1 0 33. Data mine web log for marketing information |
| 4 3 2 1 0 6. Identify career opportunities in marketing research | 4 3 2 1 0 18. Determine research approaches | 4 3 2 1 0 34. Track environmental changes that impact marketing |
| 4 3 2 1 0 7. Explain the role and responsibilities of marketing researchers | 4 3 2 1 0 19. Select data-collection methods | 4 3 2 1 0 35. Monitor sales data |
| 4 3 2 1 0 8. Utilize career-advancement activities to enhance professional development in marketing research | 4 3 2 1 0 20. Evaluate the relationship between the research purpose and the marketing research objectives | 4 3 2 1 0 36. Measure market size and composition |
| 4 3 2 1 0 9. Utilize planning tools to guide organizations/department's activities | 4 3 2 1 0 21. Estimate the value of research information | 4 3 2 1 0 37. Administer questionnaires |
| 4 3 2 1 0 10. Provide input into strategic planning | 4 3 2 1 0 22. Develop sampling plans | 4 3 2 1 0 38. Employ techniques to assess ongoing behavior |
| 4 3 2 1 0 11. Explain the need for cross-functional teams | 4 3 2 1 0 23. Prepare research briefs and proposals | 4 3 2 1 0 39. Conduct in-depth interviews |
| 4 3 2 1 0 12. Assess marketing-information needs to develop a marketing | 4 3 2 1 0 24. Control sources of error and bias | 4 3 2 1 0 40. Conduct focus groups |
| | 4 3 2 1 0 25. Develop rating scales | 4 3 2 1 0 41. Conduct continuous panel research |
| | 4 3 2 1 0 26. Prepare diaries | 4 3 2 1 0 42. Conduct test markets |
| | 4 3 2 1 0 27. Create simple questionnaires | 4 3 2 1 0 43. Conduct experiments |
| | 4 3 2 1 0 28. Design qualitative research study | 4 3 2 1 0 44. Edit research data |
| | | 4 3 2 1 0 45. Group and score research data |
| | | 4 3 2 1 0 46. Conduct error research data |
| | | 4 3 2 1 0 47. Tabulate data |
| | | 4 3 2 1 0 48. Create data matrix |
| | | 4 3 2 1 0 49. Select and use appropriate data support systems |
| | | 4 3 2 1 0 50. Create and Analyze narrative text |
| | | 4 3 2 1 0 51. Interpret research data into information for decision making |

- 4 3 2 1 0 52. Use statistical software systems
- 4 3 2 1 0 53. Interpret descriptive statistics for marketing decision making
- 4 3 2 1 0 54. Interpret correlations
- 4 3 2 1 0 55. Write executive summary of research report
- 4 3 2 1 0 56. Prepare and use presentation software to support reports
- 4 3 2 1 0 57. Present findings orally
- 4 3 2 1 0 58. Prepare written reports for decision-making
- 4 3 2 1 0 59. Post marketing results electronically
- 4 3 2 1 0 60. Determine price sensitivity
- 4 3 2 1 0 61. Predict demand patterns
- 4 3 2 1 0 62. Conduct demand analysis
- 4 3 2 1 0 63. Display data in charts/graphs or in tables
- 4 3 2 1 0 64. Evaluate product usage
- 4 3 2 1 0 65. Analyze purchasing behavior
- 4 3 2 1 0 66. Manage marketing information to facilitate product/service management decisions
- 4 3 2 1 0 67. Conduct product analysis
- 4 3 2 1 0 68. Conduct customer-satisfaction studies
- 4 3 2 1 0 69. Conduct service-quality studies
- 4 3 2 1 0 70. Identify new-product opportunities
- 4 3 2 1 0 71. Test product concepts
- 4 3 2 1 0 72. Design and conduct product tests
- 4 3 2 1 0 73. Determine attitudes towards products and brands
- 4 3 2 1 0 74. Provide information to launch new products
- 4 3 2 1 0 75. Estimate repeat purchase rate
- 4 3 2 1 0 76. Estimate purchase cycle
- 4 3 2 1 0 77. Understand brand equity
- 4 3 2 1 0 78. Estimate market share
- 4 3 2 1 0 79. Prepare trend analysis
- 4 3 2 1 0 80. Monitor inventory data
- 4 3 2 1 0 81. Track cost data
- 4 3 2 1 0 82. Collect product quality data
- 4 3 2 1 0 83. Conduct segmentation studies to understand how to segment products
- 4 3 2 1 0 84. Track brand health
- 4 3 2 1 0 85. Evaluate quality of marketing research studies
- 4 3 2 1 0 86. Measure the impact of marketing research
- 4 3 2 1 0 87. Suggest improvements to marketing-research activities
- 4 3 2 1 0 88. Research and apply demographics, psychographics, and geographics in developing a comprehensive marketing research plan
- 4 3 2 1 0 89. Develop and track consumer trends and buying habits
- 4 3 2 1 0 90. Develop a consumer profile using demographic, psychographic, and geographic data
- 4 3 2 1 0 91. Understand impact on social and virtual marketing on research process
- 4 3 2 1 0 92. Predict and understand consumer buying trends
- 4 3 2 1 0 93. Develop a comprehensive marketing plan
- 4 3 2 1 0 94. Present research project based upon client needs
- 4 3 2 1 0 95. Professional Learning Experience:
 - Identify the business's customer profile
 - Design a marketing research study to determine spending patterns and trends of the customer base
 - Conduct the marketing research
 - Based on the results of the research, develop a list of potential strategies that could be used to maintain/increase sales
 - Develop a plan to maintain/increase sales
 - Develop a budget for the proposed plan
 -Prepare a formal written presentation discussing the research findings and proposed plan
 - Prepare a presentation to describe the research findings and proposed plan