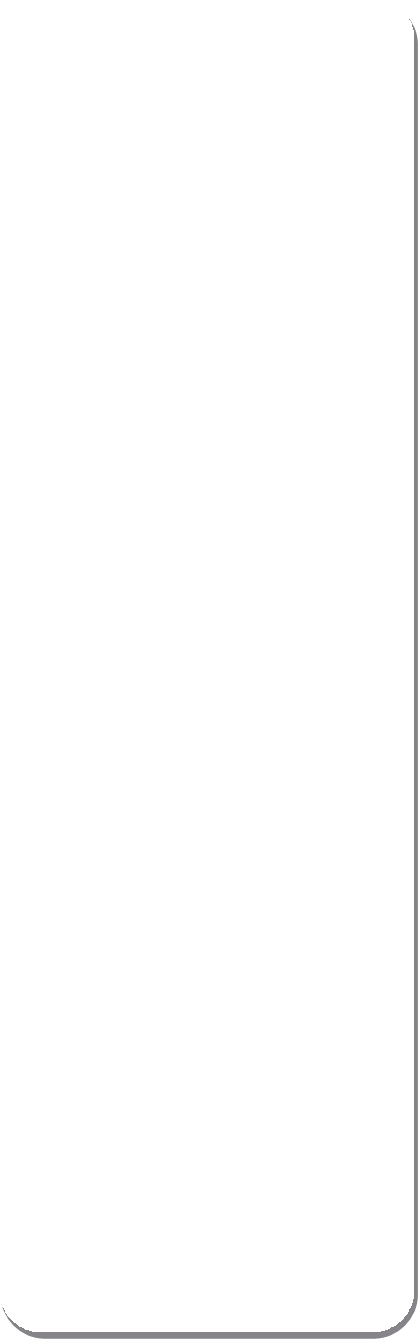
**MARKETING CAREER CLUSTER DESIGN**

Marketing Pathway – CIP Code 52.1402



**Approved Pathway:**

1. Includes minimum of three secondary- level credits.
2. Includes a work- based element.
3. Consists of a sequence: Introductory-level, Technical-level, and Application-level courses.
4. Supporting documentation includes Articulation Agreement(s), Certification, Program Improvement Plan, and a Program of Study.
5. Technical-level and Application-level courses receive .5 state-weighted funding in an approved CTE pathway.

***INTRODUCTORY LEVEL***

## [**\***Business Essentials 12050](#_bookmark0) .5 credit

***TECHNICAL LEVEL***

|  |  |  |  |
| --- | --- | --- | --- |
| **\***[Principles of Marketing](#_bookmark1) | [a](#_bookmark1) | [12164](#_bookmark1) | 1 credit |
| [**\*\***Business Communications](#_bookmark2) |  | [12009](#_bookmark2) | .5 credit |

**Technical Supportive Courses (Optional)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| [Accounting](#_bookmark3) |  | [12104](#_bookmark3) | 1 credit |  | [Entrepreneurship](#_bookmark7) |  | [12053](#_bookmark7) | .5 credit |
| [Bus. Management](#_bookmark4) |  | [12052](#_bookmark4) | .5 credit |  | [Graphic Design](#_bookmark8) |  | [05162/11154](#_bookmark8) | 1 credit |
| [Bus. Economics](#_bookmark5) |  | [12105](#_bookmark5) | .5 credit |  | [Prin. of Advertising](#_bookmark8) |  | [12165](#_bookmark8) | .5 credit |
| [Comp. Graphics](#_bookmark6) |  | [10202](#_bookmark6) | 1 credit |  | [Sports/Entertain. Mktg.](#_bookmark9) |  | [12163](#_bookmark9) | .5 credit |
| [Digital Marketing](#_bookmark6) |  | [35162](#_bookmark6) | .5 credit |  | [Web Page Design](#_bookmark10) |  | [10201](#_bookmark10) | 1 credit |

***APPLICATION LEVEL***

## [**\***Marketing Applications a 35300](#_bookmark11) 1 credit

**Application Supportive Courses (Optional)**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| [Mktg.-Workplace Exp.](#_bookmark12) |  | [12198](#_bookmark12) | .5 credit |  | [Marketing Mgmt.](#_bookmark15) |  | [12166](#_bookmark15) | 1 credit |
| [Integrated Mktg. App.](#_bookmark13) |  | [12195](#_bookmark13) | .5 credit |  | [Marketing Research](#_bookmark16) |  | [12196](#_bookmark16) | 1 credit |
| [Mktg. Communications](#_bookmark14) |  | [35168](#_bookmark14) | .5 credit |  |  |  |  |  |

**\*** - Required for pathway approval and used for assessing mastery of knowledge of marketing completers

\*\* - Course is not required for pathway approval, but strongly recommended by external review committee and KACCTE

[a - Marketing Completer Assessment - Course aligns directly with MBA Research's 2-Credit Standard Marketing Program of](http://www.mbaresearch.org/index.php/component/k2/item/301)  [Study Exam](http://www.mbaresearch.org/index.php/component/k2/item/301)

**KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE MARKETING CLUSTER**

MARKETING PATHWAY (C.I.P. 52.1402)

Graduation Date

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

Instructor Signature Instructor Signature Instructor Signature Instructor Signature

**STUDENT**

**Rating Scale:**

**4 - Exemplary Achievement 3 - Proficient Achievement 2 - Limited Achievement**

**1 - Inadequate Achievement 0 - No Exposure**

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

4 3 2 1 0 12. Work productively in teams

while using cultural/global competence

**CCTC MARKETING STANDARDS (To be**

Select, monitor and manage sales and distribution channels Determine and adjust prices to maximize return while maintaining customer perception of value

4 3 2 1 0 8. Obtain, develop, maintain and

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CAREER READY PRACTICES (To be** | 4 3 2 1 0 11. | Use technology to enhance | 4 3 2 1 0 | 6. |
| **included in all courses)** |  | productivity | 4 3 2 1 0 | 7. |

improve a product or service mix in response to market

financial well-being **taught throughout the pathway)**

4 3 2 1 0 1. Describe the impact of

|  |  |  |
| --- | --- | --- |
| 4 3 2 1 0  4 3 2 1 0 | 4.  5. | Communicate clearly, effectively  and with reason  Consider the environmental, |
|  |  | social and economic impacts of |
| 4 3 2 1 0 | 6. | decisions  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 |
| 4 3 2 1 0 | 9. | in solving them  Model integrity, ethical |
|  |  | leadership and effective |
|  |  | management |

economics, economics systems and entrepreneurship on marketing

4 3 2 1 0 9.

opportunities

Communicate information about products, services, images and/or ideas to achieve a desired outcome

4 3 2 1 0 2. Implement marketing research to

obtain and evaluate information for the creation of a marketing

4 3 2 1 0 10. Use marketing strategies and

processes to determine and meet client needs and wants

4 3 2 1 0 3.

plan

Plan, monitor, manage and maintain the use of financial resources for marketing activities

4 3 2 1 0 11.

Apply techniques and strategies to

convey ideas and information through marketing communications

4 3 2 1 0 4. Plan, monitor and manage the

day-to-day activities required for

continued marketing business

4 3 2 1 0 12. Plan, manage and monitor day-to-

day activities of marketing communications operations

4 3 2 1 0 5.

operations

Describe career opportunities and the means to achieve those

4 3 2 1 0 13.

Access, evaluate and disseminate information to enhance marketing decision-making processes

4 3 2 1 0 10. Plan education and career path

aligned to personal goals

opportunities in each of the Marketing Career Pathways

- 2 -

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

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 | 4 3 2 1 0 36. | Plan, organize and lead sales |
| in response to market |  | staff to enhance sales goals |

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 tomarket 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

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

# 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 |
| 4 3 2 1 0 | 3. | and its contribution to society. Recognize how economic |
|  |  | systems influence environments in which businesses function. |

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

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.

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

# 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  4 3 2 1 0 | 9.  10. | Interpret business policies to customers/clients  Handle difficult customers |

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

4 3 2 1 0 23.

Explain marketing and its management

4 3 2 1 0 24.

importance in global economy. Describe marketing functions

and related activities.

complaints

4 3 2 1 0 12. Identify company’s brand

4 3 2 1 0

27. Describe the use of technology in the marketing-information management function

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

promise

4 3 2 1 0 13. Determine ways of reinforcing

the company’s image through employee performance

4 3 2 1 0 28. Describe the regulation of

marketing-information management

4 3 2 1 0 29. Explain the nature of marketing

on local communities. 4 3 2 1 0 14.

|  |  |  |
| --- | --- | --- |
| 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 27. List the standards and

qualifications that must be met in 4 3 2 1 0 15. order for entering a business

Explain marketing and its

importance in a global economy Describe marketing functions and related activities

research

4 3 2 1 0 28.

career.

Utilize critical thinking and

4 3 2 1 0 16.

Explain employment opportunities in marketing

decision-making skills to exhibit

qualifications to a potential employer.

4 3 2 1 0 17. Explain the nature and scope of

channel management

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 | | | 4 3 2 1 0 13. | Demonstrate proper error correction techniques | 4 3 2 1 0 31. | Perform a self-evaluation to determine strengths and |
|  | | | 4 3 2 1 0 14. | Write a letter requesting |  | weaknesses |
|  | | |  | admission and scholarship | 4 3 2 1 0 32. | Develop grooming and personal |
| **12009 – BUSINESS COMMUNICATIONS**  **(.5 credit)** | | | 4 3 2 1 0 15. | information  Request a room reservation or | 4 3 2 1 0 33. | hygiene habits  Develop a healthy self-esteem |
|  | | |  | reply to such a request | 4 3 2 1 0 34. | Describe the importance of the |
| 4 3 2 1 0 | 1. | Define, spell, pronounce, and | 4 3 2 1 0 16. | Ask for material to be sent or |  | following personal qualities: |
|  |  | syllabicate frequently used and |  | grant or deny such a request |  | honesty, loyalty, courtesy, |
|  |  | business-related words | 4 3 2 1 0 17. | Ask for credit, grant it, or deny it |  | cooperation, alertness, ambition, |
| 4 3 2 1 0 | 2. | Apply rules for plurals, | 4 3 2 1 0 18. | Request a speaker for a |  | punctuality, interest, involvement, |
|  |  | possessives, prefixes, and word |  | convention or meeting |  | patience, tact, confidence, sense |
|  |  | endings | 4 3 2 1 0 19. | Sell a service/product through |  | of humor, |
| 4 3 2 1 0 | 3. | Demonstrate proficiency in the |  | the mail |  | dependability/reliability, |
|  |  | use of a dictionary | 4 3 2 1 0 20. | Write or answer a letter of |  | flexibility, and initiative |
| 4 3 2 1 0 | 4. | Demonstrate good sentence |  | complaint | 4 3 2 1 0 35. | Describe acceptable conduct in |
|  |  | structure | 4 3 2 1 0 21. | Prepare interoffice |  | the following professional |
| 4 3 2 1 0 | 5. | Demonstrate proficiency in the |  | memorandums |  | relationships: employee- |
|  |  | use of punctuation. | 4 3 2 1 0 22. | Identify the communications |  | employer, employee- coworker, |
| 4 3 2 1 0 | 6. | Demonstrate proficiency in using |  | needs of various types of |  | and employee-public |
|  |  | reference materials |  | businesses such as retailing, | 4 3 2 1 0 36. | Research and report on various |
| 4 3 2 1 0 | 7. | Demonstrate proficiency in using |  | manufacturing, financial, |  | business careers |
|  |  | software and hardware |  | service, government, | 4 3 2 1 0 37. | Prepare a résumé |
|  |  | instruction manuals |  | wholesaling, and distribution | 4 3 2 1 0 38. | Compose and type employment- |
| 4 3 2 1 0 | 8. | Use appropriate words, grammar, | 4 3 2 1 0 23. | Use appropriate technologies to |  | related letters such as application, |
|  |  | sentence construction, and |  | create identified business |  | thank you, resignation, etc. |
|  |  | punctuation in written |  | correspondence | 4 3 2 1 0 39. | Complete an application form |
|  |  | communications with customers, | 4 3 2 1 0 24. | Key documents from longhand | 4 3 2 1 0 40. | Demonstrate the techniques of a |
|  |  | coworkers, and supervisors |  | or edited rough draft |  | good job interview |
| 4 3 2 1 0 | 9. | Interpret, analyze, and confirm | 4 3 2 1 0 25. | Proofread documents | 4 3 2 1 0 41. | Prepare a computerized |
|  |  | written instructions or procedure | 4 3 2 1 0 26. | Meet the standard of mailability |  | spreadsheet to analyze and |
| 4 3 2 1 0 | 10. | Operate communications |  | for all production work |  | present data |
|  |  | equipment | 4 3 2 1 0 27. | Prepare and deliver an oral | 4 3 2 1 0 42. | Prepare graphic presentations of |
| 4 3 2 1 0 | 11. | Compose and key error-free |  | presentation |  | data by computer |
|  |  | electronic mail messages | 4 3 2 1 0 28. | Practice customer contact skills | 4 3 2 1 0 43. | Incorporate graphic presentation |
| 4 3 2 1 0 | 12. | Use dictionary and/or other | 4 3 2 1 0 29. | Interpret, analyze, and confirm |  | of data in a printed document |
|  |  | reference materials to produce |  | verbal instructions |  |  |
|  |  | error-free documents | 4 3 2 1 0 30. | Utilize listening skills |  |  |

**12104 – ACCOUNTING (1 credit)**

4 3 2 1 0 1. Classify-record-and summarize

financial data

4 3 2 1 0 2. Discuss the nature of the

accounting cycle

4 3 2 1 0 3. Demonstrate the effects of

transactions on the accounting equation

4 3 2 1 0 4. Prepare a chart of accounts

4 3 2 1 0 5. Use T accounts

4 3 2 1 0 6. Record transactions in a general

journal

4 3 2 1 0 7. Post journal entries to general ledger accounts

4 3 2 1 0 8. Prepare a trial balance

4 3 2 1 0 9. Journalize and post adjusting

entries

4 3 2 1 0 10. Journalize and post closing

entries

4 3 2 1 0 11. Prepare a post-closing trial

balance

4 3 2 1 0 12. Prepare work sheets

4 3 2 1 0 13. Discuss the nature of annual

reports

4 3 2 1 0 14. Discuss the use of financial

ratios in accounting

4 3 2 1 0 15. Determine business liquidity

4 3 2 1 0 16. Calculate business profitability

4 3 2 1 0 17. Prepare income statements

4 3 2 1 0 18. Prepare balance sheets

4 3 2 1 0 19. Maintain cash controls

4 3 2 1 0 20. Prove cash

4 3 2 1 0 21. Journalize/post entries to

establish and replenish petty cash 4 3 2 1 0 22. Journalize/post entries related to

banking activities

4 3 2 1 0 23. Explain the benefits of electronic funds transfer

4 3 2 1 0 24. Prepare bank deposits

4 3 2 1 0 25. Prepare purchase requisitions

4 3 2 1 0 26. Prepare purchase orders

4 3 2 1 0 27. Prepare sales slips

4 3 2 1 0 28. Prepare invoices

4 3 2 1 0 29. Explain the nature of special

journals

4 3 2 1 0 30. Record transactions in special

journals

4 3 2 1 0 31. Explain the nature of accounts

payable

4 3 2 1 0 32. Maintain a vendor file

4 3 2 1 0 33. Analyze purchase transactions

4 3 2 1 0 34. Post to an accounts payable

subsidiary ledger

4 3 2 1 0 35. Prepare a credit memorandum

for returned goods

4 3 2 1 0 36. Process invoices for payment

4 3 2 1 0 37. Process accounts payable checks

4 3 2 1 0 38. Prepare an accounts payable

schedule

4 3 2 1 0 39. Explain the nature of accounts

receivable

4 3 2 1 0 40. Maintain a customer file for

accounts receivable

4 3 2 1 0 41. Analyze sales transactions

4 3 2 1 0 42. Post to an accounts receivable subsidiary ledger

4 3 2 1 0 43. Process sales orders and invoices

4 3 2 1 0 44. Process sales returns and allowances

4 3 2 1 0 45. Process customer payments

4 3 2 1 0 46. Prepare customer statements

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 50. Record inventory usage Process

4 3 2 1 0 51. Record invoice of inventory

Process

4 3 2 1 0 52. Record results of inventory

Process

4 3 2 1 0 53. Record inventory adjustments

4 3 2 1 0 54. Determine the cost of inventory

4 3 2 1 0 55. Calculate time cards

4 3 2 1 0 56. Maintain employee earnings

records

4 3 2 1 0 57. Calculate employee earnings -

e.g. gross earnings - net pay 4 3 2 1 0 58. Calculate employee-paid

withholdings

4 3 2 1 0 59. Prepare a payroll register

4 3 2 1 0 60. Record the payroll in the general journal

4 3 2 1 0 61. Complete payroll tax expense

forms

4 3 2 1 0 62. Prepare federal-state-and local payroll tax reports

4 3 2 1 0 63. Analyze a partnership agreement

4 3 2 1 0 64. Allocate profits and losses to the partners

4 3 2 1 0 65. Prepare a statement of partners'

equities

4 3 2 1 0 66. Prepare a balance sheet for a

partnership

4 3 2 1 0 67. Explain the nature of special

journals

4 3 2 1 0 68. Record transactions in special

journals

4 3 2 1 0 69. Explain the nature of accounts

payable

4 3 2 1 0 70. Maintain a vendor file

4 3 2 1 0 71. Analyze purchase transactions

4 3 2 1 0 72. Post to an accounts payable

subsidiary ledger

4 3 2 1 0 73. Prepare a credit memorandum

for returned goods

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 76. Prepare an accounts payable

schedule

4 3 2 1 0 77. Explain the nature of accounts

receivable

4 3 2 1 0 78. Maintain a customer file for

accounts receivable

4 3 2 1 0 79. Analyze sales transactions

4 3 2 1 0 80. Post to an accounts receivable subsidiary ledger

4 3 2 1 0 81. Process sales orders and invoices

4 3 2 1 0 96. Describe Generally Accepted

Accounting Principles – GAAP

**12052 – BUSINESS MANAGEMENT (.5**

**credit)**

4 3 2 1 0 1. Solve mathematical managerial

problems using numbers and operational resources

4 3 2 1 0 2. Perform data analysis to make

business decisions

4 3 2 1 0 3. Evaluate the accuracy of

mathematical responses using problem-solving techniques

materials to review and apply information sources for occupational tasks

4 3 2 1 0 11. Prepare oral presentations to

provide information for specific purposes and audiences

4 3 2 1 0 12. Identify common tasks that

require employees to use problem-solving skills

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 14. Analyze situations and behaviors

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 82. | Process sales returns and  allowances | 4 3 2 1 0 | 4. | Recognize how economic  systems influence environments | 4 3 2 1 0 15. | that affect conflict management  Determine best options/outcomes |
| 4 3 2 1 0 83. | Process customer payments |  |  | in |  | for conflict resolution using |
| 4 3 2 1 0 84. | Prepare customer statements |  |  | which businesses function |  | critical thinking skills |
| 4 3 2 1 0 85. | Process uncollectible accounts | 4 3 2 1 0 | 5. | Use knowledge regarding the | 4 3 2 1 0 16. | Identify with others’ feelings, |
| 4 3 2 1 0 86. | Prepare an accounts receivable schedule |  |  | impact government has on businesses to make informed | 4 3 2 1 0 17. | needs, and concerns  Write goals that meet appropriate |
| 4 3 2 1 0 87. | Determine uncollectible accounts |  |  | economic decisions |  | criteria: Specific, Measurable, |
|  | receivable | 4 3 2 1 0 | 6. | Describe global trade's impact on |  | Achievable, Realistic, Time |
| 4 3 2 1 0 88. | Explain the purpose of internal |  |  | business activities |  | bound |
| 4 3 2 1 0 89. | accounting controls Determine the components of | 4 3 2 1 0 | 7. | Use economic indicators to detect economic trends and | 4 3 2 1 0 18. | Develop a foundational knowledge of accounting to |
|  | internal accounting control |  |  | conditions |  | understand its nature and scope |
|  | procedures | 4 3 2 1 0 | 8. | Demonstrate use of content, | 4 3 2 1 0 19. | Describe the role and function of |
| 4 3 2 1 0 90. | Maintain internal accounting |  |  | technical concepts and |  | human resources management |
| 4 3 2 1 0 91. | controls  Utilize accounting technology |  |  | vocabulary when analyzing information and following | 4 3 2 1 0 20. | Manage business risks to protect a business's financial well- being |
| 4 3 2 1 0 92. | Integrate technology into |  |  | directions | 4 3 2 1 0 21. | Assess needed safety |
|  | accounting | 4 3 2 1 0 | 9. | Employ verbal skills when |  | policies/procedures to ensure |
| 4 3 2 1 0 93. | Describe careers in accounting |  |  | obtaining and conveying |  | protection of employees |
| 4 3 2 1 0 94.  4 3 2 1 0 95. | Explore accounting licensing and certification programs  Discuss the significance of | 4 3 2 1 0 | 10. | information  Use informational texts, Internet web sites, and/or technical | 4 3 2 1 0 22. | Analyze and exhibit leadership traits and their various roles within organizations (e.g. |
|  | responsibility in accounting |  |  |  |  | contribute ideas; share in building |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | an organization; act as role models to employees by adhering | 4 3 2 1 0 33. | manage financial resources to maintain business solvency | 4 3 2 1 0 | 5. | Demonstrate an understanding of costs and benefits analysis by |
| to company policies, procedures, | 4 3 2 1 0 34. | Explain the role that business |  |  | giving real-world examples which |
| and standards; promote the |  | management has in contributing |  |  | properly evaluate alternatives |
| organization’s vision; and mentor |  | to business success | 4 3 2 1 0 | 6. | Establish a clear distinction |
| others) | 4 3 2 1 0 35. | Manage purchasing activities to |  |  | between absolute and |
| 4 3 2 1 0 23. | Consider issues related to self, |  | obtain the best service/product |  |  | comparative advantage |
|  | team, community, diversity, |  | at the least cost | 4 3 2 1 0 | 7. | Illustrate examples of |
|  | environment, and global | 4 3 2 1 0 36. | Manage quality-control |  |  | specialization, recognizing the |
|  | awareness when leading others |  | processes to minimize errors and |  |  | interdependence it creates |
| 4 3 2 1 0 24. | Describe how staff growth and |  | to expedite workflow | 4 3 2 1 0 | 8. | List some advantages and |
|  | development to increase | 4 3 2 1 0 37. | Explain the nature and scope of |  |  | disadvantages of market-oriented |
|  | productivity and employee |  | risk management practices |  |  | economies as well as more |
|  | satisfaction |  | within a business |  |  | directed economies |
| 4 3 2 1 0 25. | Explain and identify best | 4 3 2 1 0 38. | Plan organization's/department's | 4 3 2 1 0 | 9. | Explain the role of price and other |
|  | practices for successful team |  | activities to guide and support |  |  | determinants of demand (e.g., |
|  | functioning |  | decisions and to ensure that staff |  |  | income, expectations, price of |
| 4 3 2 1 0 26. | Demonstrate, manage, obtain and |  | focus on current and future |  |  | related goods,…) |
|  | protect information through |  | operational priorities | 4 3 2 1 0 | 10. | Define the role of price in |
|  | ethical behavior in a business setting to foster positive internal | 4 3 2 1 0 39. | Develop business plans to meet company needs | 4 3 2 1 0 | 11. | influencing the quantity supplied Demonstrate an understanding |
|  | and external interactions |  |  |  |  | how markets can be effective in |
| 4 3 2 1 0 27. | Describe the nature and scope of |  |  |  |  | allocating scarcity |

business laws and regulations 4 3 2 1 0 28. Utilize career-advancement

activities to enhance professional

**12105 – BUSINESS ECONOMICS (.5**

**credit) (KBOR Qualified Admissions – Social Science)**

4 3 2 1 0 12. Illustrate and explain the

pressures on a market price to increase or decrease

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 29.  4 3 2 1 0 30. | development  Use information literacy skills to increase workplace efficiency | 4 3 2 1 0  4 3 2 1 0 | 1.  2. | Describe how relative scarcity  exists in all societies  Give real-world examples of | 4 3 2 1 0 13. | Explain the role markets play in  continuing to respond in a dynamic economy |
| and effectiveness Acquire a foundational  knowledge of information |  |  | each type of scarce resource (e.g., Natural resources, labor, capital, entrepreneurs) | 4 3 2 1 0 14. | Change non-price determinants of supply to illustrate shifts in a supply curve |
| 4 3 2 1 0 31. | management to understand its nature and scope  Maintain business records to | 4 3 2 1 0  4 3 2 1 0 | 3.  4. | Identify examples of virtually unlimited wants  Explain the most valuable thing a | 4 3 2 1 0 15.  4 3 2 1 0 16. | Evaluate relationship between inputs and outputs  Use expenditures (explicit costs) |
| 4 3 2 1 0 32. | facilitate business operations Acquire information to guide |  |  | person gives up is his or her opportunity cost |  | along with implicit costs (e.g., opportunity cost) in making profit |
|  | business decision-making |  |  |  |  | maximizing decisions |

4 3 2 1 0 17. Explain revenues (e.g., total

revenue and marginal revenue's)

**10202 – COMPUTER GRAPHICS (1**

**credit)**

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

backup procedures

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | role in making profit maximizing | 4 3 2 1 0 | 1. | Demonstrate knowledge of the | | | |
| decisions |  |  | basic principles of motion | | | |
| 4 3 2 1 0 18. | Determine the price and output |  |  | graphics **35162 – DIGITAL MARKETING (.5 credit)** | | | |
|  | in profit maximizing analysis | 4 3 2 1 0 | 2. | Demonstrate proficiency in the | 4 3 2 1 0 | 1. | Explain why organizations use e- |
| 4 3 2 1 0 19. | Explain the difference in pure |  |  | use of digital imaging |  |  | commerce |
|  | competition and imperfect | 4 3 2 1 0 | 3. | Manipulate images, video, and | 4 3 2 1 0 | 2. | Explain the concept of e- |
|  | competition |  |  | motion graphics |  |  | commerce |
| 4 3 2 1 0 20. | Illustrate the role labor and other | 4 3 2 1 0 | 4. | Create and refine design concepts | 4 3 2 1 0 | 3. | Trace the history of e-commerce |
|  | resource markets have on the | 4 3 2 1 0 | 5. | Alter digitized images using an |  |  | business models |
|  | demand for the good or service |  |  | image manipulation program | 4 3 2 1 0 | 4. | job functions and responsibilities |
| 4 3 2 1 0 21. | Illustrate the role of self-interest | 4 3 2 1 0 | 6. | Alter digitized video using a |  |  | of those employed in e-commerce |
|  | in economic decisions by both |  |  | video manipulation program | 4 3 2 1 0 | 5. | Explore ethical considerations and |
|  | consumers and producers | 4 3 2 1 0 | 7. | Apply color theory to select |  |  | tensions related to e-commerce |
| 4 3 2 1 0 22. | Explain the role of government |  |  | appropriate colors |  |  | business models |
|  | in directing, controlling and | 4 3 2 1 0 | 8. | Apply knowledge of typography | 4 3 2 1 0 | 6. | Examine how culture influences |
|  | regulating market economies | 4 3 2 1 0 | 9. | Apply principles and elements of |  |  | global e-commerce |
| 4 3 2 1 0 23. Explain the role and impact | |  | | design | 4 3 2 1 0 | 7. | Recognize some of the social and |
| saving has on building wealth | | 4 3 2 1 0 10. | | Create and/or implement the |  |  | ethical implications of e- |
| 4 3 2 1 0 24. Define money, explain the role of | |  | | look and feel of a product |  |  | commerce |
| banks and contrasting them with | | 4 3 2 1 0 11. | | Create graphical images and/or | 4 3 2 1 0 | 8. | Discuss the basic economic impact |
| security exchanges | |  | | or video elements |  |  | of e-commerce |
| 4 3 2 1 0 25. Explain the role and utilization | | 4 3 2 1 0 12. | | Enhance digital communication | 4 3 2 1 0 | 9. | Define state and federal laws |
| of credit in a market economy 4 | |  | | presentation using a |  |  | governing e-commerce practices |
| 3 2 1 0 26. Define Gross Domestic Product | |  | | photographic process | 4 3 2 1 0 | 10. | Generalize the concept of search |
| (GDP) | | 4 3 2 1 0 13. | | Evaluate visual appeal |  |  | engine optimization |

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

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 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

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 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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 21. | marketing function  Identify how a web site's | 4 3 2 1 0 | 1. | Solve mathematical problems  using numbers and operations | 4 3 2 1 0 14. | management  Identify successful methods in |
|  | analytics and data are collected and used in the promotional mix | 4 3 2 1 0 | 2. | Incorporate algebraic skills to make business decisions |  | developing and assessing innovative business ideas |
| 4 3 2 1 0 22.  4 3 2 1 0 23. | Restate best practices in digital, graphical displays of information Discuss the impact on consumers | 4 3 2 1 0 | 3. | Demonstrate an understanding of how basic economic concepts are utilized by an | 4 3 2 1 0 15. | Give explanation on how entrepreneurs recognize marketplace opportunities |
|  | from a company's digital presence |  |  | entrepreneur/small business owner | 4 3 2 1 0 16. | Explain tools used by entrepreneurs for venture |
| 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  4 3 2 1 0 | 4.  5. | Explain and describe cost/benefit analysis as it explains cost-profit relationships  Explain and demonstrate the | 4 3 2 1 0 17. | planning  Explain proper methods in assessing and calculating risk in developing a business venture |
| 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 | 6. | nature of effective communications  Describe methods in dealing with | 4 3 2 1 0 18. | Describe the need for continuation planning as it relates with entrepreneurship/small |
| 4 3 2 1 0 26.  4 3 2 1 0 27. | Recommend social media decisions  Evaluate methods in which a digital market can be segmented | 4 3 2 1 0 | 7. | conflict as it relates with entrepreneurship/small business ownership  Describe the relationship | 4 3 2 1 0 19. | business ownership  The student demonstrates an understanding of information management concepts and how |
| 4 3 2 1 0 28.  4 3 2 1 0 29. | Summarize the role and methods of social media planning Develop a digital marketing plan |  |  | between principled entrepreneurship versus personal responsibility | 4 3 2 1 0 20. | they support effective business operations  Describe the impact of the |
| 4 3 2 1 0 30. | Create a social media advertising plan | 4 3 2 1 0 | 8. | Describe the relationship between government and business |  | 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

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 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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 31. | owner  Develop personal traits and | 4 3 2 1 0 | 1. | Explain why organizations  advertise (NBEA) |  | marketing and advertising  research |
|  | behaviors to foster career | 4 3 2 1 0 | 2. | Explain the concept of | 4 3 2 1 0 16. | Describe the role of marketing |
|  | advancement |  |  | advertising |  | and advertising planning |
|  |  | 4 3 2 1 0 | 3. | Trace the history of advertising | 4 3 2 1 0 17. | Restate some of the advantages |
| **11154 – GRAPHIC DESIGN (1 credit)**  4 3 2 1 0 1. Determine client’s needs and | | 4 3 2 1 0 | 4. | in business  Explain the different job |  | and disadvantages of using  various forms of media |
| expected outcomes | |  |  | functions and responsibilities of |  |  |
|  | |  |  | those employed in advertising |  |  |

4 3 2 1 0 18. Summarize the general principles of how advertising campaigns

enhance professional development

**12163 – SPORTS / ENTERTAINMENT**

**MARKETING (.5 credit)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 19. | work  Identify advertising mediums, | 4 3 2 1 0 36. | Illustrate the services of  professional organizations in | 4 3 2 1 0 | 1. | Analyze current trends in sports  and entertainment marketing |
|  | both traditional, new and |  | advertising | 4 3 2 1 0 | 2. | Describe the types of sports and |
| 4 3 2 1 0 20.  4 3 2 1 0 21. | experimental  Recommend media pricing decisions  Evaluate marketing segmentation | 4 3 2 1 0 37.  4 3 2 1 0 38. | Explain the nature and scope of the selling function  Describe product information for use in selling | 4 3 2 1 0 | 3. | entertainment that have become increasingly popular internationally  Describe ways sports and |
| 4 3 2 1 0 22. | criteria  Summarize the role and methods | 4 3 2 1 0 39. | Identify customer’s buying motives for use in selling |  |  | entertainment marketing has increased international awareness |
| 4 3 2 1 0 23. | of media planning  Explain the role of promotion as | 4 3 2 1 0 40. | Generalize customer buying decisions | 4 3 2 1 0 | 4. | of each  Understand the market potential |
| 4 3 2 1 0 24. | a marketing function Explain the elements of the | 4 3 2 1 0 41. | Explain how to demonstrate a product | 4 3 2 1 0 | 5. | for sports & entertainment Discuss the impact of emotional |
|  | promotional mix | 4 3 2 1 0 42. | Illustrate how to recommend a |  |  | ties of fans to sports on an |
| 4 3 2 1 0 25. | Explain how a product influences the promotional mix | 4 3 2 1 0 43. | specific product  Prepare for the sales presentation | 4 3 2 1 0 | 6. | athlete’s earning power  Discuss the impact of marketing |
| 4 3 2 1 0 26. | Compare and contrast the major | 4 3 2 1 0 44. | Determine customer/client needs |  |  | on profitability in sports and |
| 4 3 2 1 0 27. | types of promotions  Discuss the impact on consumers | 4 3 2 1 0 45. | Articulate key factors in building a clientele | 4 3 2 1 0 | 7. | entertainment marketing Define the goals of public |
| 4 3 2 1 0 28. | of the different sales promotions Assess the effectiveness of | 4 3 2 1 0 46. | Contrast between consumer and organizational buying behavior | 4 3 2 1 0 | 8. | relations  Identify the role of public relations |
|  | “point-of-purchase” based on | 4 3 2 1 0 47. | Explain the selling process |  |  | firms in sports and entertainment |
|  | shopping habits of consumers and needs of retailers | 4 3 2 1 0 48. | Examine methods that establish relationships with the | 4 3 2 1 0 | 9. | marketing  Identify the components of a |
| 4 3 2 1 0 29. | Explain the use of fulfillment forms for premiums and contents | 4 3 2 1 0 49. | client/customer Present advertising | 4 3 2 1 0 | 10. | public relations “Plan of Action” Define “goodwill” |
| 4 3 2 1 0 30. | Collect examples of each major type of promotion and present to the class | 4 3 2 1 0 50. | recommendations to client Facilitate customer buying decisions | 4 3 2 1 0  4 3 2 1 0 | 11.  12. | Discuss the relationship between athletes/entertainers and public List ways of enhancing public |
| 4 3 2 1 0 31. | Develop a sales promotion plan | 4 3 2 1 0 51. | Demonstrate suggestive selling |  |  | relations in sports and |
| 4 3 2 1 0 32. | Create an advertising plan |  | and follow-up |  |  | entertainment marketing |
| 4 3 2 1 0 33. | Prepare a public relations plan | 4 3 2 1 0 52. | Understand how to sell goods | 4 3 2 1 0 | 13. | Identify the purposes and benefits |
| 4 3 2 1 0 34. | Explain career opportunities in advertising |  | and services and how to close a sale | 4 3 2 1 0 | 14. | of fan clubs  Discuss the impact of fan |
| 4 3 2 1 0 35. | Evaluate career advancement |  |  |  |  | behavior on public relations |
|  | activities in advertising to |  |  |  |  |  |

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 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)**

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 24. | Identify the types of financing  related to sports and | 4 3 2 1 0 | 1. | Develop flowchart, navigational  blueprints and schema | 4 3 2 1 0 19. | Describe the function of a non-  disclosure agreement (NDA) |
|  | entertainment marketing | 4 3 2 1 0 | 2. | Create sample design showing | 4 3 2 1 0 20. | Differentiate between copyright |
| 4 3 2 1 0 25. | Discuss sponsorship of sports |  |  | placement of |  | and trademarks |
|  | teams and organizations |  |  | buttons/navigational graphics | 4 3 2 1 0 21. | Explain the concept of intellectual |
| 4 3 2 1 0 26. | Discuss the levels of sports and |  |  | and suggested color scheme |  | property |
|  | entertainment sponsorship | 4 3 2 1 0 | 3. | Develop storyboards | 4 3 2 1 0 22. | Define scope of work to achieve |
|  | (individual, corporate, and fund- raising) | 4 3 2 1 0 | 4. | Demonstrate knowledge of available graphics, video, | 4 3 2 1 0 23. | individual and group goals  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

# APPLICATION COURSES

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

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

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **35300 – MARKETING APPLICATIONS (1** | | | 4 3 2 1 0 18. | Discuss the impact of culture  and social issues on global trade | 4 3 2 1 0 37. | making  Identify sources of error in a |
| **credit)** | | | 4 3 2 1 0 19. | Explain ethical considerations in |  | research project (e.g., response |
| 4 3 2 1 0 | 1. | Write persuasive messages |  | providing information |  | errors, interviewer errors, non- |
| 4 3 2 1 0 | 2. | Prepare simple written reports | 4 3 2 1 0 20. | Persuade others |  | response errors, sample design) |
| 4 3 2 1 0 | 3. | Write executive summaries | 4 3 2 1 0 21. | Demonstrate negotiation skills | 4 3 2 1 0 38. | Evaluate questionnaire design |
| 4 3 2 1 0 | 4. | Discuss the nature of customer | 4 3 2 1 0 22. | Explain the nature of stress |  | (e.g., types of questions, question |
|  |  | relationship management |  | management |  | wording, routing, sequencing, |
| 4 3 2 1 0 | 5. | Explain the role of ethics in | 4 3 2 1 0 23. | Describe the need for financial |  | length, layout) |
|  |  | customer relationship |  | information | 4 3 2 1 0 39. | Assess appropriateness of |
|  |  | management | 4 3 2 1 0 24. | Describe the nature of cash flow |  | marketing research for |
| 4 3 2 1 0 | 6. | Describe the use of technology in |  | statements |  | problem/issue (e.g., research |
|  |  | customer relationship | 4 3 2 1 0 25. | Explain the nature of balance |  | methods, sources of information, |
|  |  | management |  | sheets |  | timeliness of information, etc.) |
| 4 3 2 1 0 | 7. | Describe the nature of taxes | 4 3 2 1 0 26. | Describe the nature of income | 4 3 2 1 0 40. | Explain the nature of marketing |
| 4 3 2 1 0 | 8. | Analyze impact of specialization/division of labor | 4 3 2 1 0 27. | statements  Describe the nature of budgets | 4 3 2 1 0 41. | plans  Explain the role of situation |
|  |  | on productivity | 4 3 2 1 0 28. | Describe marketing functions |  | analysis in the marketing planning |
| 4 3 2 1 0 | 9. | Explain the concept of organized |  | and related activities |  | process |
|  |  | labor and business | 4 3 2 1 0 29. | Explain factors that influence | 4 3 2 1 0 42. | Explain the nature of sales |
| 4 3 2 1 0 10. Explain the impact of the law of diminishing returns | | |  | customer/client/business buying  behavior | 4 3 2 1 0 43. | forecasts  Identify methods/techniques to |
| 4 3 2 1 0 11. Describe the economic impact of inflation on business | | | 4 3 2 1 0 30. | Demonstrate connections  between company actions and | 4 3 2 1 0 44. | generate a product idea  Generate product ideas |

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 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

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

4 3 2 1 0

1. Describe methods used to protect intellectual property
2. Utilize Effective writing to

4 3 2 1 0 15.

transactions

Explain social media's impact on marketing communications

4 3 2 1 0 31.

4 3 2 1 0 32.

Use past advertisements to aid in promotional planning Evaluate creative work

convey information 4 3 2 1 0 16. Discuss types of digital 4 3 2 1 0 33. Prepare promotional budget

4 3 2 1 0

1. Apply ethics to online

communications

advertising strategies used to achieve marketing goals

4 3 2 1 0 34.

Manage promotional allowances

4 3 2 1 0

1. Explain ways that technology 4 3 2 1 0 17. Evaluate targeted emails

4 3 2 1 0 35.

Develop promotional plan for a

4 3 2 1 0 5.

impacts marketing

communications

Explain the capabilities of tools used in web-site creation

4 3 2 1 0 18. Identify promotional

messages--advertising and digital media that appeal to targeted markets

4 3 2 1 0 36.

business

Professional Learning Experience:

-Prepare a description of the

4 3 2 1 0 6.

Discuss considerations in using 4 3 2 1 0 19.

mobile technology for

promotional activities 4 3 2 1 0 20.

Evaluate direct-marketing copy

Identify effective advertising

organization and -identify organizational promotional needs

4 3 2 1 0 7. Create and maintain databases

of information for marketing

layouts using color-design- typography and graphics

-Develop promotional/campaign objectives

communications 4 3 2 1 0 21. Critique advertisements

-Identify characteristics of

4 3 2 1 0

4 3 2 1 0

1. Demonstrate effective use of

audio/visual aides

1. Describe considerations in using databases in marketing communications

4 3 2 1 0 22.

4 3 2 1 0 23.

Explain website-development process

Identify strategies for attracting targeted audience to website

Target Market (Discuss Primary and Secondary Markets)

-Identify Schedule of Promotional Activities and Advertising Media Selected

4 3 2 1 0 10.

Demonstrate basic desktop

publishing functions to prepare promotional materials

4 3 2 1 0 24. Describe technologies to

improve website ranking/positioning on search

-Develop promotional/advertising budget

-Develop schedules for

4 3 2 1 0 11. Integrate software applications

engines/directories

advertising and promotional

to prepare promotional 4 3 2 1 0 25. Create promotional signage activities

materials 4 3 2 1 0 26. Collaborate in the design of -Develop a detailed budget for slogans/taglines the promotion

-Identify benefits to the client 4 3 2 1 0 16. Discuss the economic and

social effects of marketing

4 3 2 1 0 32.

Describe current trends/issues in marketing communications

communications

4 3 2 1 0 33. Develop customer/client profile

**35168 – MARKETING** 4 3 2 1 0 17. Analyze marketing 4 3 2 1 0 34. Set price objectives for

**COMMUNICATIONS (.5 credit)** communications in careers to marketing communications

## 4 3 2 1 0 1. Make client presentations determine careers of interest services

4 3 2 1 0 2. Participate in problem-solving 4 3 2 1 0 18. Conduct self-assessment of 4 3 2 1 0 35. Calculate break-even point

4 3 2 1 0 3.

groups

Conduct planning meetings

marketing-communications skill set

4 3 2 1 0 36. Explain the concept of

"product" in marketing

4 3 2 1 0 4. Demonstrate strategic thinking 4 3 2 1 0 19. Assess the services of communications

4 3 2 1 0

1. Manage crisis in business

relationships

professional organizations in marketing communications

4 3 2 1 0 37. Describe services offered by the marketing-communications

4 3 2 1 0

1. Estimate project costs 4 3 2 1 0 20. Analyze media research tool

industry

4 3 2 1 0 7. Set/monitor promotional budget 4 3 2 1 0 21. Select appropriate research 4 3 2 1 0 38. Generate marketing

4 3 2 1 0 8. Motivate members of a team techniques communications ideas

4 3 2 1 0 9. Promote innovation 4 3 2 1 0 22. Determine advertising reach of 4 3 2 1 0 39. Screen marketing

4 3 2 1 0 10. Explain security considerations

in marketing communications 4 3 2 1 0 23.

media

Read media schedule 4 3 2 1 0 40.

communications ideas Develop a creative concept

4 3 2 1 0 11. Develop schedule for

marketing communications assignments

4 3 2 1 0 24. Develop a media plan

(including budget-media allocation-and timing of ads)

4 3 2 1 0 41.

4 3 2 1 0 42.

Explain considerations affecting global promotion

Explain the marketing-

4 3 2 1 0 12. Develop action plan to carry 4 3 2 1 0 25. Set media buying objectives communications development

out marketing communications

assignment

4 3 2 1 0 26. Plan strategy to guide media-

buying process 4 3 2 1 0 43.

process

Evaluate market opportunities

4 3 2 1 0 13. Describe traits important to the

success of employees in

4 3 2 1 0 27.

Compare and contrast appropriate media outlets

4 3 2 1 0 44.

Explain the nature of promotional strategies

marketing communications

4 3 2 1 0 14. Describe employment

4 3 2 1 0 28. Explain considerations in

website pricing

4 3 2 1 0 45.

Describe referral programs that can be used to build

opportunities in the marketing 4 3 2 1 0 29.

Analyze consumer behavior

brand/promote products

4 3 2 1 0 15.

communications industry

Explain factors affecting the growth and development of the marketing communications

4 3 2 1 0 30.

4 3 2 1 0 31.

Identify ways to segment markets for marketing communications

Describe the nature of target

4 3 2 1 0 46.

4 3 2 1 0 47.

Explain the use of product placement

Discuss types of direct marketing strategies

industry

marketing in marketing

4 3 2 1 0 48. Explain the role of media in

communications delivering direct marketing messages

4 3 2 1 0 49. Identify promotional messages that appeal to targeted markets

**12166 – MARKETING MANAGEMENT (1**

**credit)**

4 3 2 1 0 17. Determine current market

position

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 4 3 2 1 0 50. | Determine advertising | 4 3 2 1 0 | 1. | Determine product-line | 4 3 2 1 0 18. | Estimate market share |
|  | campaign objectives |  |  | profitability | 4 3 2 1 0 19. | Conduct customer-satisfaction |
| 4 3 2 1 0 51. | Select advertising strategies for | 4 3 2 1 0 | 2. | Measure cost-effectiveness of |  | studies |
|  | campaign |  |  | marketing expenditures | 4 3 2 1 0 20. | Predict brand share |
| 4 3 2 1 0 52. | Prepare advertising budget | 4 3 2 1 0 | 3. | Implement organizational skills | 4 3 2 1 0 21. | Conduct brand audit |
| 4 3 2 1 0 53. | Evaluate effectiveness of |  |  | to facilitate work efforts | 4 3 2 1 0 22. | Display data in charts, graphs, |
|  | advertising | 4 3 2 1 0 | 4. | Determine internal/external |  | or in tables |
| 4 3 2 1 0 54. | Develop frequency/loyalty |  |  | resource requirements and | 4 3 2 1 0 23. | Prepare and use presentation |
|  | marketing strategy |  |  | responsibilities for projects |  | software to support reports |
| 4 3 2 1 0 55. | Analyze use of specialty | 4 3 2 1 0 | 5. | Analyze the impact of | 4 3 2 1 0 24. | Prepare written reports for |
|  | promotions |  |  | technology on marketing |  | decision-making |
| 4 3 2 1 0 56. | Establish promotional mix | 4 3 2 1 0 | 6. | Use software to automate | 4 3 2 1 0 25. | Determine cost of product |
| 4 3 2 1 0 57. | Measure results of promotional |  |  | services | 4 3 2 1 0 26. | Calculate break-even point |
|  | mix | 4 3 2 1 0 | 7. | Determine types of technology | 4 3 2 1 0 27. | Establish pricing objectives |
| 4 3 2 1 0 58. | Determine appropriateness of |  |  | needed by company/agency | 4 3 2 1 0 28. | Select pricing policies |
|  | promotional strategy across | 4 3 2 1 0 | 8. | Establish distribution points | 4 3 2 1 0 29. | Determine discounts and |
|  | product lines | 4 3 2 1 0 | 9. | Develop performance standards |  | allowances that can be used to |
| 4 3 2 1 0 59. | Explain the use of advertising |  |  | for suppliers |  | adjust base prices |
|  | agencies | 4 3 2 1 0 | 10. | Develop new channels for | 4 3 2 1 0 30. | Set prices |
| 4 3 2 1 0 60. | Assess digital marketing |  |  | products/services | 4 3 2 1 0 31. | Adjust prices to maximize |
|  | efforts | 4 3 2 1 0 | 11. | Identify channel-management |  | profitability |
| 4 3 2 1 0 61. | Write press release |  |  | strategies | 4 3 2 1 0 32. | Evaluate pricing decisions |
| 4 3 2 1 0 62. | Create a press kit | 4 3 2 1 0 | 12. | Assess marketing-information | 4 3 2 1 0 33. | Determine price sensitivity |
| 4 3 2 1 0 63. | Obtain publicity |  |  | needs | 4 3 2 1 0 34. | Understand social responsibility |
| 4 3 2 1 0 64. | Explain current issues/trends in | 4 3 2 1 0 | 13. | Identify issues and trends in | 4 3 2 1 0 35. | Develop communications |
|  | public relations |  |  | marketing-information |  | objectives |
| 4 3 2 1 0 65. | Describe the use of crisis |  |  | management systems | 4 3 2 1 0 36. | Develop promotional-mix |
| 4 3 2 1 0 66. | management in public relations Create a public-relations | 4 3 2 1 0 | 14. | Identify industry/economic  trends that will impact business | 4 3 2 1 0 37. | activities  Develop advertising plans to |
|  | campaign |  |  | activities |  | achieve communications |

4 3 2 1 0 15. Analyze market needs and opportunities

4 3 2 1 0 16. Anticipate market changes

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)**

information management system

4 3 2 1 0 29. Develop screener for qualitative marketing-research study

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