# Common Career Technical CoreMarketing Pathway

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| --- | --- | --- | --- |
| **Student name:**  |  | **Graduation Date:** |  |

Course Description: To be taught in all courses in the approved pathway.

Directions:The following competencies are required for full approval of this course. Check the appropriate number to indicate the level of competency reached for learner evaluation.

**RATING SCALE:**

4. Exemplary Achievement: Student possesses outstanding knowledge, skills or professional attitude.

3. Proficient Achievement:Student demonstrates good knowledge, skills or professional attitude. Requires limited supervision.

2. Limited Achievement:Student demonstrates fragmented knowledge, skills or professional attitude. Requires close supervision.

1. Inadequate Achievement:Student lacks knowledge, skills or professional attitude.

0. No Instruction/Training:Student has not received instruction or training in this area.

## Benchmark 1: Career REady Standards

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 1.1 | Act as a responsible and contributing citizen and employee. |  |
| 1.2 | Apply appropriate academic and technical skills. |  |
| 1.3 | Attend to personal health and financial well-being. |  |
| 1.4 | Communicate clearly, effectively and with reason. |  |
| 1.5 | Consider the environmental,social and economic impacts of decisions. |  |
| 1.6 | Demonstrate creativity and innovation. |  |
| 1.7 | Employ valid and reliable research strategies. |  |
| 1.8 | Utilize critical thinking to make sense of problems and persevere in solving them. |  |
| 1.9 | Model integrity, ethical leadership and effective management. |  |
| 1.10 | Plan education and career path aligned to personal goals. |  |
| 1.11 | Use technology to enhance productivity. |  |
| 1.12 | Work productively in teams while using cultural/global competence. |  |

## Benchmark 2: Marketing career cluster standards

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 2.1 | Describe the impact of economics, economics systems and entrepreneurship on marketing. |  |
| 2.2 | Implement marketing research to obtain and evaluate information for the creation of a marketing plan. |  |
| 2.3 | Plan, monitor, manage and maintain the use of financial resources for marketing activities. |  |
| 2.4 | Plan, monitor and manage the day-to-day activities required for continued marketing business operations. |  |
| 2.5 | Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways. |  |
| 2.6 | Select, monitor and manage sales and distribution channels. |  |
| 2.7 | Determine and adjust prices to maximize return while maintaining customer perception of value. |  |
| 2.8 | Obtain, develop, maintain and improve a product or service mix in response to market opportunities. |  |
| 2.9 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. |  |
| 2.10 | Use marketing strategies and processes to determine and meet client needs and wants. |  |

## Benchmark 3: Marketing Communications Career Pathway

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 3.1 | Apply techniques and strategies to convey ideas and information through marketing communications. |  |
| 3.2 | Plan, manage and monitor day-to-day activities of marketing communications operations. |  |
| 3.3 | Access, evaluate and disseminate information to enhance marketing decision-making processes. |  |
| 3.4 | Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities. |  |
| 3.5 | Communicate information about products, services, images and/or ideas to achieve a desired outcome. |  |

## Benchmark 4: Marketing Management Career Pathway

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 4.1 | Plan, organize and lead marketing staff to achieve business goals |  |
| 4.2 | Plan, manage and monitor day-to-day marketing management operations. |  |
| 4.3 | Plan, manage and organize to meet the requirements of the marketing plan. |  |
| 4.4 | Access, evaluate and disseminate information to aid in making marketing management decisions. |  |
| 4.5 | Determine and adjust prices to maximize return and meet customers’ perceptions of value. |  |
| 4.6 | Obtain, develop, maintain and improve a product or service mix in response to market opportunities. |  |
| 4.7 | Communicate information about products, services, images and/or ideas. |  |

## Benchmark 5: Marketing Research Career Pathway

### Competencies

| **#** | **DESCRIPTION** | **RATING** |
| --- | --- | --- |
| 5.1 | Plan, organize and manage day-to-day marketing research activities. |  |
| 5.2 | Design and conduct research activities to facilitate marketing business decisions. |  |
| 5.3 | Use information systems and tools to make marketing research decisions. |  |

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

Instructor Signature:

For more information, contact:

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