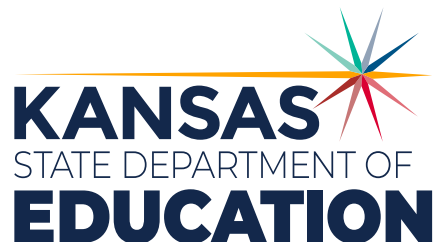


Marketing Pathway Design

2022-2023

MARKETING CAREER CLUSTER DESIGN

Marketing Pathway - CIP Code 52.1402



Kansas leads the world in the success of each student.



MISSION

To prepare Kansas students for lifelong success through rigorous, quality academic instruction, career training and character development according to each student's gifts and talents.

VISION

Kansas leads the world in the success of each student.

MOTTO

Kansans Can

SUCCESS DEFINED

A successful Kansas high school graduate has the

- Academic preparation,
- Cognitive preparation,
- Technical skills,
- Employability skills and
- Civic engagement

to be successful in postsecondary education, in the attainment of an industry recognized certification or in the workforce, without the need for remediation.

OUTCOMES

- Social-emotional growth measured locally
- Kindergarten readiness
- Individual Plan of Study focused on career interest
- High school graduation
- Postsecondary success

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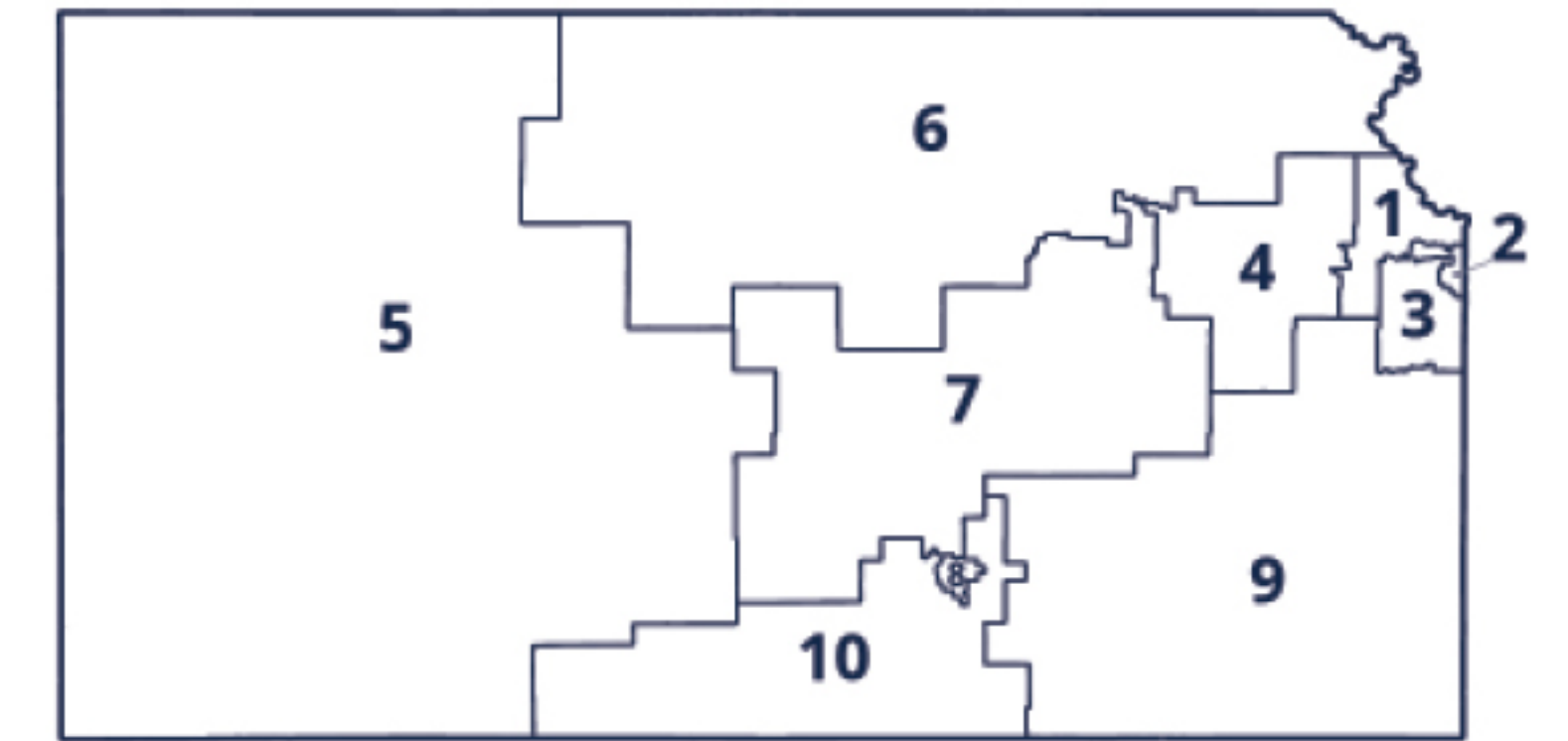


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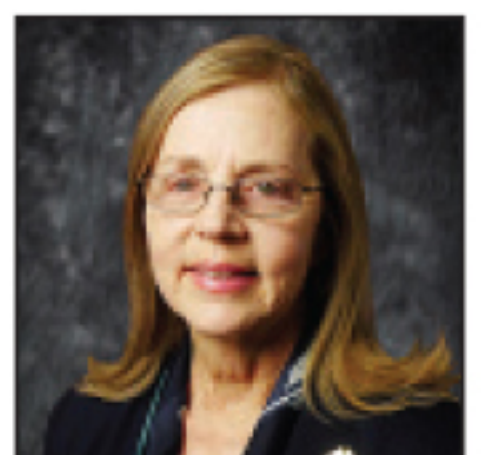
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JAN. 2021

**APPROVED
PATHWAY:**

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



MARKETING CAREER CLUSTER DESIGN

Marketing Pathway

CIP CODE 52.1402

INTRODUCTORY LEVEL

Title	Code	Credit
*Business Essentials	12050	.5 credit

TECHNICAL LEVEL

Title	Code	Credit
**Business Communications	12009	.5 credit
*Principles of Marketing	12164	1 credit

OPTIONAL TECHNICAL SUPPORTIVE COURSES

Title	Code	Credit
Accounting	12104	1 credit
Business Economics	12105	.5 credit
Business Management	12052	.5 credit
Computer Graphics	10202	1 credit
Digital Marketing	35162	.5 credit
Advanced Spreadsheet Applications	33110	.5 credit

APPLICATION LEVEL

Title	Code	Credit
*Marketing Applications	35300	1 credit

OPTIONAL APPLICATION SUPPORTIVE COURSES

Title	Code	Credit
Integrated Marketing Applications	12195	.5 credit
Marketing - Workplace Experience ***	12198	.5 credit
Marketing - Workplace Experience ***	12198	1 credit

Title	Code	Credit
Entrepreneurship	12053	.5 credit
Graphic Design	05162/11154	1 credit
Principles of Advertising	12165	.5 credit
Sports/Entertainment Marketing	12163	.5 credit
Web Page Design	10201	1 credit
IB Business & Management	12059	1 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 Kansas Advisory Committee for Career and Technical Education (KACCTE).

*** School may include both in pathway / Student only takes one for Completer Status.

Boldfaced courses - Marketing Completer Assessment aligns directly with MBA Research's 2 - Credit Standard Marketing Program of Study Exam.

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

CCTC CAREER READY PRACTICES

Career Ready Practices (CRP) describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study (PoS), discipline or level of education. CRP should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a PoS.

<https://cte.careertech.org>

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

Topic	1		
Benchmark	1	CCTC CAREER READY PRACTICES (To be included in all courses)	
		Competencies	Sample Indicators
	1.1	Act as a responsible and contributing citizen and employee.	4 3 2 1 0
	1.2	Apply appropriate academic and technical skills.	4 3 2 1 0
	1.3	Attend to personal health and financial well-being.	4 3 2 1 0
	1.4	Communicate clearly, effectively and with reason.	4 3 2 1 0
	1.5	Consider the environmental, social and economic impacts of decisions.	4 3 2 1 0
	1.6	Demonstrate creativity and innovation.	4 3 2 1 0

	1.7	Employ valid and reliable research strategies.		4	3	2	1	0
	1.8	Utilize critical thinking to make sense of problems and persevere in solving them.		4	3	2	1	0
	1.9	Model integrity, ethical leadership and effective management.		4	3	2	1	0
	1.10	Plan education and career path aligned to personal goals.		4	3	2	1	0
	1.11	Use technology to enhance productivity.		4	3	2	1	0
	1.12	Work productively in teams while using cultural/global competence.		4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

CCTC Marketing Standards
(To be taught throughout the pathway.)

<https://cte.careertech.org/sites/default/files/MK-CCTC-PerformanceElements.pdf>

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

Topic	1		
Benchmark	1.0		
		Competencies	Sample Indicators
	1.1	Describe the impact of economics, economics systems and entrepreneurship on marketing.	4 3 2 1 0
	1.2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.	4 3 2 1 0
	1.3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.	4 3 2 1 0
	1.4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.	4 3 2 1 0
	1.5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.	4 3 2 1 0

	1.6	Select, monitor and manage sales and distribution channels.		4	3	2	1	0
	1.7	Determine and adjust prices to maximize return while maintaining customer perception of value.		4	3	2	1	0
	1.8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.		4	3	2	1	0
	1.9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.		4	3	2	1	0
	1.10	Use marketing strategies and processes to determine and meet client needs and wants.		4	3	2	1	0
	1.11	Apply techniques and strategies to convey ideas and information through marketing communications.		4	3	2	1	0
	1.12	Plan, manage and monitor day-to-day activities of marketing communications operations.		4	3	2	1	0
	1.13	Access, evaluate and disseminate information to enhance marketing decision-making processes.		4	3	2	1	0
	1.14	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.		4	3	2	1	0
	1.15	Communicate information about products, services, images and/or ideas to achieve a desired outcome.		4	3	2	1	0
	1.16	Plan, organize and lead marketing staff to achieve business goals.		4	3	2	1	0
	1.17	Plan, manage and monitor day-to-day activities of marketing management operations.		4	3	2	1	0

	1.18	Plan, manage and organize to meet the requirements of the marketing plan.		4	3	2	1	0
	1.19	Access, evaluate and disseminate information to aid in making marketing decisions.		4	3	2	1	0
	1.20	Determine and adjust prices to maximize return while maintaining customer perception of value.		4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date	Completion Date	Credits Completed
____/____/____	____/____/____	____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Introductory Level Course
This is a core course designed to give students an overview of the business, marketing and finance career cluster occupations. Students will develop an understanding of how academic skills in mathematics, economics, and written and oral communications are integral components of success in these occupations. Students will examine current events to determine their impact on business and industry and legal and ethical behavior, acquire knowledge of safe and secure environmental controls to enhance productivity, determine how resources should be managed to achieve company goals, and identify employability and personal skills needed to obtain a career and be successful in the workplace. As students learn about different types of business ownership, they will interpret industry laws and regulations to ensure compliance, identify principles of business management, and analyze business practices to determine ethics and social responsibilities.

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1							
Benchmark	1.0							
		Competencies	Sample Indicators					
	1.1	Analyze fundamental economic concepts necessary for employment in business.	Distinguish between economic goods and services.	4	3	2	1	0
			Explain the concept of economic resources.					
			Describe the concepts of economics and economic activities.					
			Determine economic utilities created by business activities.					
			Explain the principles of supply and demand.					
			Describe the functions of prices in markets.					

	1.2	Describe the nature of business and its contribution to society.	Explain the role of business in society.	4	3	2	1	0
			Describe types of business activities.					
			Explain the organizational design of businesses.					
			Discuss the global environment in which businesses operate.					
			Describe factors that affect the business environment.					
			Explain how organizations adapt to today's markets.					
	1.3	Recognize how economic systems influence environments in which businesses function.	Explain the types of economic systems.	4	3	2	1	0
			Explain the concept of private enterprise.					
			Identify factors affecting a business's profit.					
			Determine factors affecting business risk.					
			Explain the concept of competitions.					
			Describe market structures.					
	1.4	Analyze cost/profit relationships to guide business decision-making.	Explain the concept of productivity.	4	3	2	1	0
			Analyze impact of specialization/division of labor on productivity.					
			Explain the concept of organized labor and business.					
			Explain the impact of the law of diminishing returns.					
			Describe the concept of economies of scale.					

	1.5	Describe the purpose and origin of business within the U.S.	Discuss the various commodities of trade within US history.	4	3	2	1	0
			Explain the origins of Wall Street.					
			Describe the evolution in consumer awareness and buyer relationships.					
			Explain the concept of Gross Domestic Product and its development with the U.S.					
	1.6	Analyze the history and importance of trade within a global marketplace.	Difference between imports and exports.	4	3	2	1	0
			Explain the role of cultures and political systems on global trade.					
			Explain the currency exchanges and how the value fluctuates.					
	1.7	Apply verbal skills when obtaining and conveying information.	Participate in group discussions.	4	3	2	1	0
			Demonstrate open listening when cultivating relationships.					
			Share thoughts respectfully while being direct.					
	1.8	Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information.	Prepare simple written correspondence (cover letters, memorandums, resumes).	4	3	2	1	0
			Identify the elements of effective written communications.					
			Use appropriate etiquette in written communications.					
			Write analytical reports (i.e., reports that examine a problem/issue and recommend an action.)					
			Write research reports.					
			Develop and deliver formal and informal presentations using appropriate media to engage					

	1.9	Prepare oral presentations to provide information for specific purposes and audiences.	Organize information effectively.	4	3	2	1	0
			Select and use appropriate graphic aids.					
			Make oral presentations.					
			Describe business's responsibility to know and abide by laws and regulations that affect business					
	1.10	Describe the nature of legally binding business contracts.	Identify the basic torts relating to business enterprises.	4	3	2	1	0
			Describe the nature of legally binding contracts.					
			Understand the civil foundations of the legal requirements of business to demonstrate					
	1.11	Identify regulatory agencies and regulatory legislation.	Describe the nature of legal procedure.	4	3	2	1	0
			Discuss the nature of debtor-creditor relationships.					
			Explain the nature of agency relationships.					
			Discuss the nature of environmental law.					
			Discuss the role of administrative law.					
	1.12	Identify types of business ownership.	Explain types of business ownership.	4	3	2	1	0
			Select form of business ownership.					
Topic	2							
Benchmark	2.0	Technical Skills: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.						

		Competencies	Sample Indicators				
		Perform customer service activities to support customer relationships and encourage repeat business.	Explain a customer-service mindset.				
	2.1			4	3	2	1
			Respond to customer inquiries and complaints.				
			Interpret business policies to customers/clients.				
			Understands the techniques and strategies used to foster positive-ongoing relationships with				
	2.2	Utilize technology to facilitate customer relationship management.	Understand the nature of customer relationship management.	4	3	2	1
Topic	3						
Benchmark	3.0	EMOTIONAL INTELLIGENCE: Employ and manage techniques, strategies, and systems used by management to foster self-understanding and enhance business relationships					
		Competencies	Sample Indicators				
		Demonstrate managerial and business ethics.	Discuss ethics, responsibility, honesty, integrity, and work habits.	4	3	2	1
	3.1						
	3.2	Develop personal traits and behaviors to foster career advancement.	Identify desirable personality traits important to business.	4	3	2	1
			Exhibit a positive attitude.				
			Exhibit self-confidence.				
			Demonstrate interest and enthusiasm.				
			Demonstrate initiative.				
			Foster positive working relationships.				
			Participate as a team member.				

			Explain the nature of effective communications.					
Topic	4							
Benchmark	4.0	ENTREPRENEURSHIP: Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.						
		Competencies	Sample Indicators					
	4.1	Analyze entrepreneur careers to determine careers of interest.	Discuss entrepreneurial discovery processes.	4	3	2	1	0
			Describe entrepreneurial planning considerations.					
			Explain the need for entrepreneurial discovery.					
			Assess global trends and opportunities for business ventures.					
	4.2	Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.	Analyze desired lifestyle associated with entrepreneurship.	4	3	2	1	0
			Discern between desired benefits and those associated with entrepreneurship.					
			Research current business issues and entrepreneurs (e.g., Donald Trump, Martha Stewart, Mark Zuckerberg, Magic Johnson, etc.)					
			Contrast personal characteristics with those associated with entrepreneurial success.					
			Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.					
Topic	5							

Benchmark	5.0	FINANCIAL ANALYSIS: Understand how to maintain, monitor, plan, and control the use of financial resources to protect an entrepreneur and business’s fiscal well-being.						
		Competencies	Sample Indicators					
	5.1	Analyze how proper management of personal finance relates with maintaining business financial efficiency.	Explain forms of financial exchange.	4	3	2	1	0
			Manage personal finances to achieve financial goals with savings and investing.					
			Identify a business’s risks.					
			Explain the time value of money.					
			Explain the purposes and importance of credit.					
	5.2	Define the accounting equation and how accounting can assist in maintaining financial solvency.	Interpret cash-flow statements.	4	3	2	1	0
			Monitor business’s profitability.					
			Develop personal budget.					
			Properly maintain a personal financial account (e.g., savings, checking, etc.)					
			Interpret a pay stub.					
			Read and reconcile bank statements.					
			Maintain financial records.					
			Describe sources of income (e.g., wages/salaries, interest, rent, dividends, transfer payments, etc.)					

Topic	6								
Benchmark	6.0	INFORMATION TECHNOLOGY APPLICATIONS: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.							
		Competencies	Sample Indicators						
	6.1	Use information technology tools to manage and perform work responsibilities.	Assess information needs.	4	3	2	1	0	
			Use information literacy skills to increase workplace efficiency and effectiveness.						
			Identify ways that technology impacts business.						
			Explain the role of information systems.						
			Operate writing and publishing applications to prepare business communications.						
	6.2	Prepare simple documents and other business communications.	Demonstrate basic research skills.	4	3	2	1	0	
			Evaluate quality and source of information.						
Topic	7								
Benchmark	7.0	MARKETING: Manage marketing activities to facilitate business development and growth.							
		Competencies	Sample Indicators						
	7.1	Understand marketing's role and function in business to facilitate economic exchanges with customers.	Plan product mix.	4	3	2	1	0	
			Determine services to provide customers.						
			Explain the role of customer service in positioning/image.						
			Analyze factors that contribute to business success.						

			Develop strategies to position product/business.					
			Acquire foundational knowledge of customer, client, and business behavior to understand what motivates decision-making.					
	7.2	Explain marketing and its importance in global economy.	Identify considerations in implementing international marketing strategies.	4	3	2	1	0
	7.3	Describe marketing functions and related activities.	Identify elements of the marketing mix.	4	3	2	1	0
Topic	8							
Benchmark	8.0	EMPLOYABILITY AND CAREER DEVELOPMENT: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Explore, obtain, and develop strategies for ensuring a successful business career.						
		Competencies	Sample Indicators					
	8.1	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance.	4	3	2	1	0
			Explain the importance of having a vision through properly setting personal short, mid and long-term goals.					
			Conduct mock interviews using local business representatives as interviewers.					
			Use time-management skills.					
	8.2	Identify the impact business has on local communities.	Invite guest speakers from represented modules (e.g., accountant, banker, marketer, etc.) to speak	4	3	2	1	0
			Tour a large business in the local community.					
			Tour a small business in the local community.					
	8.3	List the standards and qualifications that must be met in career.	Prepare a resume.	4	3	2	1	0

			Prepare a letter of application.					
			Complete an employment application.					
			Interview for employment.					
	8.4	Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.	Demonstrate problem-solving skills.	4	3	2	1	0
			Obtain needed information efficiently					
			Evaluate quality and source of information.					
			Apply information to accomplish a task.					
	8.5	Demonstrate project-management skills.		4	3	2	1	0
	8.6	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Technical Level Course

Business Communications courses help students to develop an understanding and appreciation for effective communication in business situations and environments. Emphasis is placed on all phases of communication: speaking, listening, thinking, responding, reading, writing, communication non-verbally, and utilizing technology for communication. Business communication functions, processes, and applications in the context of business may be practiced through problem-based projects and real-world applications.

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1		
Benchmark	1.0		
		Competencies	Sample Indicators
	1.1.1	Define, spell, and pronounce frequently used and business-related words.	43210
	1.1.2	Apply rules for plurals, possessives, prefixes, and word endings.	
	1.1.3	Demonstrate good sentence structure.	
	1.1.4	Demonstrate proficiency in the use of punctuation.	
	1.1.5	Demonstrate proficiency in using reference materials.	
	1.1.6	Demonstrate proficiency in using software and hardware instruction manuals.	

	1.1.7	Use appropriate words, grammar, sentence construction, and punctuation in written communications with customers, coworkers, and supervisors.						
	1.1.8	Interpret, analyze, and confirm written instructions or procedure.						
	1.1.9	Operate communications equipment.						
	1.1.10	Compose and key error-free email messages.						
	1.1.11	Write a letter requesting admission and scholarship information.						
	1.1.12	Request a room reservation or reply to such a request.						
	1.1.13	Ask for material to be sent or grant or deny such a request.						
	1.1.14	Ask for credit, grant it, or deny it.						
	1.1.15	Request a speaker for a convention or meeting.						
	1.1.16	Sell a service/product through the mail.						
	1.1.17	Write or answer a letter of complaint.						
	1.1.18	Prepare interoffice communications.						
	1.1.19	Identify the communications needs of various types of businesses such as retailing, manufacturing, financial, service, government, wholesaling, and distribution.						
	1.1.20	Use appropriate technologies to create identified business correspondence.						
	1.1.21	Key documents from edited rough draft.						

	1.1.22	Proofread documents.						
	1.1.23	Meet the standard of mailability for all production work.						
	1.1.24	Prepare and deliver an oral presentation.						
	1.1.25	Practice customer contact skills.						
	1.1.26	Interpret, analyze, and confirm verbal instructions.						
	1.1.27	Utilize listening skills.						
	1.1.28	Perform a self-evaluation to determine strengths and weaknesses.						
	1.1.29	Describe the importance of the following personal qualities and how they relate to professionalism: honesty, loyalty, courtesy, cooperation, alertness, ambition, punctuality, interest, involvement, patience, tact, confidence, sense of humor, dependability/reliability, flexibility, initiative and appearance.						
	1.1.30	Describe acceptable conduct in the following professional relationships: employee-employer, employee, coworker, and employee-public.						
	1.1.31	Discuss the various terms of harassment in the workplace.						
	1.1.32	Research and report on various business careers.						
	1.1.33	Prepare a résumé.						
	1.1.34	Compose and type employment- related letters such as application, thank you, resignation, etc.						

	1.1.35	Complete an application form.						
	1.1.36	Demonstrate the techniques of a good job interview.						
	1.1.37	Prepare a spreadsheet to analyze and present data.						
	1.1.38	Prepare graphic presentations of data by computer.						
	1.1.39	Incorporate graphic presentation of data in a printed document.						
	1.1.40	Email Etiquette (For Example: Reply all, CC, Bcc, Complete sentences).						

Name: _____ ID: _____		<div style="border: 1px solid black; padding: 5px;"> Technical Level Course This course develops student understanding and skills in such areas as channel management, marketing-information management, market planning, pricing, product/service management, promotion, and selling. </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure </div>					
Instructor: _____ School Year: _____							
Enrollment Date ____/____/____	Completion Date ____/____/____						Credits Completed ____/____/____
I certify that the student received the training in the area indicated.							
Student Signature: _____ Date: _____							
Instructor Signature: _____ Date: _____							
National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.							
Topic	1						
Benchmark	1.0	Marketing					
		Competencies	Sample Indicators				
1.1	Recognize the scope and role of marketing in enhancing the welfare of consumers, organizations, and society.		4	3	2	1	0
1.2	Explain marketing and its importance in a global economy.		4	3	2	1	0
1.3	Describe marketing functions and related activities.	Describe the 7 functions of marketing (product service management, selling, promotion, pricing, marketing information management, channel management and promotion) and how each are used by specific businesses.	4	3	2	1	0
1.4	Describe the components of a situation analysis.	Complete a SWOT Analysis.	4	3	2	1	0

	1.5	Identify sources of competitive advantage.		4	3	2	1	0
	1.6	Analyze the components of the consumer decision-making process.		4	3	2	1	0
	1.7	Identify the types of consumer buying decisions and discuss the significance of consumer involvement.		4	3	2	1	0
	1.8	Identify and understand the cultural, social, individual, and psychological factors affecting consumer buying decisions.		4	3	2	1	0
	1.9	Explain the NAICS (North American Industry Classification System) system as it relates to B2B markets.	Discuss industry sector classification.	4	3	2	1	0
	1.10	Identify the 4 major categories of business market customers: Governments, Institutions, Resellers and Producers.	Producers, Resellers, Governments, Institutions	4	3	2	1	0
	1.11	Identify the marketing mix elements (product, price, place, and promotion - also known as the 4Ps of the marketing mix).		4	3	2	1	0
	1.12	Explain how to identify target markets.	Explain how market segmentation divides markets into sub groups utilizing demographics, psychographics and geographics.	4	3	2	1	0
Benchmark	2.0	Channel Management						
		Competencies	Sample Indicators					
	2.1	Explain the nature and scope of channel management.		4	3	2	1	0
	2.2	Explain the relationship between customer service and channel management.		4	3	2	1	0
	2.3	Explain the nature of channels of distribution.	Identify various brokers, wholesalers, retailers, direct to consumer, etc..	4	3	2	1	0
	2.4	Describe the use of technology in the channel management function.		4	3	2	1	0

	2.5	Explain legal and ethical considerations in channel management.		4	3	2	1	0
Benchmark	3.0	Marketing Information Management						
		Competencies	Sample Indicators					
	3.1	Describe the need for marketing information.	How is marketing information monitored and utilized to make decisions.	4	3	2	1	0
	3.2	Explain the nature and scope of the marketing information management function.		4	3	2	1	0
	3.3	Explain the role of ethics in marketing -information management.		4	3	2	1	0
	3.4	Describe the ethical use of technology in marketing.		4	3	2	1	0
	3.5	Explain the nature of marketing research.	Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and casual).					
	3.6	Describe the regulation of marketing-information management.	Discuss the nature of marketing research problems/issues.	4	3	2	1	0
	3.7	Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research).	Discuss the nature of sampling plans.	4	3	2	1	0
	3.8	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).	Explain characteristics of effective data-collection instruments. Demonstrate best data collection methods in a practical setting.	4	3	2	1	0
	3.9	Explain techniques for processing marketing information.		4	3	2	1	0
	3.10	Explain the use of descriptive statistics in marketing decision-making).		4	3	2	1	0
	3.11	Explain the concept of marketing strategies.		4	3	2	1	0
	3.12	Explain the concepts of market and market identification.		4	3	2	1	0

Benchmark	4.0	Pricing							
		Competencies	Sample Indicators						
	4.1	Explain the nature and scope of the pricing function.		4	3	2	1	0	
	4.2	Describe the role of business ethics in pricing.		4	3	2	1	0	
	4.3	Explain the use of technology in the pricing function.		4	3	2	1	0	
	4.4	Explain legal considerations for pricing.		4	3	2	1	0	
	4.5	Explain factors affecting pricing decisions.		4	3	2	1	0	
Benchmark	5.0	Product/Service Management							
		Competencies	Sample Indicators						
	5.1	Explain the nature and scope of the product/service management function.		4	3	2	1	0	
	5.2	Identify the impact of product life cycles on marketing decisions.	Discuss how the product life cycle (Introduction, Growth, Maturity, Decline) impacts the 4 P's (product, place, price, and promotion).	4	3	2	1	0	
	5.3	Describe the use of technology in the product/service management function.		4	3	2	1	0	
	5.4	Explain business ethics in product/service management.		4	3	2	1	0	
	5.5	Identify consumer protection provisions of appropriate agencies.		4	3	2	1	0	
	5.6	Explain the concept of product mix.		4	3	2	1	0	
	5.7	Describe factors used by marketers to position products/services.		4	3	2	1	0	
	5.8	Describe the uses of grades and standards in marketing.		4	3	2	1	0	

	5.9	Explain warranties and guarantees.	Discuss how warranties and guarantees can be used as a competitive advantage.	4	3	2	1	0
Benchmark	6.0	Promotion						
		Competencies	Sample Indicators					
	6.1	Explain the role of promotion as a marketing function.		4	3	2	1	0
	6.2	Explain the types of promotion.		4	3	2	1	0
	6.3	Identify the elements of the promotional mix (e.g. advertising, personal selling, sales promotion, public relations).		4	3	2	1	0
	6.4	Describe the use of business ethics in promotion.		4	3	2	1	0
	6.5	Describe the use of technology in the promotion function.		4	3	2	1	0
	6.6	Describe the regulation of promotion.		4	3	2	1	0
	6.7	Explain types of advertising media.		4	3	2	1	0
	6.8	Describe word of mouth channels used to communicate with targeted audiences.		4	3	2	1	0
	6.9	Explain the nature of direct marketing channels.		4	3	2	1	0
	6.10	Explain and identify influencer marketing strategies.		4	3	2	1	0
	6.11	Identify communications channels used in sales promotion.		4	3	2	1	0
	6.12	Explain communications channels used in public-relations activities.		4	3	2	1	0
	6.13	Discuss the role of public relations in the promotional mix.		4	3	2	1	0
Benchmark	7.0	Customer Relations						

		Competencies	Sample Indicators					
	7.1	Explain the nature of positive customer relations.	Demonstrate a customer-service mindset.	4	3	2	1	0
	7.2	Demonstrate ability to write various marketing communications.	Create letters, informational messages, inquiries, press releases, media pitches and respond to customer inquiries.	4	3	2	1	0
	7.3	Adapt communication to the cultural and social differences among clients.	Incorporate the 5th P of the Marketing Mix (People).	4	3	2	1	0
	7.4	Interpret business policies to customers/clients.	Handle difficult customer complaints. Practice effective consumer communications while handling negative customer feedback.	4	3	2	1	0
	7.5	Explain the nature of product/service and corporate branding.	Identify company's brand promise. Identify brand mission, values and customer policies.	4	3	2	1	0
	7.6	Determine ways of reinforcing the company's image through employee performance.		4	3	2	1	0
Benchmark	8.0	Selling						
		Competencies	Sample Indicators					
	8.1	Explain the nature and scope of the selling function and process.		4	3	2	1	0
	8.2	Explain the role of customer service as a component of selling relationships.		4	3	2	1	0
	8.3	Explain key factors in building a clientele.		4	3	2	1	0
	8.4	Explain company selling policies.		4	3	2	1	0
	8.5	Explain business ethics in selling.		4	3	2	1	0
	8.6	Describe the use of technology as the selling function.		4	3	2	1	0
8.7	Describe the nature of selling regulations.		4	3	2	1	0	

	8.8	Acquire product information for use in selling.	Demonstration of products to sell them.	4	3	2	1	0
	8.9	Analyze product information to identify product features and benefits.		4	3	2	1	0
	8.10	Determine customer/client needs.	Conduct a needs analysis to determine what your customer needs/wants.	4	3	2	1	0
	8.11	Recommend specific product.	Utilize a consultative selling approach to recommend solutions to the above needs.	4	3	2	1	0
	8.12	Discuss and research online marketing platforms that fits the needs of brand and product. (i.e., selling only on website, navigating sales widgets, selling on Etsy/Amazon/Ebay/etc.).		4	3	2	1	0
Benchmark	9.0	Operations						
		Competencies	Sample Indicators					
	9.1	Analyze company resources to ascertain policies and procedures.		4	3	2	1	0
Benchmark	10.0	Marketing Analytics						
		Competencies	Sample Indicators					
	10.1	Explain the terminology and tools of marketing analytics.	Identify and define analytics, predictive analytics, key performance indicator, return on investment.	4	3	2	1	0
			Read charts, graphs, and other data publishing tools.					
			Manipulate data in spreadsheets or digital programs.					
	10.2	Identify metrics for tracking digital and traditional marketing efforts.	Identify and define terms brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate.	4	3	2	1	0
			Practice gathering and interpreting marketing analytics.					
	10.3	Understand the importance of using data when making decisions in marketing.	Make business strategy recommendations based on marketing data.	4	3	2	1	0

			Use marketing data in writing business and/or marketing plans.	4	3	2	1	0
Benchmark	11.0	Careers						
		Competencies	Sample Indicators					
	11.1	Explore career opportunities in marketing.	Describe career opportunities and the means to achieve those.	4	3	2	1	0
			Plan education and career path aligned to personal goals.					
			Plan next step/course in education path to meet completion or personal growth.					
	11.2	Illustrate the services of professional organizations in marketing.		4	3	2	1	0
	11.3	Explore the online presence and personal brand of oneself (i.e. the student).	Examine common human resources practices regarding social media research while researching future employees.	4	3	2	1	0
	11.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.		4	3	2	1	0
	11.5	Explore the Workforce and Labor market information to determine needs when developing WBL experience with a career plan.		4	3	2	1	0
	11.6	Identify the purpose and goals of a Career and Technology Student Organization [CTSO].	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	4	3	2	1	0
			Explain the benefits and responsibilities of being a member of a CTSO.					
			List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.					
			Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Technical Level Course

Accounting courses introduce and expand upon the fundamental accounting principles and procedures used in businesses. Course content typically includes the full accounting cycle, payroll, taxes, debts, depreciation, ledger and journal techniques, and periodic adjustments. Students may learn how to apply standard auditing principles and to prepare budgets and final reports. Calculators, electronic spreadsheets, or other automated tools are usually used. Advanced topics may include elementary principles of partnership and corporate accounting and the managerial uses of control systems and the accounting process.

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1	Academic Foundations	Achieve additional academic knowledge and skills required to pursue the full range of career and post-secondary education opportunities within a career cluster/pathway.						
Benchmark	1.01	Utilize accounting tools, strategies, and systems to maintain, monitor, control, and plan the use of financial resources in relation to a business.							
		Competencies	Sample Indicators						
	1.01.01	Understand the components of the accounting equation.	Define Assets, Liabilities, and Equity.	4	3	2	1	0	
			Indicate debit/credit and normal balance sides.						
			Write the equation.						
			Describe why this equation must always balance.						
	1.01.02	Classify and record financial data.	Use T accounts.	4	3	2	1	0	
			Record transactions in a general journal.						
			Post journal entries to general ledger accounts.						

	1.01.03	Demonstrate the effects of transactions on the accounting equation.	Journalize and post adjusting entries.	4	3	2	1	0
	1.01.04	Demonstrate how to develop and maintain a chart of accounts.	Prepare a chart of accounts.	4	3	2	1	0
	1.01.05	Discuss the nature of the accounting cycle.	Identify the steps and their importance in the cycle.	4	3	2	1	0
	1.01.06	Summarize financial data.	Prepare worksheets.	4	3	2	1	0
			Prepare a trial balance.					
			Prepare a balance sheet.					
			Prepare income statements.					
			Prepare a post-closing trial balance.					
			Discuss the nature of annual reports.					
	1.01.07	Calculate business profitability.	Discuss the use of financial ratios in accounting.	4	3	2	1	0
			Determine business liquidity.					
			Reduce accounts payable.					
			Effects of journal entries on profitability reports.					
Benchmark	2.01	Explain cash control procedures. For example: signature cards, deposit slips, internal/external controls, cash clearing, etc..						
		Competencies	Sample Indicators					
	2.01.01	Banking activities.	Maintain cash controls.	4	3	2	1	0
			Prepare bank deposits.					
			Journalize and post entries related to banking activities.					
			Explain the benefits of electronic funds transfer.					

			Prove cash.					
			Explain service charges related to credit card usage.					
			Journalize direct deposit.					
Benchmark	3.01	Perform accounting functions specific to a merchandising business.						
		Competencies	Sample Indicators					
	3.01.01	Explain the nature of special journals.	Explain the nature of accounts payable.	4	3	2	1	0
			Explain the nature of accounts receivable.					
			Record transactions in special journals.					
	3.01.02	Perform accounts payable functions to a merchandising business.	Prepare purchase requisitions.	4	3	2	1	0
			Prepare purchase orders.					
			Maintain a vendor file.					
			Analyze purchase transactions.					
			Post to an accounts payable subsidiary ledger.					
			Prepare a credit memorandum for returned goods.					
			Process invoices for payment.					
			Process accounts payable checks.					
			Prepare an accounts payable schedule.					
	3.01.03	Perform accounts receivable functions to a merchandising business.	Prepare sales slips.	4	3	2	1	0
			Prepare invoices.					

			Maintain a customer file for accounts receivable.					
			Analyze sales transactions.					
			Post to an accounts receivable subsidiary ledger.					
			Process sales orders and invoices.					
			Process sales returns and allowances.					
			Process customer payments.					
			Prepare customer statements.					
			Process uncollectible accounts.					
			Prepare an accounts receivable schedule.					
			Determine uncollectible accounts receivable.					
Benchmark	4.01	Maintain inventory records to track the location-quantity and value of current assets.						
		Competencies	Sample Indicators					
	4.01.01	Classify and record inventory data.	Record inventory usage.	4	3	2	1	0
			Process invoice of inventory.					
			Process results of inventory.					
			Process inventory adjustments.					
			Determine the cost of inventory.					
	4.01.02	Complete payroll procedures to calculate, record, and distribute payroll earnings.	Calculate time cards.	4	3	2	1	0
			Maintain employee earnings records.					

			Calculate employee earning (e.g. gross pay, net pay).					
			Calculate employee-paid withholdings.					
			Prepare a payroll register.					
			Record the payroll in the general ledger.					
			Complete payroll tax expense forms.					
			Prepare federal, state, and local payroll tax reports.					
			Prepare tax forms. Examples: W-2, 941, 1040.					
Benchmark	5.01	Perform account receivable and payable functions.						
		Competencies	Sample Indicators					
	5.01.01	Explain the nature of special journals.	Explain the nature of accounts payable.	4	3	2	1	0
			Explain the nature of accounts receivable.					
			Record transactions in special journals.					
	5.01.02	Perform accounts payable functions.	Explain the nature of accounts payable.	4	3	2	1	0
			Prepare purchase requisitions, purchase orders, vouchers, etc.					
			Maintain a vendor file.					
			Analyze purchase transactions.					
			Post to an accounts payable subsidiary ledger.					
			Prepare a credit memorandum for returned goods.					
			Process invoices for payment.					

			Process accounts payable checks.					
			Prepare an accounts payable schedule.					
	5.01.03	Perform accounts receivable functions.	Explain the nature of accounts receivable.	4	3	2	1	0
			Prepare sales slips and invoices.					
			Maintain a customer file for accounts receivable.					
			Analyze sales transactions.					
			Post to an accounts receivable subsidiary ledger.					
			Process sales orders and invoices.					
			Process sales returns and allowances.					
			Process customer payments.					
			Prepare customer statements.					
			Process uncollectible accounts.					
			Prepare an accounts receivable schedule.					
			Determine uncollectible accounts receivable.					
Benchmark	6.01	Accounting Controls						
		Competencies	Sample Indicators					
	6.01.01	Determine suitable internal accounting controls to ensure the proper recording of financial transactions.	Explain the purpose of internal accounting controls.	4	3	2	1	0

			Determine the components of internal accounting control procedures.					
			Maintain internal accounting controls.					
	6.01.02	Access, process, maintain, evaluate, and disseminate financial information to assist business decision-making.	Utilize accounting technology.	4	3	2	1	0
			Integrate technology into accounting.					
Benchmark	7.01	Payroll						
		Competencies	Sample Indicators					
	7.01.01	Complete payroll procedures to calculate, record, and distribute payroll earnings.	Calculate time cards.	4	3	2	1	0
			Maintain employee earnings records.					
			Calculate employee earning (e.g. gross pay, net pay).					
			Calculate employee-paid withholdings.					
			Prepare a payroll register.					
			Record the payroll in the general ledger.					
	7.01.02	Complete tax forms.	Complete payroll tax expense forms.	4	3	2	1	0
			Prepare federal, state, and FICA payroll tax reports.					
			Prepare tax forms. For Example: W-2, 941, 1040, etc.					
Benchmark	8.01	Career Planning						
		Competencies	Sample Indicators					
	8.01.01	Utilize career planning concepts, tools, and strategies to explore, obtain, and develop in an accounting career.	Describe careers in accounting.					

			Explore accounting licensing and certification programs.					
			Discuss the significance of responsibility/ethics in accounting.					
			Describe Generally Accepted Accounting Principles - GAAP.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Technical Level Course

Business Economics course integrates economic principles (such as free market economy, consumerism, and the role of American government within the economic system) with entrepreneurship/business concepts (such as marketing principles, business law, and risk).

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

Topic	1	Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.						
Benchmark	1.01	The student will demonstrate an operational understanding of fundamental terms and concepts to describe what societies can do improve people's lives individually and collectively.						
		Competencies	Sample Indicators					
	1.01.01	Distinguish between economic goods and services.	Describe the difference between goods and services in society.	4	3	2	1	0
	1.01.02	Explain real-world examples of each type of economic resource (For example: Natural, capital, human, and entrepreneurs).	Explain the 4 types of economic resources. Give examples of each and how they are used in our economy.	4	3	2	1	0
	1.01.03	Identify examples of unlimited wants and scarcity in society.	Explain how a hammer might be a scarce resource for a construction company.	4	3	2	1	0
			Describe the value of water to a lumber company.					
			Research why less developed economies have many starving due to lack of resources while affluent societies still have nearly boundless wants.					

	1.01.04	Assess opportunity costs and trade-offs involved in making choices.	Describe the impact of choosing one career path over another.	4	3	2	1	0
			Discuss the tradeoffs in calling in sick and going into work.					
			Determine the impact of selling a product below its market value.					
	1.01.05	Demonstrate an understanding of costs and benefits analysis by giving real-world examples which properly evaluate alternatives.	Justify why an entrepreneur may consider leaving a successful career to begin a new business.	4	3	2	1	0
			Objectively evaluate how a wage relates to a worker's time.					
			Explain how layoffs may be beneficial to a company.					
	1.01.06	Establish a clear distinction between absolute and comparative advantage.	Explain how regions, and countries specialize in production.	4	3	2	1	0
			Demonstrate how each trading partner typically gains by trade.					
	1.01.07	Illustrate examples of specialization, recognizing the interdependence it creates.	Explain how one region or country relies upon a good or service that it does not produce. (Examples: Oil, Fruits and Vegetables)	4	3	2	1	0
			Explain the impact a delayed shipment of customized equipment may have to a business that specializes in technology.					
			Describe why a jogger may only run in one brand of athletic footwear over an entire career.					
	1.01.08	Explain the four types of economies and how organizations adapt.	List advantages and disadvantages of the four types of economies: Market, Mixed, Traditional, and Command.	4	3	2	1	0
			Convey how economic systems use elements of markets and government direction in producing goods and services.					

	1.01.09	Explain the principles of supply and demand.	Describe how supply and demand affect economic activity.	4	3	2	1	0
			Explain why families may have more than one vehicle or computer.					
	1.01.10	Explain the four types of business cycles.	Determine the impact of business cycles on business activities.	4	3	2	1	0
Topic	2	Technical Skills	Use the technical knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.					
Benchmark	2.01	Students will develop an understanding of how national and global markets allocate scarce resources and produce goods and services.						
		Competencies	Sample Indicators					
	2.01.01	Explain the role of price and other determinants of demand (For example: income, expectations, price of related goods).	Illustrate demand curves that conform to the law of demand and explain the inverse relationship between the price and quantity demanded.	4	3	2	1	0
			Depict both demand and supply curves to convey equilibrium.					
			Explain the direction of expected price changes as the result of a surplus or shortage.					
	2.01.02	Define the role of price in influencing the quantity supplied.	Explain how the supply curves that conform to the law of supply and explain the positive relationship between the price and quantity supplied.	4	3	2	1	0
			Depict both demand and supply curves to convey equilibrium.					
	2.01.03	Demonstrate an understanding of how markets can be affected because of scarcity and the roles markets play in response to a changing economy.	Illustrate how scarce resources can impact two different types of economies.	4	3	2	1	0

			Correctly shift the demand curve in response to a change in a non-price determinant of demand (For example: tastes and preferences, income, prices of related goods, number of consumers).					
			Analyze the role of incentives and risks in economic decision making. (Example: Parents offer to pay for Community College, but not University.)					
	2.01.04	Discuss the global environment in which businesses operate.	Discuss the impact of cultural and social environments of global trade.	4	3	2	1	0
			Explain the impact of major trade alliances on business activities.					
			Correctly shift a supply curve in response to a change in a non-price determinant of supply (For example: costs, technology, taxes, number of producers).					
Benchmark	2.02	Explain the analytical process of economic decisions, involving profit maximization and loss minimization.						
		Competencies	Sample Indicators					
	2.02.01	Evaluate relationship between inputs and outputs, explain the concept of productivity and how it affects economies of scale.	Understand marginal product (For example: The extra output from an extra input).	4	3	2	1	0
			Distinguish how productivity within a business affects inputs and outputs.					
			Demonstrate how technological advancements impact productivity and (global) trade.					
	2.02.02	Explain revenues (total revenue and marginal revenue's) role in making profit maximizing decisions.	Distinguish between sunk costs (For example: rent) and key factors like productivity and marginal costs (i.e., the extra cost from an extra unit of output).	4	3	2	1	0
			Demonstrate an understanding that marginal revenue is the extra revenue from an extra unit of output.					

			Analyzing how to maximize profit or minimize loss by determining the price and output.					
	2.02.03	Identify factors affecting a business’s profit. (explicit cost, implicit costs and revenues)	Explain the concept of competition.	4	3	2	1	0
			Explain equilibrium price and its purpose in economic decisions.					
Benchmark	2.03	Demonstrate and experience the value and role of marketplace competition and labor economics.						
		Competencies	Sample Indicators					
	2.03.01	Explain the concept of competition. (Pure and imperfect)	Contrast competition and monopoly in the expected price and output.	4	3	2	1	0
	2.03.02	Illustrate the role labor and other resource markets have on the demand for the good or service.	Identify types of resources needed in a business environment and how they can impact profits and/or risk of loss. (For example: labor, equipment, capital)	4	3	2	1	0
	2.03.03	Explain the concept of organized labor and its impact on businesses.	Identify different types of organized labor, and explain how they can change a company's marginal costs.	4	3	2	1	0
Topic	3	Economic Institutions	Know and understand the importance of professional ethics and legal responsibilities.					
Benchmark	3.01	Understand economic institutions and their role in a market economy.						
		Competencies	Sample Indicators					
	3.01.01	Illustrate the role of self-interest in economic decisions by both consumers and producers.	Evaluate the pros and cons of self-interest in the economy.	4	3	2	1	0
			Explain how a farmer's self-interest can affect prices of his produce.					
	3.01.02	Explain the role of government in directing, controlling and regulating market economies.	Explain why public goods (For example: flood control) would not provide optimal amounts through markets.	4	3	2	1	0

Topic	4	Economic Institutions	Using both personal and other financial lessons, explain how individuals and organizations make many financial decisions that have economic implications.						
Benchmark	4.01	Demonstrate an understand that personal spending, saving, and credit decisions have significant implications for the future.							
		Competencies	Sample Indicators						
	4.01.01	Explain the role and impact saving has on building wealth.	Identify and describe examples of saving and investment tools.	4	3	2	1	0	
			Develop a sample financial/budget plan that includes saving/investing instruments.						
	4.01.02	Define money and explain the role of banks.	Define the role of financial institutions (For example: banks, capital markets, etc.).	4	3	2	1	0	
			Describe how savings and investing tools can affect the money supply.						
			Explain how banks and other depository institutions create money when they lend.						
	4.01.03	Explain fiscal and monetary policies and describe their effects on the economy and businesses.	Describe macroeconomic measures of economic activity.	4	3	2	1	0	
			Describe the nature of taxes.						
			Explain the role of the Federal Reserve system.						
			Describe the impact of government on business activities.						
			Explain the economic impact of interest-rate fluctuations.						
	4.01.04	Explain the role and utilization of credit for a consumer.	Give examples of different types of credit.	4	3	2	1	0	
			Identify potential costs and benefits of using credit.						
			Explain how credit systems operate and function.						
	4.01.05	Discuss the measure of consumer spending as an economic indicator.	Explain why a higher national savings rate can affect consumer spending activity on the market.	4	3	2	1	0	

Benchmark	4.02	Explain how nations grow and prosper depending on many factors, including resources, technology, and consumers.							
		Competencies	Sample Indicators						
	4.02.01	Explain the concept of Gross Domestic Product [GDP].	Demonstrate the market value of the U.S. economy's output produced in a year.	4	3	2	1	0	
			Analyze how GDP is measured.						
	4.02.02	Describe how the different types of price fluctuations occur in the marketplace. (Examples: inflation, deflation, hyperinflation, reflation)	Demonstrate how inflation can impact the marketplace.	4	3	2	1	0	
	4.02.03	Define unemployment and discuss the impact of a nation’s unemployment rates.	Illustrate how high levels of unemployment impact the labor market and economy.	4	3	2	1	0	
	4.02.04	Explain the role and function of public finance.	Explain how government budgets include selling government securities to finance a deficit and the resulting impact on debt such as the national debt of the United States.	4	3	2	1	0	
	4.02.05	Explain the impact of the law of diminishing returns.		4	3	2	1	0	
Topic	5	Employability and Career Development	Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.						
Benchmark	5.01	Explore, obtain, and develop strategies for ensuring a successful career.							
		Competencies	Sample Indicators						
	5.01.01	Incorporate economic decision skills in identifying a career path.	Using economic decision tools, identify potential careers that will be in high demand, and relatively low supply, over the next ten years.	4	3	2	1	0	
			Evaluate the direction of change in wage rates for those career paths.						

	5.01.02	Explain organizational design of business and types of business models. (Examples: entrepreneurship, small businesses, corporations)	Select a business organization and determine the number of workers to hire, justifying wage rates.	4	3	2	1	0
	5.01.03	Explain the concept of private enterprise.	Describe the difference between a public enterprise and private enterprise in an economy.	4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date	Completion Date	Credits Completed
____/____/____	____/____/____	____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Technical Level Course:

Business Management courses acquaint students with management opportunities and effective human relations. These courses provide students with the skills to perform planning, staffing, financing, and controlling functions within a business. In addition, they usually provide a macro-level study of the business world, including business structure and finance, and the interconnections among industry, government, and the global economy. The course may also emphasize problem-based, real-world applications of business concepts and use accounting concepts to formulate, analyze, and evaluate business decisions

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1								
Benchmark	1.0	Identify, analyze, and process business data and information to make business decisions and enhance business management duties.							
		Competencies	Sample Indicators						
	1.1	Perform data analysis to make business decisions.	Collect relevant data.	4	3	2	1	0	
			Organize useful data.						
			Maintain data security.						
Benchmark	2.0	Examine and employ business and economic principles and concepts in making informed business decisions to continue business operations.							
		Competencies	Sample Indicators						
	2.1	Recognize how economic systems influence environments in which businesses function.	Identify factors affecting a business's profit.	4	3	2	1	0	
			Determine factors affecting business risk.						

			Explain the concept of competition.					
			Describe market structures.					
			Distinguish between economic goods and services.					
			Describe the concepts of economics and economic activities.					
			Determine economic utilities created by business activities.					
	2.2	Use knowledge regarding the impact government has on businesses to make informed economic decisions.	Determine the relationship between government and business.	4	3	2	1	0
			Discuss the supply and demand for money.					
	2.3	Describe global trade's impact on business activities.	Discuss the impact of globalizaton on business.	4	3	2	1	0
			Explain cultural considertations that impact global business relations.					
	2.4	Use economic indicators to detect economic trends and conditions.	Describe factors that affect the business environment.	4	3	2	1	0
			Describe the concept of price stability as an economic measure.					
			Discuss the measure of consumer spending as an economic indicator.					
			Determine the impact of business cycles on business activities.					
Benchmark	3.0	Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information. Obtain and convey ideas and information to impact business decisions and report on organizational activities.						
		Competencies	Sample Indicators					
	3.1	Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.	Explore and prepare written professional documents (e.g. business memorandums, financial statements, production reports, etc.).	4	3	2	1	0

	3.2	Employ verbal skills when obtaining and conveying information.	Explain managerial techniques in communicating with various personnel.	4	3	2	1	0
			Describe methods to effectively verbally communicate as a manager within various environments.					
Benchmark	4.0	Evaluate and use information resources to accomplish specific occupational tasks. Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.						
		Competencies	Sample Indicators					
	4.1	Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time Bound.		4	3	2	1	0
Benchmark	5.0	Analyze accounting systems' contribution to the fiscal stability of a business.						
		Competencies	Sample Indicators					
	5.1	Develop a foundational knowledge of accounting to understand its nature and scope.	Explain the concept of accounting.	4	3	2	1	0
			Explain the need for accounting standards (GAAP).					
			Explain legal considerations for accounting.					
Benchmark	6.0	Understand the methods that businesses use to recruit, train and develop human resources.						
		Competencies	Sample Indicators					
	6.1	Describe the role and function of human resources management.	Discuss the nature of human resources management.	4	3	2	1	0
			Adhere to company protocols and policies.					
			Explain the rights of workers.					
			Analyze employer expectations in the business environment.					
	6.2	Manage business risks to protect a business's financial well-being.	Identify, assess and evaluate a business's risks.	4	3	2	1	0

Benchmark	7.0	Assess and implement safety, health, and environmental controls to enhance business productivity.							
		Competencies	Sample Indicators						
	7.1	Assess needed safety policies/procedures to ensure protection of employees.	Identify potential safety issues.	4	3	2	1	0	
			Establish safety policies and procedures.						
			Describe the health and safety regulations in a safe environment.						
			Identify and report noncompliance of business, health, and safety regulations.						
			Follow the instructions for the use and maintenance of equipment, tools, and machinery.						
			Follow and enforce all safety precautions.						
			Maintain a safe work environment.						
			Explain the procedures for handling accidents.						
			Handle and report emergency situations.						
Benchmark	8.0	Employ leadership skills to accomplish organizational goals and objectives.							
		Competencies	Sample Indicators						
	8.1	Analyze and exhibit leadership traits and their various roles within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).	Illustrate the difference between leading and managing.	4	3	2	1	0	
Benchmark	9.0	Describe business's responsibility to know and abide by laws and regulations that affect business operations.							
		Competencies	Sample Indicators						

	9.1	Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions.	Follow rules or code of conduct.	4	3	2	1	0
			Protect confidential information.					
			Explain the nature of business ethics.					
			Describe ethics in human resource issues.					
	9.2	Describe the nature and scope of business laws and regulations.	Discuss the nature of law and sources of law in the United States.	4	3	2	1	0
			Describe the US Judicial system hierarchy for legal appeals.					
			Describe legal issues affecting and securing bid specifications, businesses and binding contracts.					
Benchmark	10.0	Explore, obtain, and develop strategies for ensuring a successful business career.						
		Competencies	Sample Indicators					
	10.1	Utilize career-advancement activities to enhance professional development.	Explain employment opportunities in business.	4	3	2	1	0
			Assess personal interests and skills needed for success in business.					
			Identify sources of career information.					
Benchmark	11.0	Access, process, maintain, evaluate, and disseminate information to assist in business decision-making.						
		Competencies	Sample Indicators					
	11.1	Acquire a foundational knowledge of information management to understand its nature and scope.	Discuss the nature of information management.	4	3	2	1	0
			Explain the role of ethics in information management.					

			Identify ways that technology impacts business.					
	11.2	Maintain business records to facilitate business operations.	Describe the nature of business records.	4	3	2	1	0
			Maintain customer records.					
	11.3	Acquire information to guide business decision-making.	Describe current business trends.	4	3	2	1	0
			Monitor internal records for business information.					
			Conduct an environmental scan to obtain business information.					
			Interpret statistical findings.					
	11.4	Manage financial resources to maintain business solvency.	Describe the nature of budgets.	4	3	2	1	0
			Explain the nature of operating budgets.					
			Describe the nature of cost/benefit analysis.					
			Determine relationships among total revenue, marginal revenue, output, and profit.					
			Develop company's/department's budget.					
			Forecast sales.					
			Calculate financial ratios.					
			Interpret financial statements.					
Benchmark	12.0	Employ and explore tools and strategies to influence, plan, control, and organize an organization/department.						
		Competencies	Sample Indicators					

	12.1	Explain the role that business management has in contributing to business success.	Explain the concept of management.	4	3	2	1	0
			Explain the nature of managerial ethics.					
Benchmark	13.0	Plan, monitor, and control day-to-day business funcions to ensure continued business operations.						
		Competencies	Sample Indicators					
	13.1	Manage purchasing activities to obtain the best service/product at the least cost.	Discuss the importance of maintaining vendor/supplier relationships.	4	3	2	1	0
			Negotiate terms with vendors.					
			Simulate techniques in establishing and securing bid specs.					
			Explain concept of opportunity costs.					
	13.2	Manage quality-control processes to minimize errors and to expedite workflow.	Explain the nature of quality management.	4	3	2	1	0
			Discuss the need for continuous improvement of the quality process.					
Benchmark	14.0	Examine risk management strategies and techniques in order to minimize potential business loss.						
		Competencies	Sample Indicators					
	14.1	Explain the nature and scope of risk management practices within a business.	Describe the use of technology in risk management.	4	3	2	1	0
			Discuss legal considerations affecting risk management.					
Benchmark	15.1	Plan, organize, and control an organization/department to optimize overall business success.						
		Competencies	Sample Indicators					
	15.1	Explain the nature and scope of strategic management within a business.	Describe the strategic planning process within an organization.	4	3	2	1	0
			Develop strategies for achieving company vision and mission.					

			Discuss the nature of managerial planning.					
			Discuss the nature of balanced scorecards.					
			Discuss relationships among innovation, learning, and change.					
	15.2	Demonstrate project-management skills.		4	3	2	1	0
	15.3	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

Name: _____	ID: _____	<p>Technical Level Course</p> <p>Digital Marketing covers the principles and functions of marketing from the standpoint of conducting business on the Internet. Typically, students develop these useful skills: using the Internet as a marketing tool, conducting a marketing analysis via the Internet, planning marketing support activities, managing an electronic marketing campaign, managing/owning a business via the Internet, and analyzing the impact of the Internet on global marketing.</p> <p>Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure</p>
Instructor: _____	School Year: _____	
Enrollment Date ____/____/____	Completion Date ____/____/____	
Credits Completed ____/____/____		
<p><u>I certify that the student received the training in the area indicated.</u></p> <p>Student Signature: _____ Date: _____</p> <p>Instructor Signature: _____ Date: _____</p>		

Topic	1		
Benchmark	1.0	Define marketing and digital marketing and identify trends in the digital marketing industry	
		Competencies	Sample Indicators
	1.1	Explore trends in digital marketing (e.g. artificial intelligence, real-time marketing, customer experience, marketing automation, cloud computing, SAAS - software as a service).	<div>Examine how culture influences global e-commerce and digital marketing.</div> <div>43210</div>
	1.2	Evaluate methods in which a digital market can be segmented. (psychographics, demographics, geographics).	<div>Explore the major types of payment options available for e-commerce website.</div> <div>43210</div>
	1.3	Explore branding as it relates to a business and the influence on consumers.	<div>Explain the concept of brand equity, brand values, & experiential branding.</div> <div>43210</div>
			<div>Discuss characteristics of good branding strategies.</div> <div></div>

	1.4	Define marketing terms (e.g. marketing, digital marketing, marketing mix, marketing concept, advertising, & promotion).		4	3	2	1	0
	1.5	Explore the current forms of online advertising and promotion (e.g. Display ads - static images, text ads, banners, wallpaper, popup ads, video/autoplay; Social media ads - paid, organic).		4	3	2	1	0
	1.6	Develop a digital marketing plan.	Communicate clearly, effectively and with reason.	4	3	2	1	0
			Demonstrate creativity and innovation.					
			Apply techniques and strategies to convey ideas and information through marketing communication operations.					
	1.7	Plan, manage and monitor day-to-day activities of marketing communications and management operations.	Apply appropriate academic and technical skills.	4	3	2	1	0
			Utilize critical thinking to make sense of problems and persevere in solving them.					
			Use technology to enhance productivity.					
			Work productively in teams while using cultural/global competence.	4	3	2	1	0
Benchmark	2.0	Understand the role and importance of content creation and distribution in digital marketing.						
		Competencies	Sample Indicators					
	2.1	Define content marketing and explain its importance in digital marketing.		4	3	2	1	0
	2.2	Discuss types of content used today (e.g. email, pop-up ad, social media, video, infographics, podcasts, stories, how to guides, e-books, image, newsletter, blog, user-generated, interactives).	Discuss the differences between organic and paid content.	4	3	2	1	0

	2.3	Describe the difference between creating one's own content compared to taking advantage of trending content.	Explain how content "goes viral" and factors that help content spread.	4	3	2	1	0
	2.4	Demonstrate best practices in digital, graphical displays of information.	Communicate information about products, services, images, and/or ideas to achieve a desired outcome.	4	3	2	1	0
Benchmark	3.0	Understand the role and importance of distribution in digital marketing.						
		Competencies	Sample Indicators					
	3.1	Summarize the general principles of how email campaigns work.	Describe the role of email marketing in the promotional plan.	4	3	2	1	0
	3.2	Generalize the concept of search engine optimization.	Describe the purpose of Internet based search advertising.	4	3	2	1	0
			Explore strategies for optimizing search engine advertising.					
	3.3	Recognize how customers and potential customers are targeted and re-targeted through digital advertising.		4	3	2	1	0
	3.4	Explain the analytics for an online ad and the different metrics to measure an ad's success.		4	3	2	1	0
Benchmark	4.0	Understand data and measurement as it pertains to digital marketing.						
		Competencies	Sample Indicators					
	4.1	Describe the role of web site analytics as a marketing function.	Understand tools (e.g. Google Analytics) to analyze data and information for digital marketing.	4	3	2	1	0
			Discuss the various analytical tools in various platforms.					
	4.2	Discuss how a web site's analytic data is collected and used in the marketing function.	Employ valid and reliable research strategies.	4	3	2	1	0
Benchmark	5.0	Understand the use of social media platforms in marketing and how it is integrated with digital marketing and traditional offline marketing.						
		Competencies	Sample Indicators					

	5.1	Compare and contrast the most popular and current social media platforms (e.g. Google+, Facebook, Instagram, LinkedIn, Pinterest, Twitter, YouTube, etc.) and their role in marketing.		4	3	2	1	0
	5.2	Analyze the advantages and disadvantages of social media in marketing.		4	3	2	1	0
	5.3	Describe how social media is used for promotion, customer engagement, customer service, brand building, item research, and sales.		4	3	2	1	0
Benchmark	6.0	Understand the importance of brand image and consumer psychology used in advertising and promotion.						
		Competencies	Sample Indicators					
	6.1	Understand KPI's (Key Performance Indicators) for e-commerce websites (e.g. unique visitors, bounce rate, conversion rate, cart abandonment rate, page views, click path, return visitors, call-to-action, landing page, cost per conversion, pay per click, click through rates, cost per click).		4	3	2	1	0
	6.2	Analyze the trends in online and mobile commerce and interactions.		4	3	2	1	0
	6.3	Describe important elements of an e-commerce website (e.g. logical layout & road map, crucial business information, clear website navigation, landing pages, security, social media integration, mobile friendly version, website branding, call-to-action, customer reviews, electronic shopping cart).		4	3	2	1	0
	6.4	Explain the concept of eCommerce.	Explain why organizations use eCommerce.	4	3	2	1	0

			Discuss the basic economic impact of eCommerce.					
Benchmark	7.0	Understand the importance of brand image and consumer psychology used in advertising and promotion						
		Competencies	Sample Indicators					
	7.1	Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology.		4	3	2	1	0
	7.2	List the characteristics of a good brand image.		4	3	2	1	0
	7.3	Explain how branding helps consumers and marketers differentiate products.		4	3	2	1	0
	7.4	Explain the difference between brand name and trade name.		4	3	2	1	0
	7.5	List the stages of brand loyalty.		4	3	2	1	0
	7.6	Explain the advantages and disadvantages of business and product branding.		4	3	2	1	0
	7.7	Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology.		4	3	2	1	0
Benchmark	8.0	Ethical and legal considerations related to the practice of digital marketing						
		Competencies	Sample Indicators					
	8.1	Recognize some of the social and ethical implications of advertising.		4	3	2	1	0

	8.2	Define state and federal laws governing advertising practices.	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
	8.3	Model integrity, ethical leadership and effective management.	Act as a responsible and contributing employee.	4	3	2	1	0
Benchmark	9.0	Marketing Analytics						
		Competencies	Sample Indicators					
	9.1	Explain the terminology and tools of marketing analytics.	Identify and define terms such as: analytics, predictive analytics, key performance indicator, return on investment.	4	3	2	1	0
			Read charts, graphs, and other data publishing tools.					
			Manipulate data in spreadsheets or digital programs.					
	9.2	Identify metrics for tracking digital and traditional marketing efforts.	Identify and define terms such as: brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate, etc.	4	3	2	1	0
			Practice gathering and interpreting marketing analytics.					
	9.3	Understand the importance of using data when making decisions in marketing.	Make business strategy recommendations based on marketing data.	4	3	2	1	0
			Use marketing data in writing business and/or marketing plans.					
Benchmark	10.0	Understand careers available in the digital marketing industry						
		Competencies	Sample Indicators					
	10.1	Explore career opportunities and advertising and promotion.	Describe career opportunities and the means to achieve those.	4	3	2	1	0

			Plan education and career path aligned to personal goals.					
			Plan next step/course in education path to meet pathway completion or personal growth.					
10.2	Illustrate the services of professional organizations in advertising.	Plan education and career path aligned to personal goals.	4	3	2	1	0	
10.3	Explore the online presence and personal brand of oneself (i.e. the student).	Examine common human resources practices regarding social media research while researching future employees.	4	3	2	1	0	
10.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.		4	3	2	1	0	
10.5	Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan.		4	3	2	1	0	
10.6	Identify the purpose and goals of a Career and Technology Student Organization [CTSO].	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	4	3	2	1	0	
		Explain the benefits and responsibilities of being a member of a CTSO.						
		List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.						
		Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.						

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Technical Level Course

Upon completion of this course students should understand the basic concepts of spreadsheets, be able to format cells, ranges, and worksheets, work with data, use basic and advanced formulas and functions, create and modify charts, and insert pictures and shapes to a worksheet.

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

Topic	1	Create and Manage Worksheets and Workbooks					
Benchmark	1.1	Create Worksheets and Workbooks					
		Competencies					
	1.1.2	Create a workbook.	4	3	2	1	0
	1.1.2	Import data from a standard delimited text file.	4	3	2	1	0
	1.1.3	Start with an existing workbook and add a worksheet.	4	3	2	1	0
	1.1.4	Copy and move a worksheet in a workbook.	4	3	2	1	0
	1.1.5	Access and use spreadsheet templates.	4	3	2	1	0
Benchmark	1.2	Navigate in Worksheets and Workbooks					
		Competencies					
	1.2.1	Search for data in a workbook.	4	3	2	1	0
	1.2.2	Navigate to a named cell, named range or workbook element.	4	3	2	1	0
	1.2.3	Insert hyperlinks and remove hyperlinks.	4	3	2	1	0
	1.2.4	Manipulate the Quick Access Toolbar and use Hotkeys.					
Benchmark	1.3	Format Worksheets and Workbooks					
		Competencies					
	1.3.1	Change the color of the worksheet tab.	4	3	2	1	0
	1.3.2	Complete the renaming of a worksheet.	4	3	2	1	0
	1.3.3	Change the order of the worksheet.	4	3	2	1	0

	1.3.4	Modify the page setup.	4	3	2	1	0
	1.3.5	Insert and delete rows or insert and delete columns.	4	3	2	1	0
	1.3.6	Change the spreadsheet workbook theme.	4	3	2	1	0
	1.3.7	Adjust the column width and adjust the row height.	4	3	2	1	0
	1.3.8	Insert footers and headers.	4	3	2	1	0
Benchmark	1.4	Customize Options and Views for Worksheets and Workbooks					
		Competencies					
	1.4.1	Hide worksheets and unhide worksheets.	4	3	2	1	0
	1.4.2	Hide or unhide rows or columns.	4	3	2	1	0
	1.4.3	Demonstrate customizing of the Quick Access toolbar.	4	3	2	1	0
	1.4.4	Demonstrate how to change workbook views.	4	3	2	1	0
	1.4.5	Demonstrate how to change window views.	4	3	2	1	0
	1.4.6	Demonstrate how to modify document properties.	4	3	2	1	0
	1.4.7	Illustrate how to change the magnification by utilizing the zoom tools.	4	3	2	1	0
	1.4.8	Show how to display formulas.	4	3	2	1	0
	1.4.9	Explain the toolbar and ribbon options.	4	3	2	1	0
Benchmark	1.5	Configure Worksheets and Workbooks for Distribution					
		Competencies					
	1.5.1	Ascertain how to set a print area.	4	3	2	1	0
	1.5.2	Demonstrate how to save workbooks in alternative file formats.	4	3	2	1	0
	1.5.3	Print part or all of a workbook.	4	3	2	1	0
	1.5.4	Demonstrate how to set print scaling.	4	3	2	1	0
	1.5.5	Display on multipage worksheets repeating column and row titles.	4	3	2	1	0
	1.5.6	Demonstrate inspection of a workbook for personal information or hidden properties.	4	3	2	1	0
	1.5.7	Show how to inspect a workbook for issues of accessibility.	4	3	2	1	0
	1.5.8	Show how to inspect a workbook for issues of compatibility.	4	3	2	1	0
	1.5.9	Manipulate workbook files and folders using backstage view.	4	3	2	1	0
Benchmark	1.6	Securing and Sharing a Workbook					
		Competencies					
	1.6.1	Secure workbook formulas before sharing with others.	4	3	2	1	0
	1.6.2	Insert, view, edit, and delete comments on a worksheet.	4	3	2	1	0
	1.6.3	Track changes to a workbook.	4	3	2	1	0
	1.6.4	Share a workbook by email.	4	3	2	1	0
Topic	2	Manage Data Cells and Ranges					

Benchmark	2.1	Insert Data in Cells and Ranges								
		Competencies								
	2.1.1	Demonstrate how to replace data.				4	3	2	1	0
	2.1.2	Demonstrate how to cut, copy or paste data.				4	3	2	1	0
	2.1.3	Paste data by utilizing special paste options.				4	3	2	1	0
	2.1.4	Utilize Auto Fill to fill cells.				4	3	2	1	0
	2.1.5	Demonstrate how to insert and delete cells.				4	3	2	1	0
Benchmark	2.2	Format Cells and Ranges								
		Competencies								
	2.2.1	Demonstrate how to merge cells.				4	3	2	1	0
	2.2.2	Show how to modify cell alignment and indentation.				4	3	2	1	0
	2.2.3	Utilize Format Painter to format cells.				4	3	2	1	0
	2.2.4	Within cells, show how to wrap text.				4	3	2	1	0
	2.2.5	Demonstrate how to apply number formats.				4	3	2	1	0
	2.2.6	Show how to apply cell formats.				4	3	2	1	0
	2.2.7	Demonstrate how to apply cell styles.				4	3	2	1	0
Benchmark	2.3	Summarize and Organize Data								
		Competencies								
	2.3.1	Show the steps to insert sparklines.				4	3	2	1	0
	2.3.2	Demonstrate how to outline data on a spreadsheet.				4	3	2	1	0
	2.3.3	Demonstrate how to insert subtotals.				4	3	2	1	0
	2.3.4	Ascertain how to apply conditional formatting in a spreadsheet.				4	3	2	1	0
Topic	3	Create Tables								
Benchmark	3.1	Create and Manage Tables								
		Competencies								
	3.1.1	Construct a spreadsheet table from a cell range.				4	3	2	1	0
	3.1.2	Change a spreadsheet table to a cell range.				4	3	2	1	0
	3.1.3	Show how to add or remove table columns and rows.				4	3	2	1	0
Benchmark	3.2	Manage Table Styles and Options								
		Competencies								
	3.2.1	Demonstrate how to apply table styles.				4	3	2	1	0
	3.2.2	Set or change table style options.				4	3	2	1	0
	3.2.3	Show how to insert a total row in a spreadsheet.				4	3	2	1	0
Benchmark	3.3	Filter and Sort a Table								

		Competencies					
	3.3.1	Demonstrate how to filter spreadsheet records.	4	3	2	1	0
	3.3.2	Show how to data sort by multiple columns.	4	3	2	1	0
	3.3.3	Demonstrate how to change the order of the sort.	4	3	2	1	0
	3.3.4	Demonstrate how to remove records that are duplicate.	4	3	2	1	0
Topic	4	Utilize Formulas and Functions to Perform Operations					
Benchmark	4.1	Use Functions to Summarize Data					
		Competencies					
	4.1.1	Show how to insert a reference.	4	3	2	1	0
	4.1.2	Demonstrate how to use the SUM function to perform calculations.	4	3	2	1	0
	4.1.3	Demonstrate how to use the MIN and MAX functions to perform calculations.	4	3	2	1	0
	4.1.4	Demonstrate how to use the COUNT function to perform calculations.	4	3	2	1	0
	4.1.5	Demonstrate how to use the AVERAGE function to perform calculations.	4	3	2	1	0
Benchmark	4.2	Use Functions to Perform Conditional Operations					
		Competencies					
	4.2.1	Show how to use the IF function to perform logical operations.	4	3	2	1	0
	4.2.2	Show how to utilize the SUMIF function to perform logical operations.	4	3	2	1	0
	4.2.3	Demonstrate how to use the AVERAGEIF function to perform logical operations.	4	3	2	1	0
	4.2.4	Demonstrate how to utilize the COUNTIF function to carry out statistical operations.	4	3	2	1	0
	4.2.5	Generate a formula with values that equals a given criteria.	4	3	2	1	0
	4.2.6	Demonstrate how to look up data in a workbook utilizing formulas.	4	3	2	1	0
Benchmark	4.3	Utilize Functions to Format and Modify Text					
		Competencies					
	4.3.1	Demonstrate how to use the LEFT, RIGHT, and MID functions to format text.	4	3	2	1	0
	4.3.2	Show how to use the LOWER, UPPER, and PROPER functions to format text.	4	3	2	1	0
	4.3.3	Show how to utilize the CONCATENATE function to format text.	4	3	2	1	0
Benchmark	4.4	Cell Range					
		Competencies					
	4.4.1	Create formulas that use relative and absolute cell references.	4	3	2	1	0
	4.4.2	Define a cell range and edit ranges in formulas.	4	3	2	1	0
	4.4.3	Enter a cell range definition in the formula bar.	4	3	2	1	0
	4.4.4	Control the appearance of formulas.	4	3	2	1	0
Topic	5	Create Charts and Objects					
Benchmark	5.1	Create Spreadsheet Charts					

		Competencies					
	5.1.1	Demonstrate how to construct a new chart.	4	3	2	1	0
	5.1.2	Demonstrate how to add a data series to a chart.	4	3	2	1	0
	5.1.3	Demonstrate how to switch between columns and rows in charts.	4	3	2	1	0
	5.1.4	Demonstrate how to utilize Quick Analysis to methodically examine data.	4	3	2	1	0
	5.1.5	Use line and column chart types.	4	3	2	1	0
	5.1.6	Use Win/Loss chart types.	4	3	2	1	0
Benchmark	5.2	Format Spreadsheet Charts					
		Competencies					
	5.2.1	Demonstrate how to change the size of a chart.	4	3	2	1	0
	5.2.2	Demonstrate how to modify and add an element to a chart.	4	3	2	1	0
	5.2.3	Demonstrate how to customize a layout or style of a chart.	4	3	2	1	0
	5.2.4	Show how to move a chart to a new chart sheet.	4	3	2	1	0
Benchmark	5.3	Format and Insert Spreadsheet Objects					
		Competencies					
	5.3.1	Demonstrate how to insert shapes and boxes into spreadsheet charts.	4	3	2	1	0
	5.3.2	Show how to Insert pictures into spreadsheet charts.	4	3	2	1	0
	5.3.3	Demonstrate how to modify the properties of objects.	4	3	2	1	0
	5.3.4	Ascertain how to add alternative text to objects in charts for accessibility.	4	3	2	1	0

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Technical Level Course for Business Finance Pathway

Entrepreneurship courses acquaint students with the knowledge and skills necessary to own and operate their own businesses or the ability to use the entrepreneurial mindset in an existing organization. Topics from several fields typically form the course content: economics, marketing principles, human relations and psychology, business and labor law, legal rights and responsibilities of ownership, business and financial planning, finance and accounting, and communication.

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1								
Benchmark	1.0	Solve mathematical problems and use the information as it relates with entrepreneurship/small business ownership.							
		Competencies	Sample Indicators						
	1.1	Solve mathematical problems using numbers and operations.	Recognize relationships among numbers.	4	3	2	1	0	
			Employ mathematical operations.						
			Perform computations successfully.						
			Predict reasonable estimations.						
	1.2	Incorporate algebraic skills to make business decisions.	Recognize patterns and mathematical relations.	4	3	2	1	0	
			Use algebraic symbols to represent, solve, and analyze mathematical problems.						

		Create mathematical models from real-life situations.						
		Represent changes in quantities mathematically.						
		Determine rate of change mathematically.						
		Interpret graphical and numerical data.						
1.3	Demonstrate an understanding of how basic economic concepts are utilized by an entrepreneur/small business owner.	Explain the principles of supply and demand.	4	3	2	1	0	
		Explain the factors of production.						
		Explain the concept of scarcity.						
		Explain the concept of opportunity costs.						
1.4	Explain and describe cost/benefit analysis as it explains cost-profit relationships.	Describe cost/benefit analysis.	4	3	2	1	0	
		Analyze the impact of specialization/division of labor on productivity.						
		Explain the concept of organized labor and business.						
		Explain the law of diminishing returns.						
		Describe the concept of economies of scale.						
1.5	Explain and demonstrate the nature of effective communications.	Apply effective listening skills.	4	3	2	1	0	
		Explain the nature of effective verbal communications.						
		Demonstrate effective verbal, written, and digital communications.						

			Make oral presentations.					
			Prepare simple written reports (e.g. cover letters, memorandums, resumes)					
			Use appropriate etiquette in written communications.					
			Use proper grammar and vocabulary.					
	1.6	Describe methods in dealing with conflict as it relates with entrepreneurship/small business ownership.	Explain negotiation skills	4	3	2	1	0
			Describe techniques and importance of handling difficult customers/clients.					
Benchmark	2.0	Describe an entrepreneur's responsibility to know and abide by laws and regulations that affect all individuals involved in the business operations.						
		Competencies	Sample Indicators					
	2.1	Describe the relationship between principled entrepreneurship and personal responsibility.	Understand the civil foundations of the legal environment of business.	4	3	2	1	0
			Explain the difference and similarities between business and consumer rights to operate in a free market system.					
	2.2	Describe the relationship between government and business.	Describe the nature of legal procedures in business.	4	3	2	1	0
			Explain how an entrepreneur can protect its intellectual property rights (i.e., patents, trademarks, copyrights).					
	2.3	Identify types of business ownership.		4	3	2	1	0
	2.4	Demonstrate understanding of managerial and business ethics.	Discuss ethics, responsibility, honesty, integrity, and work habits.	4	3	2	1	0
	2.5	Analyze and define entrepreneurship.	Define entrepreneurship and entrepreneurs.	4	3	2	1	0

			Contrast the expressions of the entrepreneurial mindset (e.g., classic, change agent, intrapreneur), identifying their value and role.					
	2.6	Expound on the importance of entrepreneurship on market economies.	Describe the need for entrepreneurial discovery.	4	3	2	1	0
			Analyze the importance of entrepreneurship to US/global economy.					
	2.7	Explain characteristics of an entrepreneur as it relates to personal assessment and management.	Analyze desired lifestyle and that associated with entrepreneurship.	4	3	2	1	0
			Discern between desired benefits and those associated with entrepreneurship.					
			Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.					
Benchmark	3.0	Developing and recognizing a successful business venture opportunity through entrepreneurial discovery, concept development, resourcing, actualization and harvesting.						
		Competencies	Sample Indicators					
	3.1	Identify successful methods in developing and assessing innovative business ideas.	Utilize techniques for idea creation.	4	3	2	1	0
			Incorporate innovative thinking methods to meet consumer demands.					
			Identify methods in which technology creates innovation.					
			Use creativity in business activities/decisions.					
	3.2	Give explanation on how entrepreneurs recognize marketplace opportunities.	Assess global trends and opportunities for business ventures.	4	3	2	1	0
			Observe trends in the marketplace.					
	3.3	Explain tools used by entrepreneurs for venture planning.	Assess start-up requirements.	4	3	2	1	0

			Assess risks associated with venture.					
			Describe external resources useful to entrepreneurs during concept development.					
			Use components of a business plan to define venture idea.					
3.4	Explain proper methods in assessing and calculating risk in developing a business venture.	Select an existing business and identify its initial business risks.	4	3	2	1	0	
		Using financial and economic tools (e.g., Break-even, ROI, cost-benefit analysis, etc.) determine a venture's risk threshold (i.e., investing in a new business versus an established franchise).						
		Explain the complexity of business operations.						
		Explain the need for business systems and procedures.						
		Explain methods/processes for organizing work flow.						
		Identify processes for ongoing opportunity recognition.						
		Understand the need for changes in a business environment.						
3.5	Describe the need for continuation planning as it relates with entrepreneurship/small business ownership.	Describe methods of venture harvesting.	4	3	2	1	0	
		Evaluate options for continued venture involvement.						
		Develop exit strategies.						
3.6	The student demonstrates an understanding of information management concepts and how they support effective business operations.	Explain the role of and justification for information management.	4	3	2	1	0	

			Describe the nature of business records.					
			Explain the business and legal benefits of a records management system. Explain how a records management program is established.					
			Describe the steps in planning and implementing a records management system.					
	3.7	Describe the impact of the Internet on entrepreneurship/small business ownership.	Explain the nature of e-commerce.	4	3	2	1	0
			Develop basic website.					
			Communicate by computer.					
			Demonstrate basic search skills on the Web.					
			Evaluate credibility of Internet resources.					
Benchmark	4.0	Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas.						
		Competencies	Sample Indicators					
	4.1	Understand marketing's role and function in business to facilitate economic exchanges with customers.	Determine services to provide customers.	4	3	2	1	0
			Explain the role of customer service in positioning/image.					
	4.2	Analyze the role of marketing research in constructing a small business management model.	Identify the reasons for conducting research.	4	3	2	1	0
			Explain the methods of market research, including an evaluation of the main research techniques.					

	4.3	Identify and explain primary and secondary market research.	Analyze the market viability of a new venture by conducting primary market research (surveys, interviews, etc) and secondary market research (publicly available reports, articles, etc).	4	3	2	1	0
	4.4	Describe marketing functions and related activities.	Identify elements of the marketing mix.	4	3	2	1	0
	4.5	Describe the components and purpose of a business plan.	Write a business venture executive summary.	4	3	2	1	0
			Describe the business venture in a company overview.					
			Determine the company mission statement, goals and objectives.					
			Describe the business environment and competition.					
			Describe the company description and marketing strategy.					
			Identify financial considerations.					
	4.6	Examine and explain the components and purpose of a financial plan for a business.	Estimate expenses for a start-up business.	4	3	2	1	0
			Identify break-even point.					
			Set profit goals.					
			Identify sources of capital.					
	4.7	Identify and evaluate a local entrepreneurial venture/business.	Evaluate all functions of business.					
Benchmark	5.0	Understand organizational and financial tools used in making business decisions as it relates to entrepreneurship/small business ownership.						
		Competencies	Sample Indicators					
	5.1	Develop organizational skills to improve efficiency.	Apply time management principles.					

			Develop a project plan.					
			Develop project management skills.					
			Describe the way technology affects operations management.					
5.2	Identify and explain expense control strategies to enhance the financial well-being of a business.	Explain the nature of overhead/operating costs.	4	3	2	1	0	
		Define expense control plans.						
5.3	Give explanation on how entrepreneurs incorporate accounting in making business decisions.	Explain accounting standards (GAAP)	4	3	2	1	0	
		Prepare estimated/projected income statement.						
		Estimate cash-flow needs.						
		Prepare estimated/projected balance sheet.						
		Calculate financial ratios.						
5.4	Understand the need for proper financial and money management as it relates to an entrepreneur/small business owner.	Explain the purposes and importance of obtaining business credit.	4	3	2	1	0	
		Describe use of credit bureaus.						
		Explain the nature of overhead/operating expenses.						
		Determine financing needed to start a business.						
		Determine risks associated with obtaining business credit.						
		Explain sources of financial assistance.						

			Explain loan evaluation criteria used by lending institutions.					
			Identify sources of business loans.					
			Determine business's value.					
			Explain the importance of having financial goals and objectives.					
			Define how to build and monitor a budget.					
			Explain the nature of capital investment.					
Benchmark	6.0	Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills. Obtain and develop strategies for ensuring a successful career in entrepreneurship/small business ownership.						
		Competencies	Sample Indicators					
	6.1	Develop personal traits and behaviors to foster career advancement.	Discuss appropriate personal appearance.	4	3	2	1	0
			Set personal goals.					
			Use time-management skills.					
			Discuss the role of one's community and network in achieving personal and professional success.					
	6.2	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS (Individual Plan of Study).	4	3	2	1	0

Name: _____ ID: _____ Instructor: _____ School Year: _____ Enrollment Date _____ Completion Date _____ Credits Completed _____ ____/____/____ ____/____/____ ____/____/____ <u>I certify that the student received the training in the area indicated.</u> Student Signature: _____ Date: _____ Instructor Signature: _____ Date: _____	<div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"> Technical Supportive Level Course (Optional) Principles of Advertising courses expose students to the varied concepts underlying the promotion of products. The topics included in Principles of Advertising courses range considerably, but typically include the psychology of advertising, a study of various media, advertising planning and budgeting, and advertising layout and design principles. Course topics may also include an overview of commercial art and packaging. </div> <div style="border: 1px solid black; padding: 5px;"> Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure </div>
National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.	

Topic	1					
Benchmark	1.0	Understand the concept of promotion.				
		Competencies	Sample Indicators			
	1.1	Explain the role of promotion as a marketing function.	Discuss what promotion is and why it is important.	4	3	2
		Explain the elements of the promotional mix.	Explore the following terms related to promotion: promotional mix, personal selling, public relations/publicity, sales promotion.	4	3	2
	1.2		Discuss the advantages & disadvantages of advertising, personal selling, publicity/public relations, and sales promotions.			
			Explain the different types of consumer promotions (e.g. premiums, incentives, sampling, co-op advertising, product placement, visual merchandising, displays, loyalty programs).			

	1.3	Identify factors affecting the promotional mix [e.g. technology, economy, market, distribution, etc.]	Analyze the product life cycle and explain the role of promotion and advertising during each phase.	4	3	2	1	0
	1.4	Compare and contrast the major types of promotions.	Collect examples of each major type of promotion and present to the class.	4	3	2	1	0
	1.5	Discuss the impact different sales promotions have on consumers.		4	3	2	1	0
	1.6	Plan, manage and monitor day-to-day activities of marketing communications and management operations.	Apply appropriate academic and technical skills.	4	3	2	1	0
			Utilize critical thinking to make sense of problems and persevere in solving them.					
			Use technology to enhance productivity.					
			Work productively in teams while using cultural/global competence.					
Benchmark	2.0	Understand the concept of advertising and market identification in the promotional industry						
		Competencies	Sample Indicators					
	2.1	Explain why organizations advertise.	Communicate information about product, services, images, and/or ideas to achieve a desired outcome.	4	3	2	1	0
	2.2	Explain the concept of advertising.		4	3	2	1	0
	2.3	Trace the history of advertising in business.		4	3	2	1	0
	2.4	Examine how culture influences advertising around the world.	Consider the environmental, social, and economic impacts of decisions.	4	3	2	1	0
	2.5	Describe the advantages/disadvantages of market segmentation.	Explore the following terms related to advertising and market identification: market, target market, market segmentation (demographic, geographic, psychographic, behavioral/product benefits).	4	3	2	1	0
			Describe advantages and disadvantages of mass marketing and other market segmenting.					

			Explain the importance of target markets to businesses.					
	2.6	Explain the methods used in marketing and advertising research.	Employ valid and reliable research strategies	4	3	2	1	0
	2.7	Discuss methods agencies use to determine customer/client needs (focus group vs indepth interview one-on-one).		4	3	2	1	0
	2.8	Create an integrated marketing campaign.	Communicate clearly, effectively and with reason.	4	3	2	1	0
			Demonstrate creativity and innovation.					
	2.9	Explore the following terms and their purpose in advertising: headline, illustration, signature, copy, layout, white space, substrate, resolution, billboard, proof.		4	3	2	1	0
	2.10	Discuss the impact of headlines, color, and font in an advertising layout.		4	3	2	1	0
	2.11	Identify advertising mediums, both traditional, new and experimental.		4	3	2	1	0
Benchmark	3.0	Understand the different forms of media and the impact on advertising and promotion.						
		Competencies	Sample Indicators					
	3.1	Describe some of the advantages & disadvantages associated with various forms of media.	Apply techniques and strategies to convey ideas and information through marketing communication operations.	4	3	2	1	0
	3.2	Evaluate costs associated with different forms of media.	Discuss how to reach target market(s) effectively by using the most cost-effective form of media.	4	3	2	1	0
			Explain how audience viewership/listenership affects advertising rates.					
			Plan, monitor, manage and maintain the use of financial resources .					
	3.3	Summarize the role and methods of media planning.	Explore the different methods of broadcast media.	4	3	2	1	0

			Describe electronic/internet advertising options.					
			Compare and contrast social media marketing, company websites, and email marketing.					
Benchmark	4.0	Understand the importance of brand image and consumer psychology used in advertising and promotion						
		Competencies	Sample Indicators					
	4.1	Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology.		4	3	2	1	0
	4.2	List the characteristics of a good brand image.		4	3	2	1	0
	4.3	Explain how branding helps consumers and marketers differentiate products.		4	3	2	1	0
	4.4	Explain the difference between brand name and trade name.		4	3	2	1	0
	4.5	List the stages of brand loyalty.		4	3	2	1	0
	4.6	Explain the advantages and disadvantages of business and product branding.		4	3	2	1	0
	4.7	Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology.		4	3	2	1	0
Benchmark	5.0	Ethical and legal considerations related to the practice of advertising.						
		Competencies	Sample Indicators					
	5.1	Recognize some of the social and ethical implications of advertising.		4	3	2	1	0

	5.2	Define state and federal laws governing advertising practices.	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
	5.3	Model integrity, ethical leadership and effective management.	Act as a responsible and contributing employee.	4	3	2	1	0
Benchmark	6.0	Marketing Analytics						
		Competencies	Sample Indicators					
	6.1	Explain the terminology and tools of marketing analytics.	Identify and define terms such as: analytics, predictive analytics, key performance indicator, return on investment.	4	3	2	1	0
			Read charts, graphs, and other data publishing tools.					
			Manipulate data in spreadsheets or digital programs.					
	6.2	Identify metrics for tracking digital and traditional marketing efforts.	Identify and define terms such as: brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate, etc.	4	3	2	1	0
			Practice gathering and interpreting marketing analytics.					
	6.3	Understand the importance of using data when making decisions in marketing.	Make business strategy recommendations based on marketing data.	4	3	2	1	0
			Use marketing data in writing business and/or marketing plans.					
Benchmark	7.0	Understand careers available in the advertising and promotion industry.						
		Competencies	Sample Indicators					
	7.1	Explore career opportunities and advertising and promotion.	Describe career opportunities and the means to achieve those.	4	3	2	1	0
			Plan education and career path aligned to personal goals.					

			Plan next step/course in education path to meet pathway completion or personal goals.					
7.2	Illustrate the services of professional organizations in advertising.			4	3	2	1	0
7.3	Explore the online presence and personal brand of oneself (i.e. the student).	Examine common human resources practices regarding social media research while researching		4	3	2	1	0
7.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.			4	3	2	1	0
7.5	Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan.			4	3	2	1	0
7.6	Identify the purpose and goals of a Career and Technology Student Organization [CTSO].	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.		4	3	2	1	0
		Explain the benefits and responsibilities of being a member of a CTSO.						
		List the leadership opportunities that are available to students through participation in CTSO conferences,						
		Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.						

Name: _____ ID: _____			Technical Supportive Level Course (Optional) Sports and Entertainment Marketing courses introduce students to and help them refine marketing and management functions and tasks that can be applied in amateur or professional sports or sporting events, entertainment or entertainment events, and the sales or rental of supplies and equipment.
Instructor: _____ School Year: _____			
Enrollment Date ____/____/____	Completion Date ____/____/____	Credits Completed ____/____/____	
<u>I certify that the student received the training in the area indicated.</u> Student Signature: _____ Date: _____ Instructor Signature: _____ Date: _____			

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

Topic	1								
Benchmark	1.0	Understand basic marketing concepts and terminology as it pertains to the sports and entertainment industry.							
		Competencies	Sample Indicators						
	1.1	Discuss the impact of marketing on profitability in sports and entertainment marketing.	Understand the market potential for sports and entertainment.	4	3	2	1	0	
			Analyze current trends in sports and entertainment marketing.						
	1.2	Understand core concepts of marketing (e.g. channel management, marketing-information management, market planning, pricing, branding and product/service management, promotion, selling).		4	3	2	1	0	

	1.3	Understand the various components of an event (e.g. event triangle - event, sponsor, fan) and their inter-relatedness.	Explain the impact of professional athletes or stars (music/movie) as part of the marketing process in sports/entertainment marketing.	4	3	2	1	0
			Explain the impact of team performance or star power as it relates to demand in sports/entertainment marketing.					
			Explain the seasonal impact (e.g. peak season vs off season, movie & entertainment high season) on sports/entertainment marketing.					
Benchmark	2.0	Understand the event as it pertains to the sports & entertainment industry.						
		Competencies	Sample Indicators					
	2.1	Discuss challenges of marketing special and entertainment events (i.e. Olympics and awards shows).		4	3	2	1	0
	2.2	Examine the relationship of the event to fans and sponsors.		4	3	2	1	0
	2.3	Explore the importance of event marketing and it's relationship with event logistics (e.g. ticketing, gate receipt, venue, concessions, merchandising, seating, staffing, etc.).		4	3	2	1	0
	2.4	Discuss the impact of event marketing and ways of evaluating an event (e.g. attendance, gate, fan-fun experiences, ticket sales, fan reactions, consumer evaluations, return on investment, venue capacity or perceived crowding, etc.).		4	3	2	1	0
Benchmark	3.0	Understand the sponsor as it pertains to the sports & entertainment industry.						
		Competencies	Sample Indicators					
	3.1	Identify the benefits for a company involved in a sports/entertainment event or property.	Examine the relationship of the sponsors to the event and fans.	4	3	2	1	0
			Discuss licensing, endorsements and sponsorships.					

			Identify the benefits of licensing to a sports team or entertainment organization.					
	3.2	Explore sports and entertainment activities a sponsor engages in to market products (e.g. athlete signing events, promotional & merchandising tie-ins, fan gear, venue signs, movie characters, etc.).	Discuss the role of current marketing trends in sports and entertainment sponsorships.	4	3	2	1	0
	3.3	Compare and contrast endorsements and sponsorships.	Define endorsements	4	3	2	1	0
			Discuss restrictions on endorsements.					
			Understand the concept of sponsorship in sports and entertainment.					
	3.4	Discuss the relationship between an athlete/entertainer's ethical behavior and promotional value.		4	3	2	1	0
Benchmark	4.0	Understand the fan as it pertains to the sports and entertainment industry.						
		Competencies	Sample Indicators					
	4.1	Discuss the impact of fan behavior on public relations.		4	3	2	1	0
	4.2	Examine the relationship of fans to the event and sponsors.	Discuss reasons why fans attend or participate in sports and entertainment (e.g. diversion from everyday life, entertainment, career opportunities, etc.).	4	3	2	1	0
	4.3	Discuss how the sports and entertainment industry builds customer profiles.	Evaluate methods in which sports/entertainment fans can be segmented (e.g. behavior, demographic, geographic, psychographic).	4	3	2	1	0
			Evaluate fan attendance factors (e.g. loyalty, team success, star power, pricing, etc.).					
Benchmark	5.0	Understand how basic marketing components are used in the entertainment industry [movies, music, plays, fine arts]						
		Competencies	Sample Indicators					
	5.1	Explore ways movies are marketed/promoted.		4	3	2	1	0

	5.2	Explore different ways fine arts (ballet, museums, theatre, traveling exhibits, guest artists/conductors, etc.) are marketed/promoted.		4	3	2	1	0
	5.3	Discuss how sources of at-home entertainment (e.g. Cable, Netflix, SlingTV, Hulu TV, On-demand, pay-per-view, etc.) influence the distribution of entertainment.		4	3	2	1	0
	5.4	Explain how revenue is generated in the arts (movies, music, plays, fine arts) and the various factors that affect revenue generation.		4	3	2	1	0
Benchmark	6.0	Understand the importance of elements used in developing a sports/entertainment marketing compaign.						
		Competencies	Sample Indicators					
	6.1	Explain methods of advertising sports and entertainment events.	Discuss the advantages and disadvantages of advertising methods used in sports and entertainment marketing.	4	3	2	1	0
	6.2	Define the goals of public relations.	List ways of enhancing public relations in sports and entertainment marketing.	4	3	2	1	0
			Identify the role of public relations firms in sports and entertainment marketing.					
			Identifiy the components of a public relations "Plan of Action".					
	6.3	Develop a sports/entertainment strategy or plan.	Discuss the role of promotion (e.g. inform, persuade, remind).	4	3	2	1	0
			Identify the goals of promotion (e.g. increase sales or awareness, be competitive, reach the target market, build customer relationship, develop an image, etc.).					
			Discuss the advantages and limitations of each media type (e.g. social media, print media, broadcast media, direct mail, outdoor, other).					
			Communicate clearly, effectively and with reason.					
			Demonstrate creativitiy and innovation.					

			Apply techniques and strategies to convey ideas and information through marketing communication operations.					
			Access, evaluate and disseminate information to enhance marketing decision-making processes.					
			Employ valid and reliable research strategies.					
	6.4	Plan, manage and monitor day-to-day activities of marketing communications and management operations.	Apply appropriate academic and technical skills.	4	3	2	1	0
			Utilize critical thinking to make sense of problems and persevere in solving them.					
			Use technology to enhance productivity.					
			Work productively in teams while using cultural/global competence.					
			Consider the environmental, social and economic impacts of decisions.					
Benchmark	7.0	Understand ethical and legal considerations related to the practice of digital marketing.						
		Competencies	Sample Indicators					
	7.1	Recognize some of the social and ethical implications of advertising.		4	3	2	1	0
	7.2	Define state and federal laws governing advertising practices.	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
	7.3	Model integrity, ethical leadership and effective management.	Act as a responsible and contributing employee.	4	3	2	1	0
Benchmark	8.0	Understand the importance of brand image and consumer psychology used in advertising and promotion						
		Competencies	Sample Indicators					

	8.1	Explore the following terms related to brand: brand, brand name, brand mark/logo, generic brand, brand recognition, brand preference, private/store brand, licensing, consumer psychology.		4	3	2	1	0
	8.2	List the characteristics of a good brand image.		4	3	2	1	0
	8.3	Explain how branding helps consumers and marketers differentiate products.		4	3	2	1	0
	8.4	Explain the difference between brand name and trade name.		4	3	2	1	0
	8.5	List the stages of brand loyalty.		4	3	2	1	0
	8.6	Explain the advantages and disadvantages of business and product branding.		4	3	2	1	0
	8.7	Discuss the importance of color, emotion, logo, slogan, music, and lighting in customer psychology.		4	3	2	1	0
Benchmark	9.0	Marketing Analytics						
		Competencies	Sample Indicators					
	9.1	Explain the terminology and tools of marketing analytics.	Identify and define terms such as: analytics, predictive analytics, key performance indicator, return on investment.	4	3	2	1	0
			Read charts, graphs, and other data publishing tools.					
			Manipulate data in spreadsheets or digital programs.					
	9.2	Identify metrics for tracking digital and traditional marketing efforts.	Identify and define terms such as: brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate, etc.	4	3	2	1	0
			Practice gathering and interpreting marketing analytics.					

	9.3	Understand the importance of using data when making decisions in marketing.	Make business strategy recommendations based on marketing data.	4	3	2	1	0
			Use marketing data in writing business and/or marketing plans.					
Benchmark	10.0	Understand careers available in the sports & entertainment industry.						
		Competencies	Sample Indicators					
	10.1	Explore career opportunities and advertising and promotion.	Describe career opportunities and the means to achieve those.	4	3	2	1	0
			Plan education and career path aligned to personal goals.					
			Plan next step/course in education path to meet completion or personal growth.					
	10.2	Illustrate the services of professional organizations in advertising.		4	3	2	1	0
	10.3	Explore the online presence and personal brand of oneself (i.e. the student).	Examine common human resources practices regarding social media research while researching future employees.	4	3	2	1	0
	10.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.		4	3	2	1	0
	10.5	Explore the workforce and labor market information to determine needs when developing WBL experience with a career plan.		4	3	2	1	0
	10.6	Identify the purpose and goals of a Career and Technology Student Organization [CTSO].	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	4	3	2	1	0
			Explain the benefits and responsibilities of being a member of a CTSO.					
			List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Optional Technical Course

IB Business and Management courses prepare students to take the International Baccalaureate Business and Management exam at either the Subsidiary or Higher level. In keeping with Individual and Society courses, IB Business and Management promotes problem-solving by identifying the problem, selecting and interpreting data, applying appropriate analytical tools, and recommending solutions by evaluating their quantitative and qualitative implications. These courses also equip students with knowledge and understanding of

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1		
Benchmark	1.0	Introduction to Organizations	
		Competencies	Sample Indicators
	1.1	Explain the main functions and roles in operations, finance and accounts, marketing and human resources.	4 3 2 1 0
	1.2	Define the five sectors of the economy.	4 3 2 1 0
	1.3	Describe entrepreneurship.	4 3 2 1 0
	1.4	Dicuss a business start-up.	4 3 2 1 0
	1.5	Explain the elements of a business plan.	4 3 2 1 0
	1.6	Explain corporate social responsibility and ethical objectives.	4 3 2 1 0

	1.7	Analyze local organizations of different types and identify their main features.		4	3	2	1	0
	1.8	Explain the advantages and disadvantages of each type of organization identified.		4	3	2	1	0
	1.9	Relate each type of ownership to the degree of control.		4	3	2	1	0
	1.10	Distinguish between organizations in the private and public sectors.		4	3	2	1	0
	1.11	Analyze the reasons for forming global conglomerates and networks.		4	3	2	1	0
	1.12	Analyze the role of subsidiaries, joint ventures/strategic alliances multinational companies and holding companies.		4	3	2	1	0
	1.13	Explain the importance of objectives in managing an organization.		4	3	2	1	0
	1.14	Use SWOT analysis to assess an organization's position, and to define and refine its objectives.		4	3	2	1	0
	1.15	Explain the interests of stakeholders and the likelihood of conflict between them.		4	3	2	1	0
	1.16	Use PEST/STEP analysis to investigate how external factors impact organizations.		4	3	2	1	0
	1.17	Use STEEPLE to analyze an organization.		4	3	2	1	0
	1.18	Discuss economies and diseconomies of scale.		4	3	2	1	0
	1.19	Distinguish between the external growth methods franchising, strategic alliances, joint ventures, and mergers and acquisitions.		4	3	2	1	0
Benchmark	2	Human Resource Management						
		Competencies	Sample Indicators					
	2.1	Discuss external and internal factors such as new communication technologies, demographic change, and change in labor mobility.		4	3	2	1	0

	2.2	Explain trainings that include behavioral, cognitive, on the job and off the job.		4	3	2	1	0
	2.3	Identify formative appraisal, summative appraisal, self-appraisal, and 360-degree feedback.		4	3	2	1	0
	2.4	Discuss how work practices such as flextime, migration for work and teleworking affect the employees and employer.		4	3	2	1	0
	2.5	Describe the different types of organizational structures and organizational charts.		4	3	2	1	0
	2.6	Explain the leadership styles.		4	3	2	1	0
	2.7	Discuss motivational theories.		4	3	2	1	0
	2.8	Describe the different types of financial and non-financial rewards.		4	3	2	1	0
	2.9	Describe the different production methods.		4	3	2	1	0
Benchmark	3	Accounting and Finance						
		Competencies	Sample Indicators					
	3.1	Review the internal and external sources of finance.		4	3	2	1	0
	3.2	Determine examples of variable, semi-variable, fixed, direct, and indirect/overhead costs.		4	3	2	1	0
	3.3	Assess the advantages and disadvantages of each form of finance and be able to comment on the appropriateness of the sources of finance in relation to the specific needs of an organization.		4	3	2	1	0
	3.4	Calculate and draw conclusions from changes in gearing.		4	3	2	1	0
	3.5	Calculate the payback period for an investment.		4	3	2	1	0

	3.6	Prepare a cash flow forecast from given information.		4	3	2	1	0
	3.7	Prepare a profit and loss statement and a balance sheet.		4	3	2	1	0
	3.8	Analyze the effects of changes in price or cost on the break-even quantity, profit, and margin of safety, using graphical and quantitative methods.		4	3	2	1	0
	3.9	Construct and amend accounts from information given.		4	3	2	1	0
	3.10	Calculate and use ratios to interpret financial statements.		4	3	2	1	0
Benchmark	4	Marketing						
		Competencies	Sample Indicators					
	4.1	Differentiate between the marketing of goods and the marketing of services.		4	3	2	1	0
	4.2	Determine the Four P's (product, price, promotion, and place) of the marketing mix to achieve marketing objectives.		4	3	2	1	0
	4.3	Differentiate between target markets and market segments.		4	3	2	1	0
	4.4	Develop a unique selling point/proposition.		4	3	2	1	0
	4.5	Use primary and secondary market research methods and techniques.		4	3	2	1	0
	4.6	Differentiate between qualitative and quantitative research.		4	3	2	1	0
	4.7	Explain the different methods of sampling.		4	3	2	1	0
	4.8	Explain the different features of branding and packaging.		4	3	2	1	0
	4.9	Determine appropriate pricing strategies.		4	3	2	1	0
	4.10	Describe the different details of promotion.		4	3	2	1	0

	4.11	Explain the different types of e-commerce.		4	3	2	1	0
Benchmark	5	Academic-Language Arts						
		Competencies	Sample Indicators					
	5.1	Organizes business correspondence, instructions, descriptions, summarizes and reports in a logical and effective sequence to meet the the readers' informational needs.		4	3	2	1	0
	5.2	Writes with an awareness of purpose and audience (e.g. letters, complex reports, directions, graphics, brochures, electronic presentations, newsletters, memos, job searches, fliers, e-mails, Web pages, pictorials).		4	3	2	1	0
	5.3	Determines meaning of marketing words or phrases using context clues.		4	3	2	1	0
	5.4	Uses paraphrasing and organizational skills to summarize information.		4	3	2	1	0
Benchmark	6	Academic-Math						
		Competencies	Sample Indicators					
	6.1	Soves multi-step real-world problems with real numbers using computational procedures.		4	3	2	1	0
Benchmark	7	Academic-Science and Technology						
		Competencies	Sample Indicators					
	7.1	Explain how the advancement of technology enhance the way telecommunications have affected our lives.		4	3	2	1	0
Benchmark	8	Career Development Skills						
		Competencies	Sample Indicators					
	8.1	Participate in group discussions.		4	3	2	1	0

	8.2	Make oral presentation.		4	3	2	1	0
	8.3	Prepare simple written reports.		4	3	2	1	0
Benchmark	9	Student Leadership Skills						
		Competencies	Sample Indicators					
	9.1	Identify desirable 21st Century skills important to business.		4	3	2	1	0

Name: _____ ID: _____		Application Level Course Marketing Applications furthers student understanding and skills in the various marketing functions. Students coordinate channel management with other marketing activities, discuss the nature of marketing plans, generate product ideas, coordinate activities in the promotional mix, and demonstrate specialized sales processes and techniques. Economic and financial concepts are also stressed throughout the course. Current technology will be used to acquire information and to complete the projects. Throughout the course, students are presented problem solving situations for which they must apply academic and critical-thinking skills. Formal reflection is an on-going component of the course along with four projects. Rating Scale: 4 - Exemplary Achievement 3 - Proficient Achievement 2 - Limited Achievement 1 - Inadequate Achievement 0 - No Exposure						
Instructor: _____ School Year: _____								
Enrollment Date ____/____/____	Completion Date ____/____/____						Credits Completed ____/____/____	
I certify that the student received the training in the area indicated.								
Student Signature: _____ Date: _____								
Instructor Signature: _____ Date: _____								
National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum								
Topic	1	Resources.						
Benchmark	1.0	Customer Service						
		Competencies	Sample Indicators					
	1.1	Discuss the nature of customer relationship management.		4	3	2	1	0
	1.2	Explain the role of ethics in customer relationship management.		4	3	2	1	0
	1.3	Describe the use of technology in customer relationship management.		4	3	2	1	0
	1.4	Explain ethical considerations in providing information.		4	3	2	1	0
	1.5	Describe various methods of persuading customers.		4	3	2	1	0
1.6	Demonstrate negotiation skills by getting the class to approve your idea.		4	3	2	1	0	

Benchmark	2.0	Financial Analysis							
		Competencies	Sample Indicators						
	2.1	Describe the need for financial information.		4	3	2	1	0	
	2.2	Describe cash flow statements.		4	3	2	1	0	
	2.3	Explain the parts of the balance sheet and its uses.		4	3	2	1	0	
	2.4	Describe income statements and their uses.		4	3	2	1	0	
	2.5	Create a budget and explain its uses.		4	3	2	1	0	
Benchmark	3.0	Marketing							
		Competencies	Sample Indicators						
	3.1	Describe marketing functions and related activities.	Describe the 7 functions of marketing (product service management, selling, promotion, pricing, marketing information management, channel management and promotion) and how each are used by specific businesses.	4	3	2	1	0	
	3.2	Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).		4	3	2	1	0	
Benchmark	4.0	Professional Development							
		Competencies	Sample Indicators						
	4.1	Use time-management skills.	Create a plan to manage your time and then record how realistic your estimation was.	4	3	2	1	0	
	4.2	Describe ways to enhance creativity.	Engage in creativity activities (brainstorming, storyboards, mindmapping).	4	3	2	1	0	
Benchmark	5.0	Channel Management							
		Competencies	Sample Indicators						

	5.1	Explain the nature of channel-member relationships.	Coordinate channel management with other marketing activities.	4	3	2	1	0
Benchmark	6.0	Marketing-Information Management						
		Competencies	Sample Indicators					
	6.1	Explain techniques for processing marketing data.		4	3	2	1	0
	6.2	Explain the use of descriptive statistics in marketing decision making.		4	3	2	1	0
	6.3	Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design).		4	3	2	1	0
	6.4	Demonstrate ability to effectively design questionnaire and customer feedback surveys.		4	3	2	1	0
	6.5	Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.).		4	3	2	1	0
	6.6	Prepare and demonstrate analysis capabilities for analytics and marketing reports.		4	3	2	1	0
Benchmark	7.0	Market Planning						
		Competencies	Sample Indicators					
	7.1	Explain the purpose of a marketing plan.		4	3	2	1	0
	7.2	Explain the nature of sales forecasts.		4	3	2	1	0
	7.3	Explain the nature of global trade.	Discuss the impact of culture and social issues on global trade.	4	3	2	1	0
Benchmark	8.0	Product/Service Management						
		Competencies	Sample Indicators					
	8.1	Identify methods/techniques to generate a product idea.	Generate product ideas.	4	3	2	1	0

	8.2	Describe the nature of product bundling.		4	3	2	1	0
	8.3	Describe factors used by businesses to position corporate brands.		4	3	2	1	0
Benchmark	9.0	Promotion						
		Competencies	Sample Indicators					
	9.1	Explain the components of advertisements.		4	3	2	1	0
	9.2	Explain the importance of coordinating elements in advertisements.		4	3	2	1	0
	9.3	Identify types of public-relations activities.	Discuss internal and external audiences of public-relations activities.	4	3	2	1	0
	9.4	Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences.	Explain considerations used to evaluate whether to participate in trade shows/expositions.	4	3	2	1	0
	9.5	Explain the nature of a promotional plan.		4	3	2	1	0
	9.6	Coordinate activities in the promotional mix.		4	3	2	1	0
Benchmark	10.0	Selling						
		Competencies	Sample Indicators					
	10.1	Explain the impact of sales cycles.		4	3	2	1	0
	10.2	Differentiate between consumer and organizational buying behavior.	Discuss motivational theories that impact consumer buying decisions. Discuss the differences in organizational buying behavior from consumer buying behavior.	4	3	2	1	0
	10.3	Identify emerging trends for use in selling.		4	3	2	1	0
	10.4	Explain how businesses can prospect for customers.	Qualify customers/clients.	4	3	2	1	0
	10.5	Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings).	Understand importance of category data and consumer insights in preparing customer-first sales methods.	4	3	2	1	0

	10.6	Prepare sales presentation.	Create a presentation utilizing a software package to support sales presentation.	4	3	2	1	0
	10.7	Determine customer's buying motives for use in selling.	Address needs of individual personalities. Assess customer/client needs.	4	3	2	1	0
	10.8	Facilitate customer/client buying decisions.	Demonstrate product. Answer questions.	4	3	2	1	0
	10.9	Prescribe solution to customer/client needs.		4	3	2	1	0
	10.10	Convert customer/client objections into selling points.		4	3	2	1	0
	10.11	Describe various ways to negotiate sales terms.	Demonstrate negotiation skills. Persuade others.	4	3	2	1	0
	10.12	Explain sales standards with regards to ethically selling goods/services.	Explain ethical considerations in providing information.	4	3	2	1	0
	10.13	Sell a good/service/idea to individuals and/or groups.	Perform a sales presentation. Demonstrate suggestion selling.	4	3	2	1	0
	10.14	Process sales documentation.		4	3	2	1	0
	10.15	Explain factors that influence customer/client/business buying behavior.		4	3	2	1	0
Benchmark	11.0	Marketing Analytics						
		Competencies	Sample Indicators					
	11.1	Explain the terminology and tools of marketing analytics.	Identify and define analytics, predictive analytics, key performance indicator, return on investment.	4	3	2	1	0
			Read charts, graphs, and other data publishing tools.					
			Manipulate data in spreadsheets or digital programs.					
	11.2	Identify metrics for tracking digital and traditional marketing efforts.	Identify and define brand recognition, retention rate, customer lifetime value, total traffic (digital or in store), impressions, conversion rate.	4	3	2	1	0
			Practice gathering and interpreting marketing analytics.					

	11.3	Understand the importance of using data when making decisions in marketing.	Make business strategy recommendations based on marketing data.	4	3	2	1	0
			Use marketing data in writing business and/or marketing plans.					
Benchmark	12.0	Careers						
		Competencies	Sample Indicators					
	12.1	Explore career opportunities in marketing.	Describe career opportunities and the means to achieve those.	4	3	2	1	0
			Plan education and career path aligned to personal goals.					
			Plan next step/course in education path to meet completion or personal growth.					
	12.2	Illustrate the services of professional organizations in marketing.		4	3	2	1	0
	12.3	Explore the online presence and personal brand of oneself (i.e. the student).	Examine common human resources practices regarding social media research while researching future employees.	4	3	2	1	0
	12.4	Explore job and career options in relation to developing the student's IPS, personal interest, financial goals, and desired lifestyle.		4	3	2	1	0
	12.5	Explore the Workforce and Labor market information to determine needs when developing WBL experience with a career plan.		4	3	2	1	0
	12.6	Identify the purpose and goals of a Career and Technology Student Organization [CTSO].	Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.	4	3	2	1	0
			Explain the benefits and responsibilities of being a member of a CTSO.					
			List the leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.					

			Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.					
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Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Application Supportive Courses (Optional)

Integrated Marketing Applications is an Application-Level course. Through this course, students will be actively engaged in utilizing technology and technology applications in the design, production, and implementation of marketing strategies. Students will create print, multi-media, and electronic materials used in the marketing process. Application-level activities will be centered around: advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relation, and sales promotion.

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

Topic	1		
Benchmark	1.0		
		Competencies	Sample Indicators
	1.1	Describe methods used to protect intellectual property.	4 3 2 1 0
	1.2	Utilize effective writing to convey information.	4 3 2 1 0
	1.3	Apply ethics to online communications.	4 3 2 1 0
	1.4	Explain ways that technology impacts marketing communications.	4 3 2 1 0
	1.5	Explain the capabilities of tools used in web-site creation.	4 3 2 1 0
	1.6	Discuss considerations in using mobile technology for promotional activities.	4 3 2 1 0

	1.7	Create and maintain databases of information for marketing communications.		4	3	2	1	0
	1.8	Demonstrate effective use of audio/visual aides.		4	3	2	1	0
	1.9	Describe considerations in using databases in marketing communications.		4	3	2	1	0
	1.10	Demonstrate basic desktop publishing functions to prepare promotional materials.		4	3	2	1	0
	1.11	Integrate software applications to prepare promotional materials.		4	3	2	1	0
	1.12	Explain how to effectively incorporate video into multimedia.		4	3	2	1	0
	1.13	Identify strategies for protecting business's web site.		4	3	2	1	0
	1.14	Identify strategies to protect data and on-line customer transactions.		4	3	2	1	0
	1.15	Explain social media's impact on marketing communications.		4	3	2	1	0
	1.16	Discuss types of digital advertising strategies used to achieve marketing goals.		4	3	2	1	0
	1.17	Evaluate targeted emails.		4	3	2	1	0
	1.18	Identify promotional messages - advertising and digital media that appeal to targeted markets.		4	3	2	1	0
	1.19	Evaluate direct-marketing copy.		4	3	2	1	0
	1.20	Identify effective advertising layouts using color-design-typography and graphics.		4	3	2	1	0
	1.21	Critique advertisements.		4	3	2	1	0
	1.22	Explain website-development process.		4	3	2	1	0

	1.23	Identify strategies for attracting targeted audience to website.		4	3	2	1	0
	1.24	Describe technologies to improve website ranking/positioning on search engines/directories.		4	3	2	1	0
	1.25	Create promotional signage.		4	3	2	1	0
	1.26	Collaborate in the design of slogans/taglines.		4	3	2	1	0
	1.27	Participate in the design of collateral materials to promote special events.		4	3	2	1	0
	1.28	Develop strategy for creating a special event.		4	3	2	1	0
	1.29	Setup cross-promotions.		4	3	2	1	0
	1.30	Develop a sales-promotion plan.		4	3	2	1	0
	1.31	Use past advertisements to aid in promotional planning.		4	3	2	1	0
	1.32	Evaluate creative work.		4	3	2	1	0
	1.33	Prepare promotional budget.		4	3	2	1	0
	1.34	Manage promotional allowances.		4	3	2	1	0
	1.35	Develop promotional plan for a business.		4	3	2	1	0
	1.36	Demonstrate application of marketing technical skills.	Prepare a description of the organization and identify organizational promotional needs.	4	3	2	1	0
			Develop promotional/campaign objectives.					
			Identify characteristics of Target Market (Discuss Primary and Secondary Markets).					

			Identify Schedule of Promotional Activities and Advertising budget.					
			Develop a detailed budget for the promotion.					
			Identify benefits to the client.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Marketing: Workplace Experience (12198) Application Level Course

Marketing—Workplace Experience courses provide students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace.

Comprehensive - Students are able to take Marketing Workplace Experience as a year-long course for a more in-depth study of the marketing industry.

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

Topic	1	Focused Partnerships							
Benchmark	1.0								
		Competencies	Sample Indicators						
	1.1	Enhance Individual Plan of Study (IPS).	Connect a career occupation based upon completed technical courses and/or interest assessment result.	4	3	2	1	0	
	1.2	Complete a Work-Based Learning Personalized Learning Plan.	Participate in an orientation that reviews workforce responsibilities.	4	3	2	1	0	
			Perform prescribed goals set forth in the Work-Based Learning Personalized Learning Plan.						
			Understand what it means to take part in a work-based learning experience.						
			Understand ramifications if the experience is discontinued due to Work-Based Learning Personalized Learning Plan agreement policies.						
Topic	2	Relevant Work-based Experiences							

Benchmark	2.0							
		Competencies	Sample Indicators					
	2.1	Develop career competencies to enhance employability and advancement in the marketing field.		4	3	2	1	0
	2.2	Develop good work habits and attitudes necessary to become a responsible employee at school and the work site.	Demonstrate attendance and communication.	4	3	2	1	0
	2.3	Apply knowledge and technical skills related to current trends in industry.		4	3	2	1	0
	2.4	Create and maintain effective and productive work relationships.		4	3	2	1	0
Topic	3	Student Perceptions						
Benchmark	3							
		Competencies	Sample Indicators					
	3.1	Assess abilities, interest, aptitudes, preferences, personalities, and attitudes in regards to a career choice.		4	3	2	1	0
	3.2	Interpret and apply standard workplace policies.	Rules and regulations related to safety.	4	3	2	1	0
			Punctuality and dependability.					
			Responsibility and initiative.					
			Accuracy to details.					
	3.3	Compile evidence of work experience and technical skill development.	Place artifacts that demonstrate work experience and technical skill development in the electronic portfolio.	4	3	2	1	0

			Compile evidence utilizing a reflection template.					
			Compile evidence in a journal.					
			Compile evidence that culminates in a presentation.					
	3.4	Demonstrate the twelve identified Career Ready Practices (Cross-walked with Employability Skills/Career Success Skills)	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS.	4	3	2	1	0

Name: _____ ID: _____ Instructor: _____ School Year: _____ Enrollment Date Completion Date Credits Completed ____/____/____ ____/____/____ ____/____/____ <u>I certify that the student received the training in the area indicated.</u> Student Signature: _____ Date: _____ Instructor Signature: _____ Date: _____	<div style="border: 1px solid black; padding: 5px;"> <p>Application Supportive Course:</p> <p>Marketing—Workplace Experience courses provide students with work experience in fields related to marketing. Goals are typically set cooperatively by the student, teacher, and employer (although students are not necessarily paid). These courses may include classroom activities as well, involving further study of the field or discussion regarding experiences that students encounter in the workplace. The student will complete a Work-Based Learning Personalized Learning Plan and place artifacts that demonstrate work experience and technical and employability skill development in the student's IPS electronic portfolio.</p> </div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure</p> </div>
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Topic	1	Interpersonal Skills							
Benchmark	1.1	Examine and employ interpersonal skills in making informed decisions to continue business operations.							
		Competencies	Sample Indicators						
	1.1.1	Demonstrate the ability to build successful relationships with clients/customers.		4	3	2	1	0	
	1.1.2	Participates in development programs, civic meetings, conferences, functions, industry trade associations, and other community based programs.		4	3	2	1	0	
	1.1.3	Develops and maintains professional working relationships.		4	3	2	1	0	
Topic	2	Communication: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.							

Benchmark	2.1	Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.							
		Competencies	Sample Indicators						
	2.1.1	Apply verbal skills when obtaining and conveying information.	Strong written and oral communication skills to explain marketing jargon in simple terms.	4	3	2	1	0	
			Ability to make complex industry language legible to clients who have limited knowledge.						
Benchmark	2.2	Use correct grammar, punctuation and terminology to write and edit documents.							
		Competencies	Sample Indicators						
	2.2.1	Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information effectively.	Prepare simple written correspondence (For example: cover letters, memorandums, resumes).	4	3	2	1	0	
	2.2.2	Demonstrate proficiency in sharing & collaborating with online documents.	Identify the elements of effective written communications.	4	3	2	1	0	
			Use appropriate etiquette in written communications.						
			Write analytical reports (For example: reports that examine a problem/issue and recommend an action).						
			Write research reports.						
Benchmark	2.3	Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.							
		Competencies	Sample Indicators						
	2.3.1	Develop and deliver oral presentations to provide information for specific purposes.	Organize information effectively.	4	3	2	1	0	
	2.3.2	Demonstrate ability to post presentations online.	Select and use appropriate graphic aids.	4	3	2	1	0	
			Make oral presentations.						

Topic	3	Professional Knowledge: Know and understand the importance of professional ethics and legal responsibilities.							
Benchmark	3.1	Demonstrate professional skill and/or knowledge in areas of the marketing industry.							
		Competencies	Sample Indicators						
	3.1.1	Demonstrate knowledge of the understanding of marketing concepts.	Create promotion plan.	4	3	2	1	0	
	3.1.2	Apply the concepts of the Four Ps of product, price, place and promotion.	All four Ps match the target market.	4	3	2	1	0	
	3.1.3	Demonstrate ability to collect and analyze feedback from presentations or other marketing activities.		4	3	2	1	0	
Benchmark	3.2	Demonstrate Product Development Research Skills							
		Competencies	Sample Indicators						
	3.2.1	Implement and conduct market research.	Use of pivot tables.	4	3	2	1	0	
	3.2.2	Develop branding and position for a product/client.	Analyze social media post for engagement.	4	3	2	1	0	
Topic	4	Technical Skills: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.							
Benchmark	4.1	Demonstrate technical knowledge and skills.							
		Competencies	Sample Indicators	4	3	2	1	0	
	4.1.1	Utilize knowledge and skills to perform job duties to industry standards.		4	3	2	1	0	
Benchmark	4.2	Demonstrate high aptitude for marketing							
		Competencies	Sample Indicators						
	4.2.1	Implement lateral thinking.		4	3	2	1	0	

	4.2.2	Implement the ability to analyze scenarios and draw suitable conclusions.		4	3	2	1	0
Topic	5	Problem Solving and Decision Making						
Benchmark	5.1	Assess the marketing implication of a complicated business structure.						
		Competencies	Sample Indicators					
	5.1.1	Develop personalized solutions for a client.		4	3	2	1	0
Benchmark	5.2	Connect and analyze information for sound decision making.						
		Competencies	Sample Indicators					
	5.2.1	Gather, organize, summarize and analyze data within prescribed timeframes.	Access marketing strategy.	4	3	2	1	0
	5.2.2	Analyze ROI for promotion plan.		4	3	2	1	0
	5.2.3	Analyze stage of product life cycle.		4	3	2	1	0
	5.2.4	Review, examine and prepare documents and projections.		4	3	2	1	0
	5.2.5	Recommend corrective action when necessary based on acquired knowledge and observation of best practices in the industry while maintaining confidentiality.		4	3	2	1	0
Topic	6	Use information technology tools specific to the career cluster to access, manage, integrate, and create information.						
Benchmark	6.1	Employ technological tools to expedite workflow.						
		Competencies	Sample Indicators					
	6.1.1	Use information technology tools to manage and perform work responsibilities.	Assess information needs.	4	3	2	1	0

			Use information literacy skills to increase workplace efficiency and effectiveness.					
			Identify ways that technology impacts business.					
			Explain the role of information systems.					
Benchmark	6.2	Operate writing and publishing applications to prepare business communications.						
		Competencies	Sample Indicators					
	6.2.1	Prepare simple documents and other business communications.	Demonstrate basic research skills.	4	3	2	1	0
			Evaluate quality and source of information					
Topic	7	Employability & Career Development: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.						
Benchmark	7.1	Explore, obtain, and develop strategies for ensuring a successful business career.						
		Competencies	Sample Indicators					
	7.1.1	Develop personal traits and behaviors to foster career advancement.		4	3	2	1	0
	7.1.2	Demonstrate employability/career success skills.	Place artifacts that demonstrate employability/career success skills in the electronic portfolio section of the IPS.	4	3	2	1	0
Benchmark	7.2	Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.						
		Competencies	Sample Indicators					
	7.2.1	Create the standards and qualifications that must be met in order for entering a career.	Prepare a resume.	4	3	2	1	0
			Prepare a letter of application.					
			Complete an employment application.					

			Interview for employment.					
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Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Application Supportive Level Course (Optional)

Marketing Research will focus on how to: (1) specify information needs and design a research study to meet those needs; (2) collect, analyze and use marketing research data to make effective marketing decisions; (3) communicate the research findings and their implications to various publics.

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

Topic	1		
Benchmark			
		Competencies	Sample Indicators
	1.1	Utilize information-technology tools to manage and perform work responsibilities.	4 3 2 1 0
	1.2	Assess the impact of technology on marketing research.	4 3 2 1 0
	1.3	Determine types of technology needed by company/agency.	4 3 2 1 0
	1.4	Understands concepts-tools-and strategies used to explore-obtain-and develop in a business career.	4 3 2 1 0
	1.5	Acquire information about the marketing research industry to aid in making career choices.	4 3 2 1 0
	1.6	Identify career opportunities in marketing research.	4 3 2 1 0

	1.7	Explain the role and responsibilities of marketing researchers.		4	3	2	1	0
	1.8	Utilize career-advancement activities to enhance professional development in marketing research.		4	3	2	1	0
	1.9	Utilize planning tools to guide organizations/ department's activities.		4	3	2	1	0
	1.10	Provide input into strategic planning.		4	3	2	1	0
	1.11	Explain the need for cross-functional teams.		4	3	2	1	0
	1.12	Assess marketing-information needs to develop a marketing information management system.		4	3	2	1	0
	1.13	Identify sources to obtain demographic data		4	3	2	1	0
	1.14	Design quantitative marketing-research activities to ensure accuracy-appropriateness-and adequacy of data-collection efforts.		4	3	2	1	0
	1.15	Select appropriate research techniques.		4	3	2	1	0
	1.16	Identify the marketing-research problem/ issue.		4	3	2	1	0
	1.17	Explain the nature of action research.		4	3	2	1	0
	1.18	Determine research approaches.		4	3	2	1	0
	1.19	Select data-collection methods.		4	3	2	1	0
	1.20	Evaluate the relationship between the research purpose and the marketing research objectives.		4	3	2	1	0
	1.21	Estimate the value of research information.		4	3	2	1	0

	1.22	Develop sampling plans.		4	3	2	1	0
	1.23	Prepare research briefs and proposals.		4	3	2	1	0
	1.24	Control sources or error and bias.		4	3	2	1	0
	1.25	Develop rating scales.		4	3	2	1	0
	1.26	Prepare diaries.		4	3	2	1	0
	1.27	Create simple questionnaires.		4	3	2	1	0
	1.28	Design qualitative research study.		4	3	2	1	0
	1.29	Develop screener for qualitative marketing-research study.		4	3	2	1	0
	1.30	Determine sample for qualitative marketing-research study.		4	3	2	1	0
	1.31	Obtain information from customer databases.		4	3	2	1	0
	1.32	Obtain information from on-line sources.		4	3	2	1	0
	1.33	Data mine web log for marketing information.		4	3	2	1	0
	1.34	Track environmental changes that impact marketing.		4	3	2	1	0
	1.35	Monitor sales data.		4	3	2	1	0
	1.36	Measure market size and composition.		4	3	2	1	0
	1.37	Administer questionnaires.		4	3	2	1	0
	1.38	Employ techniques to assess ongoing behavior.		4	3	2	1	0

	1.39	Conduct in-depth interviews.		4	3	2	1	0
	1.40	Conduct focus groups.		4	3	2	1	0
	1.41	Conduct continuous panel research.		4	3	2	1	0
	1.42	Conduct test markets.		4	3	2	1	0
	1.43	Conduct experiments.		4	3	2	1	0
	1.44	Edit research data.		4	3	2	1	0
	1.45	Group and score research data.		4	3	2	1	0
	1.46	Conduct error research data.		4	3	2	1	0
	1.47	Tabulate data.		4	3	2	1	0
	1.48	Create data matrix.		4	3	2	1	0
	1.49	Select and use appropriate data support systems.		4	3	2	1	0
	1.50	Create and Analyze narrative text.		4	3	2	1	0
	1.51	Interpret research data into information for decision making.		4	3	2	1	0
	1.52	Use statistical software systems.		4	3	2	1	0
	1.53	Interpret descriptive statistics for marketing decision making.		4	3	2	1	0
	1.54	Interpret correlations.		4	3	2	1	0
	1.55	Write executive summary of research report.		4	3	2	1	0

	1.56	Prepare and use presentation software to support reports.		4	3	2	1	0
	1.57	Present findings orally.		4	3	2	1	0
	1.58	Prepare written reports for decision-making.		4	3	2	1	0
	1.59	Post marketing results electronically.		4	3	2	1	0
	1.60	Determine price sensitivity.		4	3	2	1	0
	1.61	Predict demand patterns.		4	3	2	1	0
	1.62	Conduct demand analysis.		4	3	2	1	0
	1.63	Display data in charts/graphs or in tables.		4	3	2	1	0
	1.64	Evaluate product usage.		4	3	2	1	0
	1.65	Analyze purchasing behavior.		4	3	2	1	0
	1.66	Manage marketing information to facilitate product/service management decisions.		4	3	2	1	0
	1.67	Conduct product analysis.		4	3	2	1	0
	1.68	Conduct customer-satisfaction studies.		4	3	2	1	0
	1.69	Conduct service-quality studies.		4	3	2	1	0
	1.70	Identify new-product opportunities.		4	3	2	1	0
	1.71	Test product concepts.		4	3	2	1	0
	1.72	Design and conduct product tests.		4	3	2	1	0

	1.73	Determine attitudes towards products and brands.		4	3	2	1	0
	1.74	Provide information to launch new products.		4	3	2	1	0
	1.75	Estimate repeat purchase rate.		4	3	2	1	0
	1.76	Estimate purchase cycle.		4	3	2	1	0
	1.77	Understand brand equity.		4	3	2	1	0
	1.78	Estimate market share.		4	3	2	1	0
	1.79	Prepare trend analysis.		4	3	2	1	0
	1.80	Monitor inventory data.		4	3	2	1	0
	1.81	Track cost data.		4	3	2	1	0
	1.82	Collect product quality data.		4	3	2	1	0
	1.83	Conduct segmentation studies to understand how to segment products.		4	3	2	1	0
	1.84	Track brand health.		4	3	2	1	0
	1.85	Evaluate quality of marketing research studies.		4	3	2	1	0
	1.86	Measure the impact of marketing research.		4	3	2	1	0
	1.87	Suggest improvements to marketing-research activities.		4	3	2	1	0
	1.88	Research and apply demographics, psychographics, and geographics in developing a comprehensive marketing research plan.		4	3	2	1	0

	1.89	Develop and track consumer trends and buying habits.		4	3	2	1	0
	1.90	Develop a consumer profile using demographic, psychographic, and geographic data.		4	3	2	1	0
	1.91	Understand impact on social and virtual marketing on research process.		4	3	2	1	0
	1.92	Predict and understand consumer buying trends.		4	3	2	1	0
	1.93	Develop a comprehensive marketing plan.		4	3	2	1	0
	1.94	Present research project based upon client needs.		4	3	2	1	0
	1.95	Demonstrate application of marketing technical skills.	Identify the business's customer profile.	4	3	2	1	0
			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.					

Name: _____ ID: _____

Instructor: _____ School Year: _____

Enrollment Date Completion Date Credits Completed

____/____/____ ____/____/____ ____/____/____

I certify that the student received the training in the area indicated.

Student Signature: _____ Date: _____

Instructor Signature: _____ Date: _____

Application Supportive Course (Optional)

Marketing Management courses typically cover the same scope of topics as Marketing— Comprehensive courses (purchasing and distribution systems; advertising and sales; and so on) but place a particular emphasis on business management and entrepreneurship, providing exposure to common techniques and problems of management.

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

National Literature reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.

Topic	1		
Benchmark	1.0		
		Competencies	Sample Indicators
	1.1	Determine product-line profitability.	4 3 2 1 0
	1.2	Measure cost-effectiveness of marketing expenditures.	4 3 2 1 0
	1.3	Implement organizational skills to work efforts.	4 3 2 1 0
	1.4	Determine internal/external resource requirements and responsibilities for projects.	4 3 2 1 0
	1.5	Analyze the impact of technology on marketing.	4 3 2 1 0
	1.6	Use software to automate services.	4 3 2 1 0

	1.7	Determine types of technology needed by company/agency.		4	3	2	1	0
	1.8	Establish distribution points.		4	3	2	1	0
	1.9	Develop performance standards for suppliers.		4	3	2	1	0
	1.10	Develop new channels for products/services.		4	3	2	1	0
	1.11	Identify channel-management strategies.		4	3	2	1	0
	1.12	Assess marketing-information needs.		4	3	2	1	0
	1.13	Identify issues and trends in marketing-information management systems.		4	3	2	1	0
	1.14	Identify industry/economic trends that will impact business activities.		4	3	2	1	0
	1.15	Analyze market needs and opportunities.		4	3	2	1	0
	1.16	Anticipate market change.		4	3	2	1	0
	1.17	Determine current market position.		4	3	2	1	0
	1.18	Estimate market share.		4	3	2	1	0
	1.19	Conduct customer-satisfaction studies.		4	3	2	1	0
	1.20	Predict brand share.		4	3	2	1	0
	1.21	Conduct brand audit.		4	3	2	1	0
	1.22	Display data in charts, graphs, or in tables.		4	3	2	1	0
	1.23	Prepare and use presentation software to support reports.		4	3	2	1	0

	1.24	Prepare written reports for decision-making.		4	3	2	1	0
	1.25	Determine cost of product.		4	3	2	1	0
	1.26	Calculate break-even point.		4	3	2	1	0
	1.27	Establish pricing objectives.		4	3	2	1	0
	1.28	Select pricing policies.		4	3	2	1	0
	1.29	Determine discounts and allowances that can be used to adjust base prices.		4	3	2	1	0
	1.30	Set prices.		4	3	2	1	0
	1.31	Adjust prices to maximize profitability.		4	3	2	1	0
	1.32	Evaluate pricing decisions.		4	3	2	1	0
	1.33	Determine price sensitivity.		4	3	2	1	0
	1.34	Understand social responsibility.		4	3	2	1	0
	1.35	Develop communications objectives.		4	3	2	1	0
	1.36	Develop promotional-mix activities.		4	3	2	1	0
	1.37	Develop advertising plans to achieve communications objectives.		4	3	2	1	0
	1.38	Develop sales promotion plan to achieve communications objectives.		4	3	2	1	0
	1.39	Develop public relations/publicity plan to achieve communications objectives.		4	3	2	1	0

	1.40	Understand design awareness principles used in advertising layouts to be able to communicate needs to designers.		4	3	2	1	0
	1.41	Discuss the use of illustrations in advertisements.		4	3	2	1	0
	1.42	Discuss the nature of typography.		4	3	2	1	0
	1.43	Describe effective advertising layouts.		4	3	2	1	0
	1.44	Identify types of drawing media.		4	3	2	1	0
	1.45	Explain the impact of color harmonies on composition.		4	3	2	1	0
	1.46	Describe digital color concepts.		4	3	2	1	0
	1.47	Determine client needs and wants through planned, personalized communication.		4	3	2	1	0
	1.48	Explain security considerations in marketing management.		4	3	2	1	0
	1.49	Participate in cross-functional projects.		4	3	2	1	0
	1.50	Develop an operational plan of marketing activities/initiatives.		4	3	2	1	0
	1.51	Develop promotional items, graphics, letterhead, logos.		4	3	2	1	0
	1.52	Track invoices.		4	3	2	1	0
	1.53	Track marketing budgets.		4	3	2	1	0
	1.54	Adjust marketing budget in response to new market opportunities.		4	3	2	1	0
	1.55	Understand responsibilities in marketing to demonstrate ethical/legal behavior.		4	3	2	1	0

	1.56	Explain the need for professional and ethical standards in marketing.		4	3	2	1	0
	1.57	Explain the responsibility of individuals to apply ethical standards in marketing.		4	3	2	1	0
	1.58	Explain consequences of unprofessional and/or unethical behavior in marketing.		4	3	2	1	0
	1.59	Discuss legal ramifications of breaching rules and regulations.		4	3	2	1	0
	1.60	Explore the nature of marketing management.		4	3	2	1	0
	1.61	Explore career opportunities in marketing management.		4	3	2	1	0
	1.62	Identify services of professional organizations in marketing.		4	3	2	1	0
	1.63	Complete a job application portfolio.		4	3	2	1	0
	1.64	Research on education needed in advance.		4	3	2	1	0
	1.65	Develop departmental structure.		4	3	2	1	0
	1.66	Develop strategic marketing.		4	3	2	1	0
	1.67	Assess changes in price structure.		4	3	2	1	0
	1.68	Analyze product needs and opportunities.		4	3	2	1	0
	1.69	Develop product search methods.		4	3	2	1	0
	1.70	Monitor market innovation.		4	3	2	1	0
	1.71	Create a product/brand development plan.		4	3	2	1	0
	1.72	Plan product/brand lifecycle.		4	3	2	1	0

	1.73	Develop new-product launch plan.		4	3	2	1	0
	1.74	Coordinate product launches.		4	3	2	1	0
	1.75	Evaluate product mix.		4	3	2	1	0
	1.76	Conduct product/brand audit.		4	3	2	1	0
	1.77	Demonstrate application of technical skills and employability skills.	Communication skills - the ability to exchange information and ideas with others through writing, speaking, reading and listening.	4	3	2	1	0
			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.					

Name: _____ ID: _____		Application Supportive Course (Optional) Marketing Communications is an Application-Level course. This course includes activities and discussion related to: advertising, branding, graphic design, packaging, promotion, publicity, sponsorship, public relation, and sales promotion.						
Instructor: _____ School Year: _____								
Enrollment Date ____/____/____	Completion Date ____/____/____						Credits Completed ____/____/____	
<u>I certify that the student received the training in the area indicated.</u>								
Student Signature: _____ Date: _____		Rating Scale: 4 -Exemplary Achievement 3 -Proficient Achievement 2 -Limited Achievement 1 -Inadequate Achievement 0 -No Exposure						
Instructor Signature: _____ Date: _____								
National Literacy reviewed in the creation of course competencies: NBEA National Standards for Business Education, Advanced CTE Common Career Technical Core, and MBA Research and Curriculum Resources.								
Topic	1	Competencies are put in chronological order of a Marketing Campaign that allows the class to be a project-based process.						
Benchmark	1.0	Marketing Communication Basics & Career Outlook						
		Competencies	Sample Indicators					
	1.1	Analyze marketing communications in careers to determine careers of interest.	Student identifies industry they want their project to be in.	4	3	2	1	0
	1.2	Assess the services of professional organizations in marketing communications.		4	3	2	1	0
	1.3	Discuss the economic and social effects of marketing communications.		4	3	2	1	0
	1.4	Describe current trends/issues in marketing communications.	What changes have occurred in the marketing communications industry?	4	3	2	1	0
	1.5	Describe services offered by the marketing-communications industry.		4	3	2	1	0
	1.6	Explain the marketing-communications development process.		4	3	2	1	0

	1.7	Describe traits important to the success of employees in marketing communications.		4	3	2	1	0
	1.8	Explain the use of advertising agencies.	Create an agency of record.	4	3	2	1	0
Benchmark	2.0	Marketing Ideation Phase						
		Competencies	Sample Indicators					
	2.1	Explain the concept of "product" in marketing communications.	Student determines product/service they will market. Employ product-mix strategies to meet customer expectations.	4	3	2	1	0
	2.2	Participate in problem-solving groups.	Demonstrate strategic thinking and critical thinking. Employ product-mix strategies to meet customer expectations.	4	3	2	1	0
	2.3	Conduct planning meetings.	Marketing Brief: Conduct Planning Meeting Components: Client Product/Brand Project Name Assignment Team Members Target Marketing Objective Competition Communication Objective Budget Geography Mandatories and Expectations Considerations Barriers Stakeholders Internal Timing Market Timing S.M.I. T. (Single Most Important Thing) to be communicated.	4	3	2	1	0

	2.4	Develop project budget.	Understanding how agencies estimate projects (each resource has a billable rate, etc.).	4	3	2	1	0
	2.5	Demonstrate strategic thinking and promote innovation.		4	3	2	1	0
	2.6	Analyze media research tool.	Select appropriate research techniques.	4	3	2	1	0
	2.7	Analyze consumer behavior.	Leverage consumer insight tools such as surveys and focus groups to unveil hidden truths that motivate a consumer.	4	3	2	1	0
	2.8	Develop customer/client profile.	Describe the nature of target marketing in marketing communications.	4	3	2	1	0
	2.9	Identify ways to segment markets for marketing communications.	Use traditional and/or digital tools to aid in market segmentation (demographics, psychographics, geographics, sociographics).	4	3	2	1	0
	2.10	Describe the nature of target marketing in marketing communications.		4	3	2	1	0
	2.11	Identify promotional messages that appeal to targeted markets.		4	3	2	1	0
	2.12	Develop a creative concept.		4	3	2	1	0
	2.13	Evaluate market opportunities.	Utilize planning tools to guide marketing's activities.	4	3	2	1	0
Benchmark	3.0	Planning Phase						
		Competencies		Sample Indicators				
	3.1	Select appropriate research techniques.	Develop focus groups and create surveys. Evaluate competitor and consumer research. Key word research. Complete a competitor audit for example: (Google) https://trends.google.com/trends/?geo=US	4	3	2	1	0
	3.2	Explain the nature of promotional strategies.		4	3	2	1	0

	3.3	Explain considerations affecting global promotion.		4	3	2	1	0
	3.4	Review marketing security considerations.	Privacy policies. Data security.	4	3	2	1	0
	3.5	Describe referral programs that can be used to build brand/promote products.	Select Influencer to deliver promotional messages.	4	3	2	1	0
	3.6	Explain the use of product placement.	Use product placement to build brand and to promote products.	4	3	2	1	0
	3.7	Discuss types of direct marketing strategies.	Develop a postcard or mailing promoting their product.	4	3	2	1	0
	3.8	Determine advertising reach of media.	Reach out to area newspapers, radio, TV station and compare data on reach, frequency, and impacts then cost per impression.	4	3	2	1	0
	3.9	Establish promotional mix.		4	3	2	1	0
	3.10	Estimate project costs.		4	3	2	1	0
	3.11	Critically analyze cost and alignment with target audience, decide if ad platform aligns with brand vision.		4	3	2	1	0
	3.12	Develop schedule for marketing communications assignments.		4	3	2	1	0
	3.13	Develop a media plan (including budget-media allocation and timing of ads).		4	3	2	1	0
	3.14	Read media schedule.		4	3	2	1	0
	3.15	Explain considerations in website pricing.		4	3	2	1	0
	3.16	Calculate break-even point.		4	3	2	1	0
	3.17	Determine advertising campaign objectives.		4	3	2	1	0
	3.18	Select advertising strategies for campaign.		4	3	2	1	0

	3.19	Determine appropriateness of promotional strategy across product lines.		4	3	2	1	0
	3.20	Determine digital strategy.	Digital budget, ad type and placement, bid strategy.	4	3	2	1	0
Benchmark	4.0	Execution Phase						
		Competencies	Sample Indicators					
	4.1	Develop action plan to carry out marketing communications assignment.		4	3	2	1	0
	4.2	Develop and present client presentations.	Present marketing plan and answer questions from students/teacher.	4	3	2	1	0
	4.3	Demonstrate ability to lead and motivate members of a team.		4	3	2	1	0
	4.4	Develop public relations strategy and plan.	Write press release, create press kit, obtain publicity, etc..	4	3	2	1	0
	4.5	Set/monitor promotional budget.		4	3	2	1	0
	4.6	Prepare advertising budget.		4	3	2	1	0
	4.7	Explain and demonstrate knowledge of crisis management and plan creation.		4	3	2	1	0
	4.8	Develop frequency/loyalty marketing strategy.		4	3	2	1	0
Benchmark	5.0	Evaluation Phase						
		Competencies	Sample Indicators					
	5.1	Evaluate effectiveness of advertising.		4	3	2	1	0
	5.2	Measure results of promotional mix.		4	3	2	1	0
	5.3	Utilize analytics to measure ROI (Return on Investment).		4	3	2	1	0