

HOSPITALITY AND TOURISM CAREER CLUSTER DESIGN

Travel and Tourism Pathway – CIP Code 52.0901

Approved Pathway:

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

INTRODUCTORY LEVEL

Career Life Planning	22207	.5 credit
Business Essentials	12050	.5 credit
Intro to Family & Con Sciences	45001	1.0 credit

TECHNICAL LEVEL

*Culinary Essentials	16052	.5 credit
Entrepreneurship	12053	.5 credit
Principles of Marketing	12164	1 credit
Nutrition & Wellness	08057	.5 credit
*Event Planning & Management	34052	.5 credit
*Min one of the following:		
Foundations of Travel & Tourism OR	34053	.5 credit
Foundations of Hospitality & Lodging	34054	.5 credit

APPLICATION LEVEL

Hospitality & Lodging Management	34200	1 credit
Community Connections	22270	.5 credit
Career Connections	22275	.5 credit

*Required for pathway approval

Kansas Human Services Cluster

Course: Career & Life Planning

Course: #22207 Credit: .5 cr

CIP Codes: Family:19.0799; Early Child: 19.0709; Teach: 13.0101;
 Government: 44.0401; Travel: 52.0901; Restaurant: 12.0504; Visual Arts: 50.0499

Rating Scale:

- 3 Skilled- Works Independently
- 2 Limited Skills/Requires Assistance
- 1 Skill Undeveloped
- 0 No exposure, instruction nor training

Learner: _____		Grade: _____	
Teacher: _____		School: _____	
Enrolled Date: _____		Completion Date: _____	
		Graduation Date: _____	
Learner Signature _____		Teacher Signature _____	

Directions: The following competencies are required for full approval of a course in a Human Services Cluster. These skills are **directly tied** to the career ready practices and therefore important to all Family and Consumer Sciences careers. Check the appropriate number to indicate the level of competency reached for learner evaluation.

COMPREHENSIVE STANDARD: 2.0. Evaluate management practices related to human, economic and environmental resources. (FCS1.0 & FCS2.0)

Benchmark: 2.1 Analyze strategies to balance multiple roles and responsibilities (individual, family, and career).		3	2	1	0
2.1.1	Compare and contrast occupations that fit individual interests and personal life goals (i.e. interest survey results).				
2.1.2	Research, and evaluate information to set SMART personal and family goals. .				
2.1.3	Apply fundamental knowledge of cost benefits related to personal and family goal achievement.				
2.1.4	Summarize local and global policies, issues, and trends in the workplace and community that affect individuals.				
2.1.5	Analyze the effects of social, economic, and technological change on work and family dynamics (i.e. dual career families, work at home trends, job splits, gender roles).				
2.1.6	Analyze ways that individual career plans can affect the family's capacity to meet goals for other family members.				
2.1.7	Predict potential impact of career path decisions on balancing work and family responsibilities.				
2.1.8	Identify community and human resources for meeting individual and family needs (i.e. personal knowledge, non-profit agencies, educational institutions,).				
2.1.9	Practice solving real-world problems related to career /life goal setting and life balance. (i.e. meal planning, family budgeting, daily work juggling).				

Benchmark: 2.2 Enhance job application and retention.		3	2	1	0
2.2.1	Analyze career choices to determine the knowledge, skills, and personality traits associated with each career.				
2.2.2	Practice public speaking skills to build personal confidence and enhance employability.				
2.2.3	Demonstrate job seeking skills.				
2.2.4	Analyze strategies for job retention, addressing job performance weaknesses and how to leave a job appropriately.				
2.2.5	Assess health, wellness, and work safety considerations of the worker in a variety of careers.				
2.2.6	Analyze the impact of an individual's career decision on personal goals, relationships, financial benefit, and the impact on the national and global community (.as in picking one field over another).				
2.2.7	Demonstrate teamwork and leadership skills in family, school, and community settings (e.g. FCCLA experience).				
2.2.8	Demonstrate respect for others regardless of age, gender, socio-economic or culture.				

Benchmark: 2.3 Enhance career readiness through practicing appropriate skills in classroom, community and family situations.		3	2	1	0
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2.3.1	Demonstrate appropriate communication skills (verbal, listening, and writing skills) to communicate clearly.				
2.3.2	Practice appropriate social skills, manners, and etiquette in a variety of settings.				
2.3.3	Identify common tasks that require individuals to use problem-solving skills				
2.3.4	Apply problem-solving and critical thinking skills to address personal, professional and/or community settings.				
2.3.5	Create ideas, proposals, and solutions to overcome barriers to personal goal achievement.				
2.3.6	Use math and science (as appropriate) principles when addressing career and life goals.				
2.3.7	Evaluate career portfolios (electronic or physical) to learn how to document knowledge, skills, and experiences.				
2.3.8	Establish a personal portfolio (electronic or hard copy) to begin to document personal achievements and experiences				
2.3.9	Use technology appropriately to access, manage and/or create career information (i.e. practice internet ethics, avoid identify theft)				
2.3.10	Critique the physical and social environment to reduce conflict and promote safety in family and community settings				
2.3.11	Identify personal rights and responsibilities as an employee and how to address violations.				

Kansas Human Services Cluster

Course: Introduction to Family and Consumer Sciences

Course # 45001 Credit: 1.0 cr

CIP Codes: Family: 19.0799; Early Child: 19.0709; Teach: 13.0101;

Restaurant: 12.0504; Travel: 52.0901; Visual Arts: 50.0499

Rating Scale:

3 Skilled- Works Independently

2 Limited Skills- Require Assistance 1 Skill Undeveloped

0 No exposure, instruction nor training

Learner:		Grade:	
Teacher:	School:		
Enrolled Date:	Completion Date:	Graduation Date:	
Learner Signature		Teacher Signature	

Directions: The following competencies are required for full approval of a course in a Human Services and Education and Training Cluster. These skills are directly tied to the career ready practices and therefore important to all Family and Consumer Sciences careers. Check the appropriate number to indicate the level of competency reached for learner evaluation.

Comprehensive Standard: 1.0 Enhance knowledge, skills and practices required in family, work and community settings. (FCS1.0 & FCS6.0)

Life Literacy Skills: : These skills address the personal health of the individual—financially healthy, socially healthy, physically healthy, emotionally healthy. These skills are directly tied to the career ready practices and therefore important to all careers.

Benchmark:1.1 Evaluate the significance of family and its impact on the well-being of individuals and the community.		3	2	1	0
1.1.1	Analyze the family as the basic unit of society.				
1.1.2	Apply critical thinking and problem-solving in family settings.				
1.1.3	Identify the role of Family and Consumer Sciences Education in the development of personal growth and family development.				
1.1.4	Understand the impact of family on the community in which they live.				

Benchmark: 1.2 Analyze functions and expectations of positive interpersonal relationships.		3	2	1	0
1.2.1	Understand the interrelationship of communication modes (i.e. verbal, nonverbal, written, social media, listening, processing, and responding).				
1.2.2	Use appropriate communication strategies for the most effective outcome.				
1.2.3	Demonstrate the use of verbal, listening, and writing skills to communicate clearly.				
1.2.4	Respect others in diverse personal, family and community settings.				
1.2.5	Apply the roles of decision making and problem solving in reducing and managing conflict.				
1.2.6	Identify situations that require personal intervention and those that require professional assistance.				
1.2.7	Manage the physical and social environment to reduce conflict and promote safety in a variety of settings (i.e. family, work, community, and cyberspace).				

Benchmark: 1.3 Evaluate relationships that maximize human growth and development.		3	2	1	0
1.3.1	Identify strategies that promote human development, including children's growth and development.				
1.3.2	List criteria for providing quality care of people across the lifespan (as a family member, care provider and employee).				

Benchmark: 1.4 Analyze management strategies of personal resources to meet goals.		3	2	1	0
1.4.1	Examine purpose of personal financial planning.				
1.4.2	Identify sound management principles for personal financial practices.				
1.4.3	Practice being a wise consumer of goods and services.				
1.4.4	Use technology and other tools to manage personal and work (school) responsibilities.				
1.4.5	Analyze portfolios (electronic or hard copy) to learn how to document knowledge, skills, and experience in Family and Consumer Sciences (i.e personal development and career related).				
1.4.6	Establish a personal portfolio (electronic or hard copy) to begin to document personal achievements and experiences.				

Benchmark: 1.5 Analyze the factors that influence personal and family wellness across the life span.		3	2	1	0
1.5.1	Evaluate the relationship of physical, social, emotional, and mental wellness.				
1.5.2	Identify reliable sources of nutrition and wellness information (i.e. labeling, FDA, USDA, CDC, KS and US agencies).				
1.5.3	Analyze the relationship of knowing how to cook to prevent and/or improve health conditions. (e.g. obesity, high blood pressure).				
1.5.4	Demonstrate basic cooking skills to enhance healthy food consumption.				

Benchmark 1.6 Demonstrate life literacy skills required for success in the family, workplace, and community settings.		3	2	1	0
1.6.1	Compare and contrast leadership and being a leader, to teamwork and being a team player.				
1.6.2	Research, apply, and evaluate information to accomplish tasks.				
1.6.3	Demonstrate effective communication in family and community settings				
1.6.4	Demonstrate respect for diversity and cultural differences.				
1.6.5	Create ideas, proposals, and solutions to a problem.				
1.6.6	Determine the most appropriate response to workplace (school) situations based on legal and ethical considerations.				
1.6.7	Demonstrate basic understanding of consumer rights and personal finance.				
1.6.8	Demonstrate teamwork and leadership skills.				
1.6.9	Practice balancing work and life management skills.				

Benchmark: 1.7 Analyze personal roles and responsibilities family, work and community settings		3	2	1	0
1.7.1	Assess personal strengths, interests, needs and preferences using formal and informal assessments.				
1.7.2	Analyze opportunities for employment and entrepreneurial endeavors within human services and related Family and Consumer Sciences career areas.				
1.7.3	Identify the difference between a non-profit and for-profit provider of goods and services.				
1.7.4	Demonstrate quality work.				

Occupational Family and Consumer Sciences Introduction: *These competencies address an introduction to the range of careers which are found within Family and Consumer Sciences.*

NOTE: Select the following as deemed appropriate for the local Family and Consumer Sciences Department. One or more career paths are suggested for inclusion.

Benchmark: 1.8 Analyze career paths within family and community services.		3	2	1	0
1.8.1	Understand the prevention aspect of family and consumer sciences, and the intervention role of family and community services careers in meeting personal and family				
1.8.2	Identify the traits and skills needed to be a successful service provider in the family and community services field.				
1.8.3	Explain the need for prevention education and advocacy within family and community services.				

1.8.4	Summarize the education, training and careers within family and community services (i.e. social work, family therapy, geriatric center director, child and family advocate, family and consumer sciences educator).				
Benchmark: 1.9 Analyze career paths within the food science, food technologies, dietetics and nutrition industries.		3	2	1	0
1.9.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to food science, technologies, dietetics and nutrition industries.				
1.9.2	Identify traits and skills need for success in the food science, food technologies, dietetics and nutrition industries.				
1.9.3	Explain the roles and functions of individuals in food science, food technologies, dietetics and nutrition industries.				
1.9.4	Summarize the education, training and careers in food, dietetics, nutrition and wellness (i.e. nutrition educator, dietician, family and consumer sciences educator).				
Benchmark: 1.10 Analyze career paths within early childhood, education and related services.		3	2	1	0
1.10.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to early childhood, education and related services.				
1.10.2	Identify traits and skills need for success in the education field (e.g. early child, K-12).				
1.10.3	Explain the roles and functions of individuals in early childhood, education and related services..				
1.10.4	Summarize the education, training and careers in early child development and services and education and training (i.e. early child education, center director, child development specialist, family and consumer sciences educator, elementary teacher, special services director).				
Benchmark: 1.11 Analyze career paths within consumer service and advocacy		3	2	1	0
1.11.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to consumer and advocacy careers.				
1.11.2	Identify traits and skills need for success in the consumer service industries.				
1.11.3	Compare and contrast consumer service and customer service.				
1.11.4	Explain the roles and functions of individuals in consumer service and advocacy..				
1.11.5	Summarize the education, training and careers in consumer services and advocacy (i.e. financial planning, credit counseling, insurance, estate planning, consumer advocate, family and consumer sciences educator).				
Benchmark: 1.12 Analyze career paths within textile, apparel and interior design industries.		3	2	1	0
1.12.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to textile, apparel and interior design industries.				
1.12.2	Identify traits and skills need for success in the textile, apparel and interior design industries.				
1.12.3	Explain the roles and functions of individuals in textile, apparel and interior design industries.				
1.12.4	Summarize the education, training and careers in textile, apparel and interior design industries (i.e. interior design, interior decorator, apparel design, set design, textile design, interior and/or apparel merchandising, family and consumer sciences educator).				
Benchmark: 1.13 Analyze career paths within food production, culinary arts and food services industries.		3	2	1	0
1.13.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to food production, culinary arts and food service industries.				
1.13.2	Identify traits and skills need for success in the food production, culinary arts and food service industries.				
1.13.3	Explain the roles, duties and functions of individuals in food production, culinary arts and food services industries.				
1.13.4	Summarize the education, training and careers in food production, culinary arts and food services industries (i.e. chef, cook, restaurant manager, caterer, food stylist, wait staff, food service director, professional taste tester, food critic, Family and Consumer Sciences Educator).				
Benchmark 1.14 Analyze career paths within hospitality, lodging and event planning industries.		3	2	1	0

1.14.1	Understand the relationship of family and consumer sciences life literacy skills as foundational to hospitality, lodging and event planning industries.				
1.14.2	Identify traits and skills need for success in the hospitality, lodging and event planning fields.				
1.14.3	Explain the roles, duties and functions of individuals in hospitality, lodging and event planning careers.				
1.14.4	Summarize the education, training and careers in hospitality, lodging and event planning (i.e. life event planner, hotel manager, bed and breakfast owner, hospitality coordinator, travel agent, tour guide and Family and Consumer Sciences Educator).				

Cross-Walking Key: *National (2008) Family and Consumer Sciences Standards (\$) National Standards for Financial Literacy (▲) Assessed Indicator for Kansas Assessment Tests (R) Kansas Reading Curricular Standards; (MHS) Kansas Mathematics Curricular Standards—High School; (W) Kansas Writing Curricular Standards; (SC) Kansas School Counseling Standards; (H-G) Kansas History & Government; Economics & Geography Curricular Standards; (S) Kansas Science Curricular Standards;(CC K&S ESS) Career Cluster Essential Knowledge and Skills; (CC K&S HMC) Career Cluster Human Services Cluster; (CC K&S HMPA) Career Cluster Human Services Pathway—Early Childhood (www.careerclusters.org)

KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE

MARKETING PATHWAY (C.I.P. 52.1402)

MARKETING CLUSTER

STUDENT

Rating Scale:

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

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

Instructor Signature

Instructor Signature

Instructor Signature

Instructor Signature

CAREER READY PRACTICES (To be included in all courses)

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

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

CCTC MARKETING STANDARDS (To be taught throughout the pathway)

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

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

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

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

INTRODUCTORY COURSE

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

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

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

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

TECHNICAL COURSES

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

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

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

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

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

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

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

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

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

12104 – ACCOUNTING (1 credit)

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

- 4 3 2 1 0 73. Prepare a credit memorandum for returned goods
- 4 3 2 1 0 74. Process invoices for payment
- 4 3 2 1 0 75. Process accounts payable checks
- 4 3 2 1 0 76. Prepare an accounts payable schedule
- 4 3 2 1 0 77. Explain the nature of accounts receivable
- 4 3 2 1 0 78. Maintain a customer file for accounts receivable
- 4 3 2 1 0 79. Analyze sales transactions
- 4 3 2 1 0 80. Post to an accounts receivable subsidiary ledger
- 4 3 2 1 0 81. Process sales orders and invoices
- 4 3 2 1 0 82. Process sales returns and allowances
- 4 3 2 1 0 83. Process customer payments
- 4 3 2 1 0 84. Prepare customer statements
- 4 3 2 1 0 85. Process uncollectible accounts
- 4 3 2 1 0 86. Prepare an accounts receivable schedule
- 4 3 2 1 0 87. Determine uncollectible accounts receivable
- 4 3 2 1 0 88. Explain the purpose of internal accounting controls
- 4 3 2 1 0 89. Determine the components of internal accounting control procedures
- 4 3 2 1 0 90. Maintain internal accounting controls
- 4 3 2 1 0 91. Utilize accounting technology
- 4 3 2 1 0 92. Integrate technology into accounting
- 4 3 2 1 0 93. Describe careers in accounting
- 4 3 2 1 0 94. Explore accounting licensing and certification programs
- 4 3 2 1 0 95. Discuss the significance of responsibility in accounting
- 4 3 2 1 0 96. Describe Generally Accepted Accounting Principles – GAAP
- 12052 – BUSINESS MANAGEMENT (.5 credit)**
- 4 3 2 1 0 1. Solve mathematical managerial problems using numbers and operational resources
- 4 3 2 1 0 2. Perform data analysis to make business decisions
- 4 3 2 1 0 3. Evaluate the accuracy of mathematical responses using problem-solving techniques
- 4 3 2 1 0 4. Recognize how economic systems influence environments in which businesses function
- 4 3 2 1 0 5. Use knowledge regarding the impact government has on businesses to make informed economic decisions
- 4 3 2 1 0 6. Describe global trade's impact on business activities
- 4 3 2 1 0 7. Use economic indicators to detect economic trends and conditions
- 4 3 2 1 0 8. Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions
- 4 3 2 1 0 9. Employ verbal skills when obtaining and conveying information
- 4 3 2 1 0 10. Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks
- 4 3 2 1 0 11. Prepare oral presentations to provide information for specific purposes and audiences
- 4 3 2 1 0 12. Identify common tasks that require employees to use problem-solving skills
- 4 3 2 1 0 13. Describe the value of using problem-solving and critical thinking skills to improve a situation or process
- 4 3 2 1 0 14. Analyze situations and behaviors that affect conflict management
- 4 3 2 1 0 15. Determine best options/outcomes for conflict resolution using critical thinking skills
- 4 3 2 1 0 16. Identify with others' feelings, needs, and concerns
- 4 3 2 1 0 17. Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time bound
- 4 3 2 1 0 18. Develop a foundational knowledge of accounting to understand its nature and scope
- 4 3 2 1 0 19. Describe the role and function of human resources management
- 4 3 2 1 0 20. Manage business risks to protect a business's financial well-being
- 4 3 2 1 0 21. Assess needed safety policies/procedures to ensure protection of employees
- 4 3 2 1 0 22. 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)
- 4 3 2 1 0 23. Consider issues related to self, team, community, diversity, environment, and global awareness when leading others
- 4 3 2 1 0 24. Describe how staff growth and development to increase productivity and employee satisfaction
- 4 3 2 1 0 25. Explain and identify best practices for successful team functioning
- 4 3 2 1 0 26. Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions
- 4 3 2 1 0 27. Describe the nature and scope of business laws and regulations
- 4 3 2 1 0 28. Utilize career-advancement activities to enhance professional development
- 4 3 2 1 0 29. Use information literacy skills to increase workplace efficiency and effectiveness
- 4 3 2 1 0 30. Acquire a foundational knowledge of information management to understand its nature and scope
- 4 3 2 1 0 31. Maintain business records to facilitate business operations
- 4 3 2 1 0 32. Acquire information to guide business decision-making

- 4 3 2 1 0 33. manage financial resources to maintain business solvency
- 4 3 2 1 0 34. Explain the role that business management has in contributing to business success
- 4 3 2 1 0 35. Manage purchasing activities to obtain the best service/product at the least cost
- 4 3 2 1 0 36. Manage quality-control processes to minimize errors and to expedite workflow
- 4 3 2 1 0 37. Explain the nature and scope of risk management practices within a business
- 4 3 2 1 0 38. Plan organization's/department's activities to guide and support decisions and to ensure that staff focus on current and future operational priorities
- 4 3 2 1 0 39. Develop business plans to meet company needs
- 12105 – BUSINESS ECONOMICS (.5 credit) (KBOR Qualified Admissions – Social Science)**
- 4 3 2 1 0 1. Describe how relative scarcity exists in all societies
- 4 3 2 1 0 2. Give real-world examples of each type of scarce resource (e.g., Natural resources, labor, capital, entrepreneurs)
- 4 3 2 1 0 3. Identify examples of virtually unlimited wants
- 4 3 2 1 0 4. Explain the most valuable thing a person gives up is his or her opportunity cost

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

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

10202 – COMPUTER GRAPHICS (1 credit)

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

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

35162 – DIGITAL MARKETING (.5 credit)

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

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

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

12053 – ENTREPRENEURSHIP (.5 credit)

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

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

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

11154 – GRAPHIC DESIGN (1 credit)

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

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

12165 – PRINCIPLES OF ADVERTISING (.5 credit)

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

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

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

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

12163 – SPORTS / ENTERTAINMENT MARKETING (.5 credit)

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

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

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

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

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

APPLICATION COURSES

35300 – MARKETING APPLICATIONS (1 credit)

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

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

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

12198 – MARKETING – Workplace Experience (.5 credit)

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

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

12195 – INTEGRATED MARKETING APPLICATIONS (.5 credit)

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

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

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

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

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

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

4 3 2 1 0 17. Evaluate targeted emails

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

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

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

4 3 2 1 0 21. Critique advertisements

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

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

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

4 3 2 1 0 25. Create promotional signage

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

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

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

4 3 2 1 0 29. Setup cross-promotions

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

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

4 3 2 1 0 32. Evaluate creative work

4 3 2 1 0 33. Prepare promotional budget

4 3 2 1 0 34. Manage promotional allowances

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

4 3 2 1 0 36. Professional Learning

Experience:

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

-Develop promotional/campaign objectives

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

-Identify Schedule of Promotional Activities and Advertising Media Selected

-Develop promotional/advertising budget

-Develop schedules for advertising and promotional activities

-Develop a detailed budget for the promotion

-Identify benefits to the client

4 3 2 1 0 16. Discuss the economic and social effects of marketing communications

4 3 2 1 0 17. Analyze marketing communications in careers to determine careers of interest

4 3 2 1 0 18. Conduct self-assessment of marketing-communications skill set

4 3 2 1 0 19. Assess the services of professional organizations in marketing communications

4 3 2 1 0 20. Analyze media research tool

4 3 2 1 0 21. Select appropriate research techniques

4 3 2 1 0 22. Determine advertising reach of media

4 3 2 1 0 23. Read media schedule

4 3 2 1 0 24. Develop a media plan (including budget-media allocation-and timing of ads)

4 3 2 1 0 25. Set media buying objectives

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

4 3 2 1 0 27. Compare and contrast appropriate media outlets

4 3 2 1 0 28. Explain considerations in website pricing

4 3 2 1 0 29. Analyze consumer behavior

4 3 2 1 0 30. Identify ways to segment markets for marketing communications

4 3 2 1 0 31. Describe the nature of target marketing in marketing communications

4 3 2 1 0 32. Describe current trends/issues in marketing communications

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

4 3 2 1 0 34. Set price objectives for marketing communications services

4 3 2 1 0 35. Calculate break-even point

4 3 2 1 0 36. Explain the concept of "product" in marketing communications

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

4 3 2 1 0 38. Generate marketing communications ideas

4 3 2 1 0 39. Screen marketing communications ideas

4 3 2 1 0 40. Develop a creative concept

4 3 2 1 0 41. Explain considerations affecting global promotion

4 3 2 1 0 42. Explain the marketing-communications development process

4 3 2 1 0 43. Evaluate market opportunities

4 3 2 1 0 44. Explain the nature of promotional strategies

4 3 2 1 0 45. Describe referral programs that can be used to build brand/promote products

4 3 2 1 0 46. Explain the use of product placement

4 3 2 1 0 47. Discuss types of direct marketing strategies

4 3 2 1 0 48. Explain the role of media in delivering direct marketing messages

35168 – MARKETING COMMUNICATIONS (.5 credit)

4 3 2 1 0 1. Make client presentations

4 3 2 1 0 2. Participate in problem-solving groups

4 3 2 1 0 3. Conduct planning meetings

4 3 2 1 0 4. Demonstrate strategic thinking

4 3 2 1 0 5. Manage crisis in business relationships

4 3 2 1 0 6. Estimate project costs

4 3 2 1 0 7. Set/monitor promotional budget

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

4 3 2 1 0 9. Promote innovation

4 3 2 1 0 10. Explain security considerations in marketing communications

4 3 2 1 0 11. Develop schedule for marketing communications assignments

4 3 2 1 0 12. Develop action plan to carry out marketing communications assignment

4 3 2 1 0 13. Describe traits important to the success of employees in marketing communications

4 3 2 1 0 14. Describe employment opportunities in the marketing communications industry

4 3 2 1 0 15. Explain factors affecting the growth and development of the marketing communications industry

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

12166 – MARKETING MANAGEMENT (1 credit)

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

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

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

12196 – MARKETING RESEARCH (1 credit)

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

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

Student:	Grade:	1.0 Intro to Family and Consumer	
Teacher:	School:		
Enrolled Date:	Completion Date:	Graduation Date:	
Student Signature _____		Teacher Signature _____	

Directions: The following competencies are required for full approval of a course in a Family and Consumer Sciences Program. Check the appropriate number to indicate the level of competency reached for student evaluation.

Comprehensive Standard: 8.0 Integrate knowledge, skills, and practices required for careers linked with food production and culinary services.

Benchmark: 8.1 Demonstrate food safety and sanitation procedures.		3	2	1	0
8.1.1	Identify chemical, physical and biological hazards and the impact they have on food.				
8.1.2	Identify sources, symptoms, and prevention measures for the five reportable food illnesses as identified in KS food code (i.e. Norovirus, Hep A, Shigella, E Coli, & Salmonella)				
8.1.3	Demonstrate an understanding of the importance of food safety and sanitation to include: how foods become unsafe, good personal hygiene, controlling time and temperature, preventing cross contamination, cleaning and sanitizing, shipping and receiving, and how to safely prepare and store food.				
8.1.4	Demonstrate personal hygiene and grooming standards.				
8.1.5	Demonstrate calibration, use and sanitation of a cooking thermometer.				
8.1.6	Identify common food allergens (e.g. milk/dairy, eggs/egg products, fish/shellfish, wheat/gluten, soy/soy products and peanuts/tree nuts).				

Benchmark: 8.2 Demonstrate industry standards in selecting, using and maintaining food production areas and equipment.		3	2	1	0
8.2.1	Identify function of basic food tools, equipment and appliances used for producing and serving foods.				
8.2.2	Practice safety procedures while operating tools, equipment, and appliances				
8.2.388.	Demonstrate proper procedures for cleaning, sanitizing, and the storage of equipment and food contact surfaces.				
2.4	Identify types of knives and cutting equipment used in the food production kitchen				
8.2.5	Demonstrate proper knife safety, sanitation, and maintenance.				

Benchmark: 8.3 Interpret information related to a standardized recipe.		3	2	1	0
8.3.1	Explain the role that standardized recipes play in maintaining product consistency.				
8.3.2	Identify different measuring systems and the abbreviations.				
8.3.3	Distinguish between solid and liquid measurements in the standard and metric systems.				
8.3.4	Utilize standard and metric weights and measures to demonstrate proper measuring techniques.				
8.3.5	Convert recipes to yield smaller and larger quantities.				
8.3.6	Identify basic conversions of measurements equivalents.				
8.3.7	Interpret information on a nutritional label, including impact of serving size.				

Benchmark: 8.4 Examine the principles of food production management and service methods.		3	2	1	0
8.4.1	Apply effective <i>mise en place</i> practices.				
8.4.2	Prioritize tasks to be completed.				
8.4.3	Demonstrate effective time management.				
8.4.4	Identify service concepts and service styles. .				
8.4.5	Identify the general rules of table settings and service (i.e. serve from the left & remove from the right)				
8.4.6	Evaluate how nutritional needs and personal preference effects food choices.				

Benchmark: 8.5 Demonstrate common food production skills.		3	2	1	0
8.5.1	Perform proper knife and cutting equipment production skills.				
8.5.2	Select the heat transfer method of conduction, convection, and/or radiation to be used during food production.				
8.5.3	Identify the foods best suited for dry heat, moist heat and combination cooking methods.				

8.5.4	Practice techniques using dry heat, moist heat and combination cooking methods.				
8.5.5	Demonstrate food safety procedures during the food production process. 11-24--2015	1.0 Intro to Family and Consumer Science			
8.5.6	Demonstrate basic food preparation of fruits, vegetables, dairy, grains, and a variety of animal and plant proteins.				
8.5.7	Compare quality, cost & consistency of convenience vs. from scratch products.				
8.5.8	Determine and describe techniques for food preparation that preserve nutrients.				

Benchmark: 8.6 Determine sanitation and safety of food environments		3	2	1	0
8.6.1	Analyze food related spaces in meeting sanitation and food safety codes and regulations (e.g. senior citizen home safety, early childhood centers, commercial kitchens in schools and/or for profit business).				
8.6.2	Compare and contrast home, commercial, and institutional food work environments to determine safety to self and others.				
8.6.3	Evaluate regulation documents as they related to a variety of applications across home and commercial food preparation spaces				

Benchmark: 8.7 Practice appropriate skills in classroom and work like situations to enhance career readiness.		3	2	1	0
8.7.1	Demonstrate appropriate use of reading, writing, listening, and speaking to communicate clearly.				
8.7.2	Practice appropriate social skills, manners and etiquette.				
8.7.3	Use leadership and teamwork skills in collaborating with others to accomplish goals and objectives.				
8.7.4	Solve problems using creativity, innovation and critical thinking skills independently and in teams.				
8.7.5	Know and understand the importance of professional ethics and legal responsibilities in culinary/food related applications.				
8.7.6	Practice employability skills (e.g. timeliness, responsibility, work ethic, cooperation).				
8.7.7	Investigate occupations related to the career pathway.				
8.7.8	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills and experiences				

Kansas Human Services Cluster

Course: Nutrition and Wellness

Course: # 08057 Credit: .5 cr.

CIP Codes: FCCS: 19.0799; Health:

51.9999Restaurant12.0504; Travel: 52.0901

Rating Scale:

- 3 Skilled- Works Independently
- 2 Limited Skills- Requires Assistance
- 1 Skill Undeveloped
- 0 No exposure, instruction nor training

Learner:	Grade:	
Teacher:	School:	
Enrolled Date:	Completion Date:	Graduation Date:
Learner Signature	Teacher Signature	

Directions: The following competencies are required for full approval of a course in a Human Services Cluster. These skills are **directly tied** to the career ready practices and therefore important to all Family and Consumer Sciences careers. Check the appropriate number to indicate the level of competency reached for learner evaluation.

COMPREHENSIVE STANDARD: 7.0 Demonstrate nutrition, health and wellness practices that enhance individual and family well-being/ (FCS9.0 & FCS14.0)

Benchmark: 7.1 Analyze factors that influence wellness across the life span	3	2	1	0
7.1.1 Identify the interrelationship of the three sides of the wellness triangle.				
7.1.2 Analyze the relationship of the physical, emotional, social and intellectual components of individual and family wellness.				
7.1.3 Compare and contrast nutritional and wellness challenges across the lifespan for individuals and families.				
7.1.4 Examine the impact of family culture, socio economic and local to global conditions on wellness practices (e.g. local sourcing, food availability, imported foods, etc)				
7.1.5 Analyze the effects of social and cultural views on body image.				
7.1.6 Identify risky behaviors that affect health and wellness.				
7.1.7 Analyze data related to health and wellness to determine reliable and unreliable sources of nutrition, health and wellness information.				
7.1.8 Identify legislation, regulations and public policies related to personal wellness (i.e. health care, food inspection, labeling laws, bringing eating at home, and requirements for insurance)				
7.1.9 Summarize information about procuring and maintaining health care across the lifespan.				
7.1.10 Analyze options for creating sustainable wellness practices (i.e. water conservation, walking outside vs a treadmill)				

Benchmark: 7.2 Demonstrate good nutrition, sound food preparation and selection to enhance healthy behaviors.	3	2	1	0
7.2.1 Analyze the impact of nutrients on health, appearance and peak performance.				

7.2.2	Identify the effects of diet fads, food addictions, and eating disorders on wellness.				
7.2.3	Compare and contrast food deficiencies and toxicities on mental and physical health (e.g. dementia, potassium/water deficiency).				
7.2.4	Analyze impact of food decisions on social wellness (e.g. aging, family table)				
7.2.5	Apply dietary guidelines in meal planning/food decisions to meet nutritional needs across the life plan (e.g. special diets, age specific considerations, seasonal foods)				
7.2.6	Analyze the relationship between knowing how to cook for prevention of diseases, and/or improvement of health conditions (i.e. obesity prevention, high blood pressure)				
7.2.7	Demonstrate various cooking methods that increase nutritional value (i.e. broiling/steaming/baking vs frying, fresh vs frozen, food preservation to enhance healthier foods vs purchase premade foods with additives to increase shelf life)				
7.2.8	Practice food innovation, food preparation and sanitation skills to modify foods for improvement of health value (i.e. lower sodium, lower fat content, lower kcals, increase nutritional value of foods and/or other scenarios).				

Benchmark: 7.3 Examine physical activity and how it relates to health and wellness.		3	2	1	0
7.3.1	Identify the positive benefits of physical activity across the lifespan.				
7.3.2	Explain the relationship between nutrition, physical activity and wellness.				
7.3.3	Implement and monitor a personal health plan, including nutrition and diet, wellness and fitness components.				

Benchmark: 7.4 Examine the components of social and mental wellness.		3	2	1	0
7.4.1	Analyze mental health factors that influence social health.				
7.4.2	Compare and contrast impact of stress on social interaction, physical health and mental wellness.				
7.4.3	Identify agencies and resources to address issues and assist those with health conditions (i.e. mental health, social health, physical health, and emotional health).				
7.4.4	Identify the warning signs of individuals at risk of mental health conditions.				
7.4.5	Determine the components of positive relationships in both social and family settings.				
7.4.6	Analyze influences on health decisions, including technology and the media (i.e. online medical websites, advertising, social media).				
7.4.7	Identify coping strategies to manage life issues.				

Benchmark: 7.5 Enhance career readiness through practicing appropriate skills in nutrition and wellness career applications.		3	2	1	0
7.5.1	Demonstrate collaborative skills to address health and wellness concerns.				
7.5.2	Practice effective communication skills when sharing information about healthy living practices.				
7.5.3	Enhance development of process skills across all contexts (i.e. critical thinking, creativity, goal setting, problem solving, decision making, leadership, management, cooperation)				
7.5.4	Determine how science and technological advances are influencing the availability, safety and nutritional value of foods.				
7.5.5	Apply thinking and practical problem solving strategies to promote prevention of health and wellness issues.				
7.5.6	Create and share nutrition, health and/or wellness information using multiple modes of technology to advocate for good nutrition, health and/or wellness decisions.				
7.5.7	Summarize education, training, certifications and responsibilities of individuals engaged in nutrition, prevention health and wellness related careers (e.g. advocates, prevention education, intervention resource conduit)				
7.5.8	Analyze benefits of professional organizations to the nutrition, prevention health and wellness professional.				

KSDE

Hospitality and Tourism Career Cluster

Pathways:

(CIP CODE: 12.0504) Restaurant and Event Management &

(CIP CODE: 52.0901): Travel and Tourism

Course KCCMS #: 34053

Foundations of Travel and Tourism

Competency Profile Sheet

Description: *This course will assist students in charting a career path in one of the world’s largest industries... travel and tourism. It will look at the different segments of the tourism industry and explore careers that the industry offers. It looks at the economic impact and the ramifications of development to the economy. Students will also explore emerging trends and the impact of technology.*

Learner Name: _____		ID _____
Instructor: _____		School Year: 20__ to 20__
Enrollment Date: __/__/__	Completion Date: __/__/__	Credit Earned: _____
<i>I certify that the student received the training in the competencies listed below.</i>		
Student Signature: _____		Date: __/__/__
Instructor Signature: _____		Date: __/__/__

Directions: The following competencies are required for full approval of a course in the Hospitality and Tourism cluster. Student abilities are judged by the level in which they achieved each. Use this form to indicate individual achievement.

- Rating Scale:
- 3 Skilled/Works Independently
 - 2 Limited skills/Requires assistance
 - 1 Underdeveloped Skills
 - 0 No exposure/No instruction or training

Comprehensive Standard:

10.0 Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation.

Benchmark: 12. 1 Understand the procedures applied to safety, security, and environmental issues.		3	2	1	0
12.1.1	Explore the world's geographic regions, focusing on factors that create desirable travel destinations (i.e. weather/climate, physical features, cultural elements and historical interests).				
12.1.2	Understand the importance of safety plans and procedures as they relate to unique risks in amusement, gaming and recreation facilities and practices.				

Benchmark: 12. 2 Apply concepts of quality service to assure customer satisfaction.		3	2	1	0
12.2.1	Understand the USTA (US Travel Association) definition of a visitor and tourist.				
12.2.2	Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc.) to guide product and service decisions for target markets.				
12.2.3	Analyze customer service skills to ensure quality service and guest satisfaction and the impact of poor service to an operations budget.				
12.2.4	Compare and contrast impact of unethical practices in travel and tourism applications (i.e. misleading venue condition, indication of property amenities that are not actually offered).				
12.2.6	Utilize information from market segmentation when making decisions about travel agendas for varying groups (i.e. families, business traveler, eco traveler, international traveler) who are traveling to various locations (i.e. local, state, US, international).				

Benchmark: 12. 3 Demonstrate an understanding of the travel and tourism industry.		3	2	1	0
12.3.1	Analyze the different segments of the tourism, culinary tourism, nature-based tourism (i.e. agri-tourism in Kansas), responsible tourism and sustainable tourism.				
12.3.2	Identify travel motivators and consumer needs.				
12.3.3	Research technology and how it is impacting the industry (i.e. on-line booking, on-line reviews, staff training and guest services).				
12.3.4	Determine the relationship of amusements, recreation and gaming to travel and tourism.				
12.3.5	Research the industry's economic impacts at the state and local level and understand the calculations used to determine this impact.				
12.3.6	Explore the role of DMOs (Destination Marketing Organizations) to identify marketing and sales tactics used to promote travel and tourism.				
12.3.7	Investigate trends and their impact on travel, tourism and hospitality practices (i.e. economy, green movement, sports, etc.).				
12.3.8	Research costs, pricing and market demands using principles of budgeting and forecasting to maximize profit and growth within the industry.				
12.3.9	Explore the ramifications of tourism development in terms of increased sustainability, profitability and benefits to the surrounding community.				
12.3.10	Demonstrate a basic understanding of economics and community development and consider the role politics play in this process (i.e.. funding community tourism).				
12.3.11	Compare and contrast the similarities and differences of tourism in rural communities and urban settings.				

12.3.12	Analyze the organizational structure of the amusement, recreation and gaming entities and the responsibilities of individuals working within it.				
Benchmark: 12.4 Enhance career readiness through practicing appropriate skills in travel and tourism applications.					
12.4.1	Identify career opportunities in the travel and tourism industry and the skills/experiences needed for the career path (i.e. operations, management, sales,				
12.4.2	Identify concerns, analyze solutions and apply critical thinking skills to solve problems.				
12.4.3	Model behaviors that demonstrate active listening				
12.4.5	Enhance development of process skills across all contexts (i.e. critical thinking, creativity, goal setting, problem solving, decision making, leadership, management, cooperation)				
12.4.6	Understand the need for accuracy in mathematics, reading comprehension, terminology and writing to correctly deliver products and services in the industry.				
12.4.7	Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees.				
12.4.8	Examine the leadership, teamwork and partnership skills needed to create good working relationships.				

Kansas Family and Consumer Sciences Education

Hospitality and Tourism Career Cluster Course:

Event Planning and Management

Pathway (CIP Codes):

Restaurant and Event Management (12.0504) Travel and Tourism (52.0901)

Course # 34052

Rating Scale: 3 Skilled- Works Independently

2 Limited Skills- Requires Assistance

1 Skill Undeveloped

0 No exposure- No instruction or training

Directions: The following competencies are required for full approval for a course in a Family and Consumer Sciences Program. Check the appropriate number to indicate the level of competency reached for student evaluation.

Student: _____		Grade: _____	
Teacher: _____		School: _____	
Enrolled Date: _____		Completion Date: _____	Graduation Date: _____
Student Signature _____		Teacher Signature _____	

Technical Skills

COMPREHENSIVE STANDARD: 13.0 Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation

Benchmark: 13.1 Demonstrate procedures applied to safety, security, and environmental issues.	3	2	1	0
13.1.1 Identify safe working habits and security procedures for event planning and management (i.e. job safety analysis).				
13.1.2 Use equipment according to manufacturer guidelines and/or government regulations.				
13.1.3 Practice personal safety to avoid injury or accidents.				
Benchmark: 13.2 Apply concepts of quality service to assure customer satisfaction.	3	2	1	0
13.2.1 Identify the information that needs to be obtained from the customer to accept payment for goods or services and research software/systems available to manage the information.				
13.2.2 Analyze customer service skills to ensure quality service and guest satisfaction.				
13.2.3 Identify accurate verbal and nonverbal cues to provide a positive experience for guests and fellow employees.				
13.2.4 Understand the need for accuracy in mathematics, reading comprehension and writing to correctly deliver products or services to guests.				
Benchmark: 13.3 Demonstrate management of recreation, leisure and other programs and events.	3	2	1	0
13.3.1 Explore the various types of event planning and managing services within the industry. (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc.)				
13.3.2 Explain the role of individual departments as they impact the business as a whole.				
13.3.3 Research how to develop an event budget and investigate how the economy may impact this process.				
13.3.4 Analyze current trends to determine if changes should be made to future products and services.				

13.3.5	Use principles of budgeting and forecasting to maximize profit and growth.				
13.3.6	Research costs, pricing and market demands to promote profitability.				
13.3.7	Utilize information from market segmentation (i.e. ethnicity, geographical, gender, income, etc). to guide product and service decisions.				
13.3.8	Identify the staffing needs for varying event types and the skills employees need to fill those positions. (*10.3.2)				
13.3.9	Prioritize tasks to be completed.				
13.3.10	Develop a BEO (banquet event order) and follow the entire BEO shelf life from creation to the conclusion of the event and note the intricacies involved with making it successful.				
13.3.11	Research the RFP process (request for proposal process) and demonstrate how to create a proposal.				
13.3.12	Demonstrate industry standards for meeting room sets for different events (i.e. screen placement, isle width, classroom style, rounds, etc).				
13.3.13	Identify the different client segments, needs and budgets (i.e. corporate business, social events, non-profit companies, special events, etc).				
13.3.14	Demonstrate an operating procedure for an event to include objectives, timeline, budgets, tasks, staffing, event marketing, event diagram/layout, media promotion, facility and equipment needs.				
13.3.15	Analyze work roles and responsibilities and how to balance worker assignments.				
Benchmark: 13.4 Enhance career readiness through practicing appropriate skills in travel and tourism applications.		3	2	1	0
13.4.1	Examine career opportunities within the event planning and management fields and the skills/experiences/education needed.				
13.4.2	Explore the various types of event planning and managing services within the industry (i.e. fundraiser, sporting event, special occasion/celebration, concert, etc.)				
13.4.3	Practice time management strategies to enhance personal success and when working with work load assignment and scheduling.				
13.4.4	Use correct grammar, spelling, punctuation and capitalization when preparing written documents.				
13.4.5	Recognize ethical and legal responsibilities and how these influence industry standards (i.e. legal age requirements, alcohol service, tip pool management, free admission to events, waste disposal, etc).				
13.4.6	Research laws pertaining to hiring practices and harassment laws (i.e. diversity, equal employment opportunity, American with Disabilities Act).				
13.4.7	Recognize ethical and legal responsibilities and how these influence industry standards. (i.e. legal age requirements to serve alcohol, tip pool management, free admission to events, waste disposal, etc)				
13.4.8	Examine the leadership and teamwork skills needed to create a good working environment that encourages staff retention.				
13.4.9	Examine skills needed in organizing, controlling, assigning, managing and carrying out work responsibilities.				
13.4.10	Employ appropriate verbal communication skills when obtaining and conveying information.				
13.4.11	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field				

KSDE
 Hospitality and Tourism Career Cluster Pathways:
 Travel and Tourism 52.0901 Course#: 34054

Foundations of Hospitality and Lodging

Competency Profile Sheet

Description: *This course provides students with an overview of the role of hospitality and the knowledge and skills related to the business of lodging. It will include an exploration of the many aspects of the industry, basic processes and procedures (i.e. housekeeping, check in procedures) as well as the guest cycle.*

Learner Name: _____ ID _____
 Instructor: _____ School Year: 20__ to 20__

Enrollment Date: **Completion Date:** **Credit Earned:** _____
 ___/___/___ ___/___/___

I certify that the student received the training in the competencies listed below.

Student Signature: _____ **Date:** ___/___/___
Instructor Signature: _____ **Date:** ___/___/___

Directions: The following competencies are required for full approval of a course in the Hospitality and Tourism career cluster. Student abilities are judged by the level in which they achieved each. Use this form to indicate individual achievement.

- Rating Scale: 3 Skills/Works independently
 2 Limited skills/Requires assistance
 1 Underdeveloped skills
 0 No exposure/No instruction or training

COMPREHENSIVE STANDARD: 14.0 Synthesize knowledge, skills and practices required for careers in hospitality, tourism and recreation.

Benchmark: 14. 1 Analyze careers and work qualities within the hospitality, tourism and event planning industries.		3	2	1	0
14.1.1	Identify career opportunities in the lodging industry and the skills/experiences needed for the career path.				
14.1.2	Analyze the different positions within the lodging industry and the role of hospitality in each. (e.g. bell person, luggage and transportation, valet, door person, concierge, desk clerk, management)				
14.1.3	Examine how professionalism impacts a positive experience for guests and fellow employees (i.e. appearance/attire, attitude, verbal skills and picking up				

14.1.4	Understand the need for accuracy in mathematics, reading comprehension and writing to correctly deliver products or services in lodging.				
14.1.5	Examine leadership and teamwork skills needed to create a good working environment				
14.1.6	Analyze the organizational structure of the lodging industries and explain the role of individual departments as they impact the business as a whole.				

Benchmark: 14.2 Understand the procedures applied to safety, security, and		3	2	1	0
14.2.1	Analyze how to provide services to all guests (i.e. guests with disabilities, elderly, pet owners, families with children, etc.).				
14.2.2	Compare and contrast housekeeping procedures for departure vs stay-over cleaning				
14.2.3	Analyze an action plan to address health and emergency hazards.				

Benchmark: 14.3 Apply concepts of quality service to assure customer satisfaction.		3	2	1	0
14.3.1	Utilize information from demographics (i.e. ethnicity, geographical, gender, income, etc.) to determine product and services for target markets.				
14.3.2	Analyze front office operations to ensure quality service and guest satisfaction.				
14.3.3	Evaluate customer service evaluation documents.				
14.3.4	Determine best communication strategy to foster positive relationships and/or solve guest conflicts.				
14.3.5	Demonstrate telephone and communications systems etiquette.				

Benchmark: 14.4 Demonstrate an understanding of hospitality and lodging industry.		3	2	1	0
14.4.1	Explain the interrelationship of lodging, and hospitality.				
14.4.2	Compare and contrast the different classifications of hotels and lodging options to include types of hotels and service levels (e.g. bed and breakfast, chains, Airbnb).				
14.4.3	Identify property organization to include hotel divisions and departments.				
14.4.4	Analyze government regulations pertaining to health, safety and sanitation practices in the hospitality industry.				
14.4.5	Understand the stages in a guest cycle (i.e. pre-arrival, arrival, occupancy & departure) and the staff responsibilities or processes that are completed in each step.				
14.4.6	Analyze the guest check in and information collection process.				
14.4.7	Identify different types of revenue and costs in the hotel industry and how they impact profits.				
14.4.8	Compare and contrast impact of market segmentation to lodging services (i.e. walk-in, same day reservations, government, leisure groups, aviation, sports, and SMERF—social, military, education, religious, fraternal).				
14.4.9	Identify current trends impacting the lodging industry (i.e. eco friendly, on-line booking, etc.)				
10.4.6	Identify different types of revenue and costs in the hotel industry and how they impact profits.				
10.4.7	Compare and contrast impact of market segmentation to lodging services (i.e. walk-in, same day reservations, government, leisure groups, aviation, sports, and SMERF—social, military, education, religious, fraternal).				
10.4.8	Identify current trends impacting the lodging industry (i.e. eco friendly, on-line booking, etc.)				
10.4.9	Explain the role of the hotel food and beverage division (i.e. pantry, restaurants, banquet and catering, room service, breakfast buffet)				

14.4.10	106	Explain the role of the hotel food and beverage division (i.e. pantry, restaurants, banquet and catering, room service, breakfast buffet) within a lodging venue.	Foundations of Travel and Tourism				
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Benchmark: 14.5 Enhance career readiness through practicing appropriate skills in hospitality and lodging industries.			3	2	1	0
14.5.1	Demonstrate self-discipline, self-worth, positive attitude and integrity in					
14.5.2	Demonstrate flexibility and willingness to learn new knowledge and skills.					
14.5.3	Prioritize tasks to be completed.					
14.5.4	Use information technology tools to manage and perform tasks related to this					
14.5.6	Demonstrate time management skills.					
14.5.7	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field.					

Kansas Human Services Cluster

Course: Community Connections

Course Code: #22270 Credit: .5 cr

CIP Code: Family: 19.0799 Early Chld:19.0709; Restaurant:12.0504; Travel:52.0901;

Visual Arts:50.0499; Government: 44.0401

Rating Scale:

- 3 Skilled- Works Independently
- 2 Limited Skills- Require Assistance
- 1 Skill Undeveloped
- 0 No exposure/ instruction nor training

Learner:	Grade:		
Teacher:	School:		
Enrolled Date:	Completion Date:	Graduation Date:	
Learner Signature	Teacher Signature		

Directions: The following competencies are required for full approval of a course in a Human Services Cluster. These skills are **directly tied** to the career ready practices and therefore important to all Family and Consumer Sciences careers. Check the appropriate number to indicate the level of competency reached for learner evaluation.

COMPREHENSIVE STANDARD: 10.0 Synthesize knowledge, skills, and practices required for career readiness in family and consumer sciences fields. (FCS1.0, FCS2.0, FCS3.0, FCS4.0, FCS5.0, FCS6.0, FCS7.0, FCS8.0, FCS9.0, FCS10.0, FCS11.0, FCS12.0, FCS13.0, FCS14.0, and FCS16.0)

Benchmark: 1.1 Explore career paths within family and consumer sciences.		3	2	1	0
10.1.1	Analyze opportunities for employment and entrepreneurial endeavors.				
10.1.2	Summarize education and training requirements and opportunities for careers in family and consumer sciences.				
10.1.3	Enhance job acquisition skills through authentic experiences linked to employment in family and consumer sciences careers.				
10.1.4	Analyze the role of professional organizations in family and consumer sciences to enhance professional success.				

Benchmark: 10.2 Analyze factors related to providing individual, family and community services across family and consumer sciences fields.		3	2	1	0
10.2.1	Analyze professional, ethical, legal, and safety issues that confront employees in family and consumer sciences careers.				
10.2.2	Summarize licensing laws and regulations that affect careers in family and consumer sciences				
10.2.3	Compare and contrast local, state, and national agencies and informal support resources providing individual, family and community services.				
10.2.4	Summarize the rights and responsibilities of clients and their families and/or customers.				
10.2.5	Analyze effective individual and family advocacy and self-advocacy strategies to overcome diverse challenges facing family and consumer sciences professionals.				
10.2.6	Analyze community-networking opportunities to promoter partnerships in addressing family and consumer sciences related issues.				

Benchmark: 10.3 Demonstrate appropriate communication skills that contribute to positive relationships in classroom and community settings.		3	2	1	0
10.3.1	Use appropriate communication modes/strategies for the most effective outcome.				
10.3.2	Practice respectful interrelationships with sensitivity to gender, equity, age, culture and ethnicity in classroom and community settings.				
10.3.3	Demonstrate the use of verbal, listening, and writing skills to communicate clearly in community settings.				

Benchmark: 10.4 Demonstrate leadership, citizenship, and teamwork skills required for success in the family and community settings.		3	2	1	0
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10.4.1	Demonstrate quality work and effective communication in a variety of settings.				
10.4.2	Practice ethical decision making in all situations.				
10.4.3	Determine the most appropriate response to situations based on legal and ethical considerations.				

Benchmark: 10.5 Analyze strategies to manage the multiple individual, family, career, and/or community roles and responsibilities.		3	2	1	0
10.5.1	Organize a career portfolio (electronic or hard copy) to document knowledge, skills, and experience.				
10.5.2	Practice balancing work (school) and personal life responsibilities.				
10.5.3	Demonstrate personal stress management strategies in school, family and community settings.				

Benchmark: 10.6 Demonstrate professional behaviors, skills, and knowledge in family and consumer sciences related settings.		3	2	1	0
10.6.1	Follow rules, regulations, and policies established by the school, community or related entities during family and consumer sciences events and activities.				
10.6.2	Demonstrate professional and ethical collaborative relationships with teachers, fellow students, family and/or community members.				
10.6.3	Complete accurate project and/or work related documents and submit in a timely manner to appropriate leaders.				
10.6.4	Analyze personal strengths, needs, preferences, and interests through formal and informal assessment practices.				
10.6.5	Demonstrate safe use of technology in protecting identify of self and others.				

Benchmark: 10.7 Enhance effective prevention and management techniques in a variety of settings.		3	2	1	0
10.7.1	Apply critical thinking, intelligent decision making and problem solving to prevent conflicts.				
10.7.2	Practice 21 st century process skills successfully in a variety of contexts (i.e. decision making, problem solving, goal setting, management, creativity, critical thinking, leadership, cooperation)				
10.7.3	Analyze the physical and social environments to reduce potential conflicts and promote safety in school/community settings.				

Kansas Human Services Cluster

Course: Career Connections

Course: #22275 Credit: .5 cr

CIP Code: Family: 19.0799; Early Child:19.0709; Restaurant: 12.0504; Travel: 52.0901;

Visual Arts: 50.0499; Government: 44.0401

Rating Scale:

- 3 Skilled- Works Independently
- 2 Limited Skills/Requires Assistance
- 1 Skill Undeveloped
- 0 No exposure, instruction nor training

Learner:	Grade:	
Teacher:	School:	
Enrolled Date:	Completion Date:	Graduation Date:
Learner Signature	Teacher Signature	

*Directions: The following competencies are required for full approval of a course in a Human Services Cluster. These skills are **directly tied** to the career ready practices and therefore important to all Family and Consumer Sciences careers. Check the appropriate number to indicate the level of competency reached for learner evaluation.*

*NOTE: If Community Connections (#22270) was completed prior to enrollment in Career Connections, some competencies are optional for inclusion. (Refer to benchmarks/competencies below for indication of * which may be omitted.)*

COMPREHENSIVE STANDARD: 10.0 Synthesize knowledge, skills, and practices required for career readiness in family and consumer sciences fields. (FCS1.0, FCS2.0, FCS3.0, FCS4.0, FCS5.0, FCS6.0, FCS7.0, FCS8.0, FCS9.0, FCS10.0, FCS11.0, FCS12.0, FCS13.0, FCS14.0, and FCS16.0)

Benchmark: 11.1 Explore career paths within a specific family and consumer sciences field. *	3	2	1	0
11.1.1 Analyze opportunities for employment and entrepreneurial endeavors in a family and consumer sciences field. *				
11.1.2 Summarize education and training requirements and opportunities for a specific family and consumer sciences occupation family.*				
11.1.3 Demonstrate job acquisition skills to gain work-based learning opportunities and employment in family and consumer sciences careers. *				
11.1.4 Analyze the role of professional organizations aligned to a family and consumer sciences field to enhance personal success.*				
11.1.5 Analyze all aspects of a selected Family and Consumer related industry.				

Benchmark: 11.2 Analyze factors relating to providing individual, family and community services in a specific family and consumer sciences field.*	3	2	1	0
11.2.1 Analyze professional, ethical, legal, and safety issues that confront employees in family and consumer sciences careers.				
11.2.2 Summarize licensing laws and regulations that affect a specific career field in family and consumer sciences.				
11.2.3 Compare and contrast local, state, and national agencies and informal support resources providing individual, family and community services*				
11.2.4 Summarize the rights and responsibilities of clients and their families and/or customers. *				
11.2.5 Analyze effective advocacy strategies to overcome diverse challenges facing family and consumer sciences professionals. *				
11.2.6 Analyze community-networking opportunities to promote partnerships in addressing family and consumer sciences related issues. *				

Benchmark: 11.3 Demonstrate appropriate communication skills that contribute to positive relationships in the workforce.	3	2	1	0
11.3.1 Use appropriate communication modes/strategies for the most effective outcome.				
11.3.2 Practice respectful behavior in identified occupational setting(s) (with regard to gender, equity, age, culture and/or ethnicity as appropriate in setting experiences).				

11.3.3	Demonstrate the use of verbal, listening, and writing skills to communicate clearly on the job.				
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Benchmark: 11.4 Demonstrate leadership, citizenship, and teamwork skills required for success in the workplace settings.		3	2	1	0
11.4.1	Demonstrate quality work and effective communication in the workplace.				
11.4.2	Practice ethical decision making in all situations.				
11.4.3	Determine the most appropriate response to workplace situations based on legal and ethical considerations.				

Benchmark: 11.5 Analyze strategies to manage the multiple individual, family, career, and/or community roles and responsibilities.		3	2	1	0
11.5.1	Organize a career portfolio (electronic or hard copy) to document knowledge, skills, and experience in a family and consumer sciences career field.				
11.5.2	Practice balancing work, school and personal life responsibilities.				
11.5.3	Analyze stress management strategies for balancing personal, work, and community responsibilities.*				

Benchmark: 11.6 Demonstrate professional behaviors, skills, and knowledge in family and consumer sciences related work settings.		3	2	1	0
11.6.1	Follow rules, regulations, and works site policies that affect employer, employee, participant, and family rights and responsibilities.				
11.6.2	Demonstrate professional and ethical collaborative relationships with colleagues, support teams, participants, and families.				
11.6.3	Use critical and creative thinking to address authentic problems and/or conflicts in the workplace.				
11.6.4	Complete accurate work and reporting documents which are submitted in a timely manner to appropriate supervisors.				
11.6.5	Analyze personal strengths, needs, preferences, and interests through formal and informal assessment practices.				
11.6.6	Demonstrate safe use of technology to protect identity of self and others.				

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Benchmark: 11.7 Enhance effective prevention and management techniques in a work environment.		3	2	1	0
11.7.1	Apply skills of critical thinking, intelligent decision making and problem solving in reducing/preventing conflict on the job.				
11.7.2	Apply 21 st century process skills in workforce assignments successfully (i.e. decision making, problem solving, goal setting, leadership, management, creativity, critical thinking, and cooperation).				
11.7.3	Analyze the physical and social environments of a workplace to reduce potential conflict and promote safety.*				

15.2-2016	Examine the impact of the requirements of the ADA (Americans with Disabilities Act) on the lodging facility and operations.	Foundation of Travel and Tourism				
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Benchmark: 15.3 Apply concepts of quality service to assure customer satisfaction.		3	2	1	0
15.3.1	Demonstrate professionalism (i.e. courteous telephone behavior, professional appearance/attire, attitude, verbal skills and picking up on verbal/nonverbal cues) within the hospitality and lodging industry.				

Benchmark: 15.4 Demonstrate an understanding of the hospitality and lodging industry.		3	2	1	0
15.4.1	Identify important information that front office employees would need to know about the property and community.				
15.4.2	Determine what information is needed for room forecasting and how forecasting is used throughout the property.				
15.4.3	Describe the features of a guest accounting computer module.				
15.4.4	Research customer payments options for goods or services and how they impact the bottom line.				
15.4.5	Demonstrate the functions of the night audit and the basic accounting posting formula used to complete it.				
15.4.6	Examine the role of the executive housekeeper and the importance of planning in relation to inventory lists, frequency schedules, staffing and scheduling.				
15.4.7	Determine workforce expectations and responsibilities of the lodging business and adhere to them as a student intern.				
15.4.8	Participate in a food service and event planning experience.				
15.4.9	Experience all aspects of the lodging industry and hospitality as available.				

Benchmark: 15.5 Enhance career readiness through practicing appropriate skills in hospitality and lodging industries.		3	2	1	0
15.5.1	Demonstrate self-discipline, self-worth, positive attitude and integrity in classroom				
15.5.2	Demonstrate flexibility and willingness to learn new knowledge and skills.				
15.5.3	Prioritize tasks to be completed as a lodging professional. .				
15.5.4	Use information technology tools to manage and perform tasks related to the				
15.5.6	Demonstrate time management skills.				
15.5.7	Develop and/or organize a career portfolio (electronic or physical) to document knowledge, skills, and experience in a career field.				