MARKETING CAREER CLUSTER DESIGN
Marketing Pathway – CIP Code 52.1402

INTRODUCTORY LEVEL

*Business Essentials 12050 .5 credit

TECHNICAL LEVEL

*Principles of Marketing a 12164 1 credit
**Business Communications 12009 .5 credit

Technical Supportive Courses (Optional)

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounting</td>
<td>12104</td>
<td>1 credit</td>
</tr>
<tr>
<td>Bus. Management</td>
<td>12052</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Business Economics</td>
<td>12105</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Comp. Graphics</td>
<td>12020</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Digital Marketing</td>
<td>35162</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>12053</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>05162/11154</td>
<td>1 credit</td>
</tr>
<tr>
<td>Prin. of Advertising</td>
<td>12165</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Sports/Entertain. Mktg.</td>
<td>12163</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Web Page Design</td>
<td>10201</td>
<td>1 credit</td>
</tr>
</tbody>
</table>

APPLICATION LEVEL

*Marketing Applications a 35300 1 credit

Application Supportive Courses (Optional)

<table>
<thead>
<tr>
<th>Course</th>
<th>Code</th>
<th>Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mktg.-Workplace Exp.</td>
<td>12198</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Integrated Mktg. App.</td>
<td>12195</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Mktg. Communications</td>
<td>35168</td>
<td>.5 credit</td>
</tr>
<tr>
<td>Marketing Mgmt.</td>
<td>12166</td>
<td>1 credit</td>
</tr>
<tr>
<td>Marketing Research</td>
<td>12196</td>
<td>1 credit</td>
</tr>
</tbody>
</table>

* - Required for pathway approval and used for assessing mastery of knowledge of marketing completers
** - Course is not required for pathway approval, but strongly recommended by external review committee and KACCTE
a - Marketing Completer Assessment - Course aligns directly with MBA Research's 2-Credit Standard Marketing Program of Study Exam

Approved Pathway:

1) Includes minimum of three secondary-level credits.
2) Includes a work-based element.
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.
MARKETING CLUSTER

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

KANSAS STATE CAREER CLUSTER COMPETENCY PROFILE
MARKETING PATHWAY (C.I.P. 52.1402)

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

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 6. Analyze the history and importance of trade within a global marketplace.

4 3 2 1 0 7. Apply verbal skills when obtaining and conveying information.

4 3 2 1 0 8. Compose internal and external multi-paragraph documents clearly, succinctly, and accurately to convey and obtain information

4 3 2 1 0 9. Prepare oral presentations to provide information for specific purposes and audiences.

4 3 2 1 0 10. Describe the nature of legally binding business contracts.

4 3 2 1 0 11. Identify regulatory agencies and regulatory legislation.

4 3 2 1 0 12. Identify types of business ownership.

4 3 2 1 0 13. Perform customer service activities to support customer relationships and encourage repeat business.

4 3 2 1 0 14. Utilize technology to facilitate customer relationship management.

4 3 2 1 0 15. Demonstrate managerial and business ethics.

4 3 2 1 0 16. Develop personal traits and behaviors to foster career advancement.

4 3 2 1 0 17. Analyze entrepreneur careers to determine careers of interest.
4 3 2 1 0 18. 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 19. Analyze how proper management of personal finance relates with maintaining business financial efficiency.

4 3 2 1 0 20. Define the accounting equation and how accounting can assist in maintaining financial solvency.

4 3 2 1 0 21. Use information technology tools to manage and perform work responsibilities.

4 3 2 1 0 22. Prepare simple documents and other business communications.

4 3 2 1 0 23. Understand marketing’s role and function in business to facilitate economic exchanges with customers.

4 3 2 1 0 24. Explain marketing and its importance in global economy.

4 3 2 1 0 25. Describe marketing functions and related activities.

4 3 2 1 0 26. Develop personal traits and behaviors to foster career advancement.

4 3 2 1 0 27. Identify the impact business has on local communities.

4 3 2 1 0 28. List the standards and qualifications that must be met in order for entering a business career.

4 3 2 1 0 29. Utilize critical thinking and decision-making skills to exhibit qualifications to a potential employer.

30. Demonstrate project management skills.

31. Demonstrate employability/career success skills.

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 11. Identify company’s brand promise

4 3 2 1 0 12. Determine ways of reinforcing the company’s image through employee performance

4 3 2 1 0 13. Explain marketing and its importance in a global economy

4 3 2 1 0 14. Describe marketing functions and related activities

4 3 2 1 0 15. Explain employment opportunities in marketing

4 3 2 1 0 16. Explain the nature and scope of channel management

4 3 2 1 0 17. Explain the relationship between customer service and channel management

4 3 2 1 0 18. Explain the nature of channels of distribution

4 3 2 1 0 19. Describe the use of technology in the channel management function

4 3 2 1 0 20. Explain legal considerations in channel management

4 3 2 1 0 21. Describe ethical considerations in channel management

4 3 2 1 0 22. Describe the need for marketing information

4 3 2 1 0 23. Identify information monitored for marketing decision making

4 3 2 1 0 24. Explain the nature and scope of the marketing information management function

4 3 2 1 0 25. Explain the role of ethics in marketing-information management

4 3 2 1 0 26. Describe the use of technology in the marketing-information management function

4 3 2 1 0 27. Describe the regulation of marketing-information management

4 3 2 1 0 28. Explain the nature of marketing research

4 3 2 1 0 29. Discuss the nature of marketing research problems/issues

4 3 2 1 0 30. Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)
32. Discuss the nature of sampling plans
33. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)
34. Explain characteristics of effective data-collection instruments
35. Explain techniques for processing marketing information
36. Explain the use of descriptive statistics in marketing decision-making
37. Explain the concept of marketing strategies
38. Explain the concept of market and market identification
39. Explain the nature and scope of the pricing function
40. Describe the role of business ethics in pricing
41. Explain the use of technology in the pricing function
42. Explain legal considerations for pricing
43. Explain factors affecting pricing decisions
44. Explain the nature and scope of the product/service management function
45. Identify the impact of product life cycles on marketing decisions
46. Describe the use of technology in the product/service management function
47. Explain business ethics in product/service management
48. Describe the uses of grades and standards in marketing
49. Explain warranties and guarantees
50. Identify consumer protection provisions of appropriate agencies
51. Explain the concept of product mix
52. Describe factors used by marketers to position products/services
53. Explain the nature of product/service branding
54. Explain the nature of corporate branding
55. Explain the role of promotion as a marketing function
56. Explain the types of promotion
57. Identify the elements of the promotional mix
58. Describe the use of business ethics in promotion
59. Describe the use of technology in the promotion function
60. Describe the regulation of promotion
61. Explain types of advertising media
62. Describe word of mouth channels used to communicate with targeted audiences
63. Explain the nature of direct marketing channels
64. Identify communications channels used in sales promotion
65. Explain communications channels used in public-relations activities
66. Explain the nature and scope of the selling function
67. Explain the role of customer service as a component of selling relationships
68. Explain key factors in building a clientele
69. Explain company selling policies
70. Explain business ethics in selling
71. Describe the use of technology in the selling function
72. Describe the nature of selling regulations
73. Acquire product information for use in selling
74. Analyze product information to identify product features and benefits
75. Explain the selling process
76. Establish relationship with client/customer
77. Determine customer/client needs
78. Recommend specific products
79. Calculate miscellaneous charges
4 3 2 1 0 80. Process special orders
4 3 2 1 0 81. Process telephone orders

**12009 – BUSINESS COMMUNICATIONS**

(0.5 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: employer-employee, 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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>12104</td>
<td>ACCOUNTING (1 credit)</td>
<td>4 3 2 1 0 1. Classify-record-and summarize financial data</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 2. Discuss the nature of the accounting cycle</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 3. Demonstrate the effects of transactions on the accounting equation</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 4. Prepare a chart of accounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 5. Use T accounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 6. Record transactions in a general journal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 7. Post journal entries to general ledger accounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 8. Prepare a trial balance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 9. Journalize and post adjusting entries</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 10. Journalize and post closing entries</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 11. Prepare a post-closing trial balance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 12. Prepare work sheets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 13. Discuss the nature of annual reports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 14. Discuss the use of financial ratios in accounting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 15. Determine business liquidity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 16. Calculate business profitability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 17. Prepare income statements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 18. Prepare balance sheets</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 19. Maintain cash controls</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 20. Prove cash</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 21. Journalize/post entries to establish and replenish petty cash</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 22. Journalize/post entries related to banking activities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 23. Explain the benefits of electronic funds transfer</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 24. Prepare bank deposits</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 25. Prepare purchase requisitions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 26. Prepare purchase orders</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 27. Prepare sales slips</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 28. Prepare invoices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 29. Explain the nature of special journals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 30. Record transactions in special journals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 31. Explain the nature of accounts payable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 32. Maintain a vendor file</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 33. Analyze purchase transactions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 34. Post to an accounts payable subsidiary ledger</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 35. Prepare a credit memorandum for returned goods</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 36. Process invoices for payment</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 37. Process accounts payable checks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 38. Prepare an accounts payable schedule</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 39. Explain the nature of accounts receivable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 40. Maintain a customer file for accounts receivable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 41. Analyze sales transactions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 42. Post to an accounts receivable subsidiary ledger</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 43. Process sales orders and invoices</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 44. Process sales returns and allowances</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 45. Process customer payments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 46. Prepare customer statements</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 47. Process uncollectible accounts</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 48. Prepare an accounts receivable schedule</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 49. Determine uncollectible accounts receivable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 50. Record inventory usage Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 51. Record invoice of inventory Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 52. Record results of inventory Process</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 53. Record inventory adjustments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 54. Determine the cost of inventory</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 55. Calculate time cards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 56. Maintain employee earnings records</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 57. Calculate employee earnings - e.g., gross earnings - net pay</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 58. Calculate employee-paid withholdings</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 59. Prepare a payroll register</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 60. Record the payroll in the general journal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 61. Complete payroll tax expense forms</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 62. Prepare federal-state-and local payroll tax reports</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 63. Analyze a partnership agreement</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 64. Allocate profits and losses to the partners</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 65. Prepare a statement of partners' equities</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 66. Prepare a balance sheet for a partnership</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 67. Explain the nature of special journals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 68. Record transactions in special journals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 69. Explain the nature of accounts payable</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 70. Maintain a vendor file</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 71. Analyze purchase transactions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4 3 2 1 0 72. Post to an accounts payable subsidiary ledger</td>
</tr>
</tbody>
</table>
4321073. Prepare a credit memorandum for returned goods
4321074. Process invoices for payment
4321075. Process accounts payable checks
4321076. Prepare an accounts payable schedule
4321077. Explain the nature of accounts receivable
4321078. Maintain a customer file for accounts receivable
4321079. Analyze sales transactions
4321080. Post to an accounts receivable subsidiary ledger
4321081. Process sales orders and invoices
4321082. Process sales returns and allowances
4321083. Process customer payments
4321084. Prepare customer statements
4321085. Process uncollectible accounts
4321086. Prepare an accounts receivable schedule
4321087. Determine uncollectible accounts receivable
4321088. Explain the purpose of internal accounting controls
4321089. Determine the components of internal accounting control procedures
4321090. Maintain internal accounting controls
4321091. Utilize accounting technology
4321092. Integrate technology into accounting
4321093. Describe careers in accounting
4321094. Explore accounting licensing and certification programs
4321095. Discuss the significance of responsibility in accounting

4321096. Describe Generally Accepted Accounting Principles – GAAP

**12052 – BUSINESS MANAGEMENT**

(.5 credit)

432101. Perform data analysis to make business decisions
432102. Recognize how economic systems influence environments in which businesses function
432103. Use knowledge regarding the impact government has on businesses to make informed economic decisions
432104. Describe trade's impact on business activities
432105. Use economic indicators to detect economic trends and conditions
432106. Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions
432107. Employ verbal skills when obtaining and conveying information
432108. Write goals that meet appropriate criteria: Specific, Measurable, Achievable, Realistic, Time bound
432109. Develop a foundational knowledge of accounting to understand its nature and scope
432110. Describe the role and function of human resources management
432111. Manage business risks to protect a business's financial well-being
432112. Assess needed safety policies/procedures to ensure protection of employees
432113. 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)
432114. Demonstrate, manage, obtain and protect information through ethical behavior in a business setting to foster positive internal and external interactions
432115. Describe the nature and scope of business laws and regulations
432116. Utilize career-advancement activities to enhance professional development
432117. Acquire a foundational knowledge of information management to understand its nature and scope
432118. Maintain business records to facilitate business operations
Acquire information to guide business decision-making
Manage financial resources to maintain business solvency
Explain the role that business management has in contributing to business success
Manage purchasing activities to obtain the best service/product at the least cost
Manage quality-control processes to minimize errors and to expedite workflow
Explain the nature and scope of risk management practices within a business
Explain the nature and scope of strategic management within a business
Demonstrate project management skills
Demonstrate employability/career success skills

12105 – BUSINESS ECONOMICS (0.5 credit) (KBOR Qualified Admissions – Social Science)
1. Describe how relative scarcity exists in all societies
2. Give real-world examples of each type of scarce resource (e.g., Natural resources, labor, capital, entrepreneurs)
3. Identify examples of virtually unlimited wants
4. Explain the most valuable thing a person gives up is his or her opportunity cost
5. Demonstrate an understanding of costs and benefits analysis by giving real-world examples which properly evaluate alternatives
6. Establish a clear distinction between absolute and comparative advantage
7. Illustrate examples of specialization, recognizing the interdependence it creates
8. List some advantages and disadvantages of market-oriented economies as well as more directed economies
9. Explain the role of price and other determinants of demand (e.g., income, expectations, price of related goods,…) 
10. Define the role of price in influencing the quantity supplied
11. Demonstrate an understanding how markets can be effective in allocating scarcity
12. Illustrate and explain the pressures on a market price to increase or decrease
13. Explain the role markets play in continuing to respond in a dynamic economy
14. Change non-price determinants of supply to illustrate shifts in a supply curve
15. Evaluate relationship between inputs and outputs
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 of credit in a market economy

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 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 and 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
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4321021</td>
<td>Understand marketing's role and function in</td>
<td>Understand marketing's role and function in business to facilitate economic exchanges with customers</td>
</tr>
<tr>
<td></td>
<td>business to facilitate economic exchanges with</td>
<td></td>
</tr>
<tr>
<td></td>
<td>customers</td>
<td></td>
</tr>
<tr>
<td>4321022</td>
<td>Analyze the role of marketing research in</td>
<td>Analyze the role of marketing research in constructing a small business management model</td>
</tr>
<tr>
<td></td>
<td>constructing a small business management model</td>
<td></td>
</tr>
<tr>
<td>4321023</td>
<td>Identify and explain primary and secondary</td>
<td>Identify and explain primary and secondary market research.</td>
</tr>
<tr>
<td></td>
<td>market research.</td>
<td></td>
</tr>
<tr>
<td>4321024</td>
<td>Describe marketing functions and related</td>
<td>Describe marketing functions and related activities</td>
</tr>
<tr>
<td></td>
<td>activities</td>
<td></td>
</tr>
<tr>
<td>4321025</td>
<td>Describe the components and purpose of a</td>
<td>Describe the components and purpose of a business plan</td>
</tr>
<tr>
<td></td>
<td>business plan</td>
<td></td>
</tr>
<tr>
<td>4321026</td>
<td>Examine and explain the components and purpose</td>
<td>Examine and explain the components and purpose of a financial plan for a business</td>
</tr>
<tr>
<td></td>
<td>of a financial plan for a business</td>
<td></td>
</tr>
<tr>
<td>4321027</td>
<td>Identify and evaluate a local entrepreneurial</td>
<td>Identify and evaluate a local entrepreneurial venture/business</td>
</tr>
<tr>
<td></td>
<td>venture/business</td>
<td></td>
</tr>
<tr>
<td>4321028</td>
<td>Develop organizational skills to improve</td>
<td>Develop organizational skills to improve efficiency</td>
</tr>
<tr>
<td></td>
<td>efficiency</td>
<td></td>
</tr>
<tr>
<td>4321029</td>
<td>Identify and explain expense control strategies</td>
<td>Identify and explain expense control strategies to enhance the financial well being of a business</td>
</tr>
<tr>
<td></td>
<td>to enhance the financial well being of a</td>
<td></td>
</tr>
<tr>
<td></td>
<td>business</td>
<td></td>
</tr>
<tr>
<td>4321030</td>
<td>Give explanation on how entrepreneurs incorporate</td>
<td>Give explanation on how entrepreneurs incorporate accounting in making business decisions</td>
</tr>
<tr>
<td></td>
<td>accounting in making business decisions</td>
<td></td>
</tr>
<tr>
<td>4321031</td>
<td>Understand the need for proper financial and</td>
<td>Understand the need for proper financial and money management as it relates to an entrepreneur and small business owner</td>
</tr>
<tr>
<td></td>
<td>financial and money management as it relates to</td>
<td></td>
</tr>
<tr>
<td></td>
<td>an entrepreneur and small business owner</td>
<td></td>
</tr>
<tr>
<td>4321032</td>
<td>Develop personal traits &amp; behaviors to foster</td>
<td>Develop personal traits &amp; behaviors to foster career advancement</td>
</tr>
<tr>
<td></td>
<td>career advancement</td>
<td></td>
</tr>
<tr>
<td>4321033</td>
<td>Demonstrate employability/ career success</td>
<td>Demonstrate employability/ career success skills</td>
</tr>
<tr>
<td></td>
<td>skills</td>
<td></td>
</tr>
</tbody>
</table>

**11154 – GRAPHIC DESIGN (1 credit)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>432101</td>
<td>Determine client’s needs and expected outcomes</td>
<td>Determine client’s needs and expected outcomes</td>
</tr>
<tr>
<td>432102</td>
<td>Determine purpose of the digital communication</td>
<td>Determine purpose of the digital communication project</td>
</tr>
<tr>
<td></td>
<td>project</td>
<td></td>
</tr>
<tr>
<td>432103</td>
<td>Determine the digital communication elements to</td>
<td>Determine the digital communication elements to be used</td>
</tr>
<tr>
<td></td>
<td>be used</td>
<td></td>
</tr>
<tr>
<td>432104</td>
<td>Determine the target audience</td>
<td>Determine the target audience</td>
</tr>
<tr>
<td>432105</td>
<td>Create and produce content</td>
<td>Create and produce content</td>
</tr>
<tr>
<td>432106</td>
<td>Create and refine design concepts</td>
<td>Create and refine design concepts</td>
</tr>
<tr>
<td>432107</td>
<td>Alter digitized images using an image manipulation program</td>
<td>Alter digitized images using an image manipulation program</td>
</tr>
<tr>
<td>432108</td>
<td>Apply color theory to select appropriate colors</td>
<td>Apply color theory to select appropriate colors</td>
</tr>
<tr>
<td>432109</td>
<td>Apply knowledge of typography</td>
<td>Apply knowledge of typography</td>
</tr>
<tr>
<td>432110</td>
<td>Apply principles and elements of design</td>
<td>Apply principles and elements of design</td>
</tr>
<tr>
<td>432111</td>
<td>Create and/or implement the look and feel of the product</td>
<td>Create and/or implement the look and feel of the product</td>
</tr>
<tr>
<td>432112</td>
<td>Create graphical images</td>
<td>Create graphical images</td>
</tr>
<tr>
<td>432113</td>
<td>Evaluate visual appeal</td>
<td>Evaluate visual appeal</td>
</tr>
<tr>
<td>432114</td>
<td>Differentiate between copyright and trademarks</td>
<td>Differentiate between copyright and trademarks</td>
</tr>
<tr>
<td>432115</td>
<td>Define scope of work to achieve individual and group goals</td>
<td>Define scope of work to achieve individual and group goals</td>
</tr>
<tr>
<td>432116</td>
<td>Use available reference tools as appropriate</td>
<td>Use available reference tools as appropriate</td>
</tr>
</tbody>
</table>

**12165 – PRINCIPLES OF ADVERTISING (.5 credit)**

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Course Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>432101</td>
<td>Explain why organizations advertise</td>
<td>Explain why organizations advertise</td>
</tr>
<tr>
<td>432102</td>
<td>Explain the concept of advertising</td>
<td>Explain the concept of advertising</td>
</tr>
<tr>
<td>432103</td>
<td>Trace the history of advertising in business</td>
<td>Trace the history of advertising in business</td>
</tr>
<tr>
<td>432104</td>
<td>Explain the different job functions and</td>
<td>Explain the different job functions and responsibilities of those employed in advertising</td>
</tr>
<tr>
<td></td>
<td>responsibilities of those employed in advertising</td>
<td></td>
</tr>
<tr>
<td>432105</td>
<td>Explore ethical considerations and tensions</td>
<td>Explore ethical considerations and tensions related to the practice of advertising</td>
</tr>
<tr>
<td>432106</td>
<td>Examine how culture influences global advertising</td>
<td>Examine how culture influences global advertising</td>
</tr>
<tr>
<td>432107</td>
<td>Recognize some of the social and ethical</td>
<td>Recognize some of the social and ethical implications of advertising</td>
</tr>
<tr>
<td></td>
<td>implications of advertising</td>
<td></td>
</tr>
<tr>
<td>432108</td>
<td>Discuss the basic economic impact of advertising</td>
<td>Discuss the basic economic impact of advertising</td>
</tr>
<tr>
<td>432109</td>
<td>Define state and federal laws governing</td>
<td>Define state and federal laws governing advertising practices</td>
</tr>
<tr>
<td></td>
<td>advertising practices</td>
<td></td>
</tr>
<tr>
<td>432110</td>
<td>Explore ethical considerations and tensions</td>
<td>Explore ethical considerations and tensions related to the practice of advertising</td>
</tr>
<tr>
<td>432111</td>
<td>Examine how culture influences global advertising</td>
<td>Examine how culture influences global advertising</td>
</tr>
<tr>
<td>432112</td>
<td>Discuss fundamental legal principles that pertain</td>
<td>Discuss fundamental legal principles that pertain to advertising (e.g., remedies, unfair competition, deceptive acts, deceptive practices, puffing, ambush marketing, Federal Trade Commission, etc.)</td>
</tr>
<tr>
<td></td>
<td>to advertising (e.g., remedies, unfair</td>
<td></td>
</tr>
<tr>
<td></td>
<td>competition, deceptive acts, deceptive</td>
<td></td>
</tr>
<tr>
<td></td>
<td>practices, puffing, ambush marketing, Federal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Trade Commission, etc.)</td>
<td></td>
</tr>
<tr>
<td>432113</td>
<td>Describe the purpose (e.g., nature, characteristics,</td>
<td>Describe the purpose (e.g., nature, characteristics, process, etc.) of advertising contracts</td>
</tr>
<tr>
<td></td>
<td>process, etc.) of advertising contracts</td>
<td></td>
</tr>
<tr>
<td>432114</td>
<td>Recognize some of the forms of advertising</td>
<td>Recognize some of the forms of advertising regulation</td>
</tr>
<tr>
<td>432115</td>
<td>Explain the methods used in marketing and</td>
<td>Explain the methods used in marketing and advertising research</td>
</tr>
<tr>
<td></td>
<td>advertising research</td>
<td></td>
</tr>
<tr>
<td>432116</td>
<td>Describe the role of marketing and advertising</td>
<td>Describe the role of marketing and advertising planning</td>
</tr>
<tr>
<td></td>
<td>planning</td>
<td></td>
</tr>
<tr>
<td>432117</td>
<td>Restate some of the advantages and disadvantages</td>
<td>Restate some of the advantages and disadvantages of using various forms of media</td>
</tr>
<tr>
<td></td>
<td>of using various forms of media</td>
<td></td>
</tr>
</tbody>
</table>
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
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.
APPLICATION COURSES

35300 – MARKETING APPLICATIONS (1 credit)

43210 1. Write persuasive messages
43210 2. Prepare simple written reports
43210 3. Write executive summaries
43210 4. Discuss the nature of customer relationship management
43210 5. Explain the role of ethics in customer relationship management
43210 6. Describe the use of technology in customer relationship management
43210 7. Describe the nature of taxes
43210 8. Analyze impact of specialization/division of labor on productivity
43210 9. Explain the concept of organized labor and business
43210 10. Explain the impact of the law of diminishing returns
43210 11. Describe the economic impact of inflation on business
43210 12. Explain the concept of Gross Domestic Product
43210 13. Discuss the impact of a nation’s unemployment rates
43210 14. Explain the economic impact of interest-rate fluctuations
43210 15. Determine the impact of business cycles on business activities
43210 16. Explain the nature of global trade
43210 17. Describe the determinants of exchange rates and their effects on the domestic economy
43210 18. Discuss the impact of culture and social issues on global trade
43210 19. Explain ethical considerations in providing information
43210 20. Persuade others
43210 21. Demonstrate negotiation skills
43210 22. Explain the nature of stress management
43210 23. Describe the need for financial information
43210 24. Describe the nature of cash flow statements
43210 25. Explain the nature of balance sheets
43210 26. Describe the nature of income statements
43210 27. Describe the nature of budgets
43210 28. Describe marketing functions and related activities
43210 29. Explain factors that influence customer/client/business buying behavior
43210 30. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)
43210 31. Use time-management skills
43210 32. Demonstrate appropriate creativity
43210 33. Coordinate channel management with other marketing activities
43210 34. Explain the nature of channel-member relationships
43210 35. Explain techniques for processing marketing data
43210 36. Explain the use of descriptive statistics in marketing decision making
43210 37. Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design)
43210 38. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)
43210 39. Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.)
43210 40. Explain the nature of marketing plans
43210 41. Explain the role of situation analysis in the marketing planning process
43210 42. Explain the nature of sales forecasts
43210 43. Identify methods/techniques to generate a product idea
43210 44. Generate product ideas
4 3 2 1 0 45. Describe the nature of product bundling
4 3 2 1 0 46. Describe factors used by businesses to position corporate brands
4 3 2 1 0 47. Explain the components of advertisements
4 3 2 1 0 48. Explain the importance of coordinating elements in advertisements
4 3 2 1 0 49. Identify types of public-relations activities
4 3 2 1 0 50. Discuss internal and external audiences for public-relations activities
4 3 2 1 0 51. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences
4 3 2 1 0 52. Explain considerations used to evaluate whether to participate in trade shows/expositions
4 3 2 1 0 53. Explain the nature of a promotional plan
4 3 2 1 0 54. Coordinate activities in the promotional mix
4 3 2 1 0 55. Explain the impact of sales cycles
4 3 2 1 0 56. Differentiate between consumer and organizational buying behavior
4 3 2 1 0 57. Identify emerging trends for use in selling
4 3 2 1 0 58. Discuss motivational theories that impact buying behavior
4 3 2 1 0 59. Prospect for customers
4 3 2 1 0 60. Qualify customers/clients
4 3 2 1 0 61. Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors, and competitors’ offerings)
4 3 2 1 0 62. Book appointments with prospective clients
4 3 2 1 0 63. Prepare sales presentation
4 3 2 1 0 64. Create a presentation software package to support sales presentation
4 3 2 1 0 65. Address needs of individual personalities
4 3 2 1 0 66. Determine customer’s buying motives for use in selling
4 3 2 1 0 67. Facilitate customer/client buying decisions
4 3 2 1 0 68. Assess customer/client needs
4 3 2 1 0 69. Demonstrate product
4 3 2 1 0 70. Prescribe solution to customer/client needs
4 3 2 1 0 71. Convert customer/client objections into selling points
4 3 2 1 0 72. Close the sale
4 3 2 1 0 73. Demonstrate suggestion selling
4 3 2 1 0 74. Negotiate sales terms
4 3 2 1 0 75. Maintain sales standards
4 3 2 1 0 76. Sell good/service/idea to individuals
4 3 2 1 0 77. Sell good/service/idea to groups
4 3 2 1 0 78. Process sales documentation

12198 – MARKETING – Workplace Experience (.5 credit)
4 3 2 1 0 1. Perform prescribed goals set forth in the Professional Learning Experience Plan (PLEP).
4 3 2 1 0 2. Develop vocational competency enabling the student to enhance his/her employability and advancement in the marketing field.
4 3 2 1 0 3. Develop good work habits and attitudes necessary to become a responsible employee at school and the work site.
4 3 2 1 0 4. Develop vocational knowledge and technical skills related to current trends of industry and technology in the classroom and work site
4 3 2 1 0 5. Assess abilities, interest, aptitudes, preferences, personalities, and attitudes in regards to a career choice.
4 3 2 1 0 6. Improve individual employment status and earnings and adapt to changing work environments.
4 3 2 1 0 7. Create a portfolio or other means that display academic and technical skills learned through experience
4 3 2 1 0 8. Interpret and apply standard workplace policies, rules and regulations related to safety, punctuality and dependability, responsibility and initiative, and accuracy to details
9. Create and maintain effective and productive work relationships.

INTEGRATED MARKETING APPLICATIONS (.5 credit)

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

12. Explain how to effectively incorporate video into multimedia
13. Identify strategies for protecting business's web site
14. Identify strategies to protect data and on-line customer transactions
15. Explain social media's impact on marketing communications
16. Discuss types of digital advertising strategies used to achieve marketing goals
17. Evaluate targeted emails
18. Identify promotional messages--advertising and digital media that appeal to targeted markets
19. Evaluate direct-marketing copy
20. Identify effective advertising layouts using color-design-typography and graphics
21. Critique advertisements
22. Explain website-development process
23. Identify strategies for attracting targeted audience to website
24. Describe technologies to improve website ranking/positioning on search engines/directories
25. Create promotional signage
26. Collaborate in the design of slogans/taglines

27. Participate in the design of collateral materials to promote special events
28. Develop strategy for creating a special event
29. Setup cross-promotions
30. Develop a sales-promotion plan
31. Use past advertisements to aid in promotional planning
32. Evaluate creative work
33. Prepare promotional budget
34. Manage promotional allowances
35. Develop promotional plan for a business
36. Professional Learning Experience:
   - Prepare a description of the organization and - identify organizational promotional needs
   - Develop promotional/campaign objectives
   - Identify characteristics of Target Market (Discuss Primary and Secondary Markets)
   - Identify Schedule of Promotional Activities and Advertising Media Selected
   - Develop promotional/advertising budget
   - Develop schedules for advertising and promotional activities
   - Develop a detailed budget for the promotion
-Identify benefits to the client

35168 – MARKETING COMMUNICATIONS (.5 credit)
4 3 2 1 0 1. Make client presentations
4 3 2 1 0 2. Participate in problem-solving groups
4 3 2 1 0 3. Conduct planning meetings
4 3 2 1 0 4. Demonstrate strategic thinking
4 3 2 1 0 5. Manage crisis in business relationships
4 3 2 1 0 6. Estimate project costs
4 3 2 1 0 7. Set/monitor promotional budget
4 3 2 1 0 8. Motivate members of a team
4 3 2 1 0 9. Promote innovation
4 3 2 1 0 10. Explain security considerations in marketing communications
4 3 2 1 0 11. Develop schedule for marketing communications assignments
4 3 2 1 0 12. Develop action plan to carry out marketing communications assignment
4 3 2 1 0 13. Describe traits important to the success of employees in marketing communications
4 3 2 1 0 14. Describe employment opportunities in the marketing communications industry
4 3 2 1 0 15. Explain factors affecting the growth and development of the marketing communications industry

4 3 2 1 0 16. Discuss the economic and social effects of marketing communications
4 3 2 1 0 17. Analyze marketing communications in careers to determine careers of interest
4 3 2 1 0 18. Conduct self-assessment of marketing-communications skill set
4 3 2 1 0 19. Assess the services of professional organizations in marketing communications
4 3 2 1 0 20. Analyze media research tool
4 3 2 1 0 21. Select appropriate research techniques
4 3 2 1 0 22. Determine advertising reach of media
4 3 2 1 0 23. Read media schedule
4 3 2 1 0 24. Develop a media plan (including budget-media allocation-and timing of ads)
4 3 2 1 0 25. Set media buying objectives
4 3 2 1 0 26. Plan strategy to guide media-buying process
4 3 2 1 0 27. Compare and contrast appropriate media outlets
4 3 2 1 0 28. Explain considerations in website pricing
4 3 2 1 0 29. Analyze consumer behavior
4 3 2 1 0 30. Identify ways to segment markets for marketing communications
4 3 2 1 0 31. Describe the nature of target marketing in marketing communications
4 3 2 1 0 32. Describe current trends/issues in marketing communications
4 3 2 1 0 33. Develop customer/client profile
4 3 2 1 0 34. Set price objectives for marketing communications services
4 3 2 1 0 35. Calculate break-even point
4 3 2 1 0 36. Explain the concept of "product" in marketing communications
4 3 2 1 0 37. Describe services offered by the marketing-communications industry
4 3 2 1 0 38. Generate marketing communications ideas
4 3 2 1 0 39. Screen marketing communications ideas
4 3 2 1 0 40. Develop a creative concept
4 3 2 1 0 41. Explain considerations affecting global promotion
4 3 2 1 0 42. Explain the marketing-communications development process
4 3 2 1 0 43. Evaluate market opportunities
4 3 2 1 0 44. Explain the nature of promotional strategies
4 3 2 1 0 45. Describe referral programs that can be used to build brand/promote products
4 3 2 1 0 46. Explain the use of product placement
4 3 2 1 0 47. Discuss types of direct marketing strategies
4 3 2 1 0 48. Explain the role of media in delivering direct marketing messages
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
4321039. Develop public relations/publicity plan to achieve communications objectives

4321040. Understand design awareness principles used in advertising layouts to be able to communicate needs to designers

4321041. Discuss the use of illustrations in advertisements

4321042. Discuss the nature of typography

4321043. Describe effective advertising layouts

4321044. Identify types of drawing media

4321045. Explain the impact of color harmonies on composition

4321046. Describe digital color concepts

4321047. Determine client needs and wants through planned, personalized communication

4321048. Explain security considerations in marketing management

4321049. Participate in cross-functional projects

4321050. Develop an operational plan of marketing activities/initiatives

4321051. Develop promotional items, graphics, letterhead, logos

4321052. Track invoices

4321053. Track marketing budgets

4321054. Adjust marketing budget in response to new market opportunities

4321055. Understand responsibilities in marketing to demonstrate ethical/legal behavior

4321056. Explain the need for professional and ethical standards in marketing

4321057. Explain the responsibility of individuals to apply ethical standards in marketing

4321058. Explain consequences of unprofessional and/or unethical behavior in marketing

4321059. Discuss legal ramifications of breaching rules and regulations

4321060. Explore the nature of marketing management

4321061. Explore career opportunities in marketing management

4321062. Identify services of professional organizations in marketing

4321063. Complete a job application portfolio

4321064. Research on education needed to advance

4321065. Develop departmental structure

4321066. Develop strategic marketing

4321067. Assess changes in price structure

4321068. Analyze product needs and opportunities

4321069. Develop product search methods

4321070. Monitor market innovation

4321071. Create a product/brand development plan

4321072. Plan product/brand lifecycle

4321073. Develop new-product launch plan

4321074. Coordinate product launches

4321075. Evaluate product mix

4321076. Conduct product/brand audit

4321077. 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 2. Assess the impact of technology on marketing research
4 3 2 1 0 3. Determine types of technology needed by company/agency
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 5. Acquire information about the marketing research industry to aid in making career choices
4 3 2 1 0 6. Identify career opportunities in marketing research
4 3 2 1 0 7. Explain the role and responsibilities of marketing researchers
4 3 2 1 0 8. Utilize career-advancement activities to enhance professional development in marketing research
4 3 2 1 0 9. Utilize planning tools to guide organizations/department’s activities
4 3 2 1 0 10. Provide input into strategic planning
4 3 2 1 0 11. Explain the need for cross-functional teams
4 3 2 1 0 12. Assess marketing-information needs to develop a marketing information management system

4 3 2 1 0 13. Identify sources to obtain demographic data
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 15. Select appropriate research techniques
4 3 2 1 0 16. Identify the marketing-research problem/issue
4 3 2 1 0 17. Explain the nature of action research
4 3 2 1 0 18. Determine research approaches
4 3 2 1 0 19. Select data-collection methods
4 3 2 1 0 20. Evaluate the relationship between the research purpose and the marketing research objectives
4 3 2 1 0 21. Estimate the value of research information
4 3 2 1 0 22. Develop sampling plans
4 3 2 1 0 23. Prepare research briefs and proposals
4 3 2 1 0 24. Control sources of error and bias
4 3 2 1 0 25. Develop rating scales
4 3 2 1 0 26. Prepare diaries
4 3 2 1 0 27. Create simple questionnaires
4 3 2 1 0 28. Design qualitative research study
4 3 2 1 0 29. Develop screener for qualitative marketing-research study
4 3 2 1 0 30. Determine sample for qualitative marketing-research study
4 3 2 1 0 31. Obtain information from customer databases
4 3 2 1 0 32. Obtain marketing information from on-line sources
4 3 2 1 0 33. Data mine web log for marketing information
4 3 2 1 0 34. Track environmental changes that impact marketing
4 3 2 1 0 35. Monitor sales data
4 3 2 1 0 36. Measure market size and composition
4 3 2 1 0 37. Administer questionnaires
4 3 2 1 0 38. Employ techniques to assess ongoing behavior
4 3 2 1 0 39. Conduct in-depth interviews
4 3 2 1 0 40. Conduct focus groups
4 3 2 1 0 41. Conduct continuous panel research
4 3 2 1 0 42. Conduct test markets
4 3 2 1 0 43. Conduct experiments
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

- 22 -