



Marketing, Sales and Service

Pathway: E-Marketing

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPG01.01	Career Development	#5: Introduction to E-Marketing	Assess e-marketing career information to enhance opportunities for career success.	Analyze e-marketing careers to determine careers of interest.	Describe e-marketing's impact on business.
					Identify career opportunities in e-marketing.
					Ascertain educational requirements/backgrounds of e-marketers.
					Determine income ranges for e-marketers.
					Determine perquisites (perks) associated with e-marketing.
					Describe the lifestyles of e-marketers.
					Explain the personal characteristics associated with e-marketing success.
				Compare individual's abilities, interests, and attitudes with those associated with e-marketing success to determine the match between the two.	Analyze desired lifestyle and that associated with e-marketing.
					Discern between desired benefits and those associated with e-marketing.
					Contrast personal characteristics with those associated with e-marketing success.
Examine similarities and differences between personal educational goals and educational requirements for e-marketing.					



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MKPG02.01	E-Business Administration	#5: Introduction to E-Marketing	Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.	Investigate the retail industry to explore the relationship between retailing and e-commerce.	Identify reasons for changes occurring in retailing.
					Determine classifications of retailers.
					Ascertain advantages/disadvantages associated with each classification of retailer.
					Identify types of non-store retailers.
					Explain the growth of non-store retailing.
					Compare e-commerce with traditional commerce.
					Determine issues and trends in retailing that impact e-commerce.
				Explore the relationship between e-commerce and the Internet to understand the role of the Internet in e-commerce.	Identify the process that enables different types of computers and different operating systems to communicate with each other.
					Recognize factors that affect the speed of an Internet connection.
					Describe Internet-access options.
					Explain the key components of the Internet.
					Discuss the primary applications of the Internet (e.g., network communications, market intelligence, promotion, etc.).
					Differentiate among e-commerce models.
					Identify competitive advantages provided by the Internet.

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			(CONTINUED)	Analyze the economic impact of e-commerce.	Determine investment opportunities associated with e-commerce. Discuss the results of media spending for e-commerce. Recognize the relationship between e-commerce and inflation. Determine the impact of e-commerce on a business's efficiency and effectiveness.
				Ascertain the impact of e-commerce on international trade to understand the global marketplace.	Identify considerations in communicating with an international market. Analyze factors affecting a business's ability to sell to an international market. Determine how e-commerce enables small businesses to compete internationally with large businesses.
				Determine the impact of the Internet on marketing to determine the Internet's usefulness in carrying out marketing activities.	Distinguish between the WWW and the Internet. Compare and contrast the advantages/disadvantages of using e-mail as a marketing tool. Determine the advantages/disadvantages of the WWW as a marketing tool. Recognize the importance of Internet-use policies. Scrutinize the impact of the Internet on each of the marketing functions.
				Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences.	Distinguish between merchandising and marketing. Ascertain the importance of merchandising to retailers and to e-tailers. Distinguish between merchandising for brick-and-mortar retailers and for online retailers. Identify merchandising activities.



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			(CONTINUED)	Identify the impact of the Internet on a business's purchasing activities to appreciate the value added by the Internet.	Investigate the online purchasing process. Identify ways that the Internet facilitates purchasing activities. Determine constraints associated with online purchasing.
				Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.	Identify factors to consider when placing orders/reorders. Describe the use of smart cards in placing orders/reorders. Identify the components of purchase orders. Calculate amount of order/reorder.
MKPG02.02	E-Business Administration	#5: Introduction to E-Marketing	Implement e-business ethics, regulations, and safeguards to protect the business and to create trust.	Apply ethics and government regulations to protect the e-business. Secure company and customer data to minimize loss and to create trust.	Take ethical actions with online communications. Identify legal considerations in e-commerce. Record and report sales tax, when appropriate. Identify strategies for protecting business's web site. Select strategies for protecting online customer transactions.
MKPG02.03	E-Business Administration	#5: Introduction to E-Marketing	Acquire needed skills to create a web presence.	Employ technological tools to create a web presence.	Demonstrate basic desktop publishing functions. Integrate software applications. Identify tools used in web site creation. Explain basic programming languages. Identify capabilities of Internet/Web programming. Select Web host.



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MKPG02.04	E-Business Administration	#5: Introduction to E-Marketing	Organize, control and plan work efforts to manage e-business activities.	Organize work to facilitate e-business success.	Develop an e-commerce project plan.
				Control costs to minimize expenses and maximize return.	Identify costs associated with e-commerce. Determine return on investment (ROI) for e-commerce.
				Plan an e-business to maximize return and minimize expense.	Incorporate e-commerce considerations into a business plan.



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MKPG03.01	Marketing Functions	#9: E-Business Development and Growth #12: Advanced Applications of E-Marketing	Manage marketing activities to facilitate e-business development and growth.	Utilize distribution knowledge and skill to manage supply-chain activities.	<p>Explain distribution issues and trends in e-commerce.</p> <p>Process incoming merchandise.</p> <p>Resolve problems with incoming shipments.</p> <p>Process returned/damaged product.</p> <p>Establish receiving schedules.</p> <p>Store merchandise.</p> <p>Select appropriate storage equipment.</p> <p>Plan storage space.</p> <p>Explain the nature of e-CRM.</p> <p>Fulfill orders.</p> <p>Select best shipping method.</p> <p>Analyze shipping needs.</p> <p>Analyze capabilities of electronic business systems to facilitate order fulfillment.</p> <p>Assess order fulfillment processes.</p> <p>Maintain inventory levels.</p> <p>Complete inventory counts.</p> <p>Plan/organize inventory counts.</p> <p>Describe inventory control systems.</p> <p>Identify types of unit inventory control systems.</p> <p>Determine inventory shrinkage.</p> <p>Maintain inventory control systems.</p> <p>Develop inventory control systems.</p> <p>Develop collaborative relationships with channel members.</p> <p>Establish system for processing dead/excess merchandise.</p> <p>Value inventory (LIFO, FIFO).</p> <p>Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy).</p>



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			(CONTINUED)	Employ financial knowledge and skill to make e-business decisions.	Identify strategies for electronic payment.
				Manage marketing-information to make e-business decisions.	Explain privacy issues in e-commerce.
					Identify data available through online tracking methods.
					Use online marketing research tools/techniques to collect primary data.
					Maintain customer database.
					Explain the use of data mining.
					Use results of data mining to make marketing decisions.
					Use web site tracking methods for decision-making.
					Identify online target market.
				Incorporate e-commerce considerations into marketing plan.	
				Acquire knowledge of e-pricing strategies to maximize return and meet customers' perceptions of value.	Describe the impact of the Internet on pricing decisions.

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			(CONTINUED)	Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	Maintain/update web site.
					Explain the use of customization strategies in e-commerce activities.
					Identify personalization strategies for use in e-commerce activities.
					Optimize business's web site placement with major search engines and directories.
					Use the Internet to build brand equity.
					Identify customer service issues in e-commerce.
					Evaluate e-customer experience.
					Explain the nature of merchandise plans (budgets).
					Plan stock.
					Plan reductions.
					Plan purchases.
					Determine what to buy.
					Determine quantities to buy.
					Determine when to buy.
					Plan gross margin.
					Prepare merchandise plan (budget).



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			(CONTINUED)	Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.	Describe online advertisements. Explain e-mail marketing. Write content for use on the Internet. Execute targeted e-mails. Select strategies for online advertising. Create interactive public relations. Identify sales promotion techniques for e-commerce. Select techniques for promoting web site. Select techniques to improve online response rate. Incorporate e-commerce into promotional plan.
				Manage the e-sales function to determine client needs and wants and to respond through planned, personalized communication.	Identify unique aspects of Internet sales. Describe customer support for online sales. Manage online customer support. Determine strategies for online customer support. Recognize the use of brand names in selling. Distinguish between online consumer and organizational buying behavior. Develop a plan for online suggestion selling. Evaluate online prospects. Train sales staff in use of the Internet. Develop plan for selling online.

Additional Recommended
CTE/Degree Major Courses:

- #3: Principles of Sales and Promotion
- #4: Marketing
- #6: Principles of Marketing Research
- #7: Principles of Sales Management
- #8: Principles of Marketing Communications
- #10: Principles of Merchandising
- #11: Consumer Behavior
- #13: International Marketing