



## Marketing, Sales and Service

Pathway: Management and Entrepreneurship

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPA01.01	Career Development	#3: Introduction to Entrepreneurship	Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.	Analyze sales careers to determine careers of interest.	Describe entrepreneurship's/small-business's impact on a market economy.
					Identify career opportunities in small-business ownership.
					Ascertain educational requirements/backgrounds for entrepreneurs/small-business owners.
					Determine income ranges for entrepreneurs/small-business owners.
					Determine perquisites (perks) associated with entrepreneurship/small-business ownership.
					Identify the entrepreneurship's risks and rewards.
					Describe the lifestyles of entrepreneurs/small-business owners.
				Explain the personal characteristics associated with entrepreneurial success.	
				Compare individual's abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.	Analyze desired lifestyle and that associated with entrepreneurship.
					Discern between desired benefits and those associated with entrepreneurship.
Contrast personal characteristics with those associated with entrepreneurial success.					
					Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPA02.01	Business Administration	#7: Organization, Development and Administration #11: Financial Accounting #12: Managerial Accounting	Use staffing, organizing, leading, controlling, and planning to manage business activities.	Plan for organizational development and growth to facilitate business success.	Determine technical assistance needed by business owners.
					Identify sources of assistance for entrepreneurs/small-business owners.
					Develop company objectives.
					Develop strategies to achieve company goals/objectives.
					Describe the role of management in the achievement of quality.
					Identify external factors that affect planning.
				Organize work efforts and staff to enhance work flow.	Identify assumptions for creating projected financial statements.
					Develop a business plan.
					Develop organizational plan.
				Staff the business operation to expedite work efforts.	Develop job descriptions.
					Establish personnel policies.
					Create orientation program.
					Explain wage and benefit programs.
				Plan and evaluate purchasing activities to minimize expenses.	Develop compensation plan.
					Maintain personnel records.
					Choose vendors.
Negotiate contracts with vendors.					
	Review performance of vendors.				



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			(CONTINUED)	Maintain fiscal control of business operations to limit expenses.	Negotiate service and maintenance contracts. Negotiate lease or purchase of facility. Develop company's budget. Use budgets to control operations. Develop expense-control plans. Analyze cash-flow patterns. Prepare cash-flow statements. Calculate financial ratios. Prepare balance sheets. Prepare profit-and-loss statements. Interpret financial statements. Analyze operating results in relation to budget/industry. Prepare financial statements for audit.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKPA02.02	Business Administration	#6: Entrepreneurship and Management	Implement business ethics, regulations, and safeguards to protect the business and to create trust.	Apply ethics and government regulations to protect the business.	Implement managerial ethics.
					Apply trade regulations.
					Analyze environmental regulations.
					Comply with tax regulations.
				Create safety and security plans to minimize loss and to maximize return.	Fulfill business's reporting requirements.
					Identify speculative business risks.
					Obtain insurance coverage.
					Develop strategies to protect digital data.
					Establish policies/procedures for preventing internal theft.
					Develop policies/procedures for preventing vendor theft.
					Develop procedures for preventing burglary.
				Resolve safety and security breaches to create a safe working environment and to minimize loss.	Establish fire-prevention program.
					Establish safety policies and procedures.
Explain risk management.	Correct hazardous conditions.				
	Settle insurance claims.				
MKPA03.01	Communication and Interpersonal Skills	#3: Introduction to Entrepreneurship	Implement communication and interpersonal skills to manage a business operation.	Communicate and apply interpersonal skills to manage a business.	Prepare complex written reports.
					Fulfill management's role in customer relations.



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MKPA04.01	Marketing Functions	#9: Marketing Management #10: Business Management and Supervision	Manage marketing activities to facilitate business development and growth.	Utilize distribution knowledge and skill to manage supply-chain activities.	Interpret channel strategies.
					Select channels of distribution.
					Evaluate channel members.
				Employ financial knowledge and skill to make business decisions.	Make critical decisions regarding acceptance of bank cards.
					Explain the importance of business credit.
					Identify risks associated with obtaining business credit.
					Recognize sources of business financing.
					Explain loan evaluation criteria used by lending institutions.
					Determine financing needed for business operations.
					Determine financing needed to start a business.
					Complete loan application package.
				Manage marketing-information to make business decisions.	Assess marketing-information needs.
					Develop marketing-information management system.
					Identify considerations in implementing international marketing strategies.
					Select target market.
					Conduct SWOT analysis for use in marketing planning process.
					Forecast sales.
	Develop marketing plan.				
	Identify measures used to control marketing planning.				
	Evaluate performance of marketing plan.				
	Conduct marketing audits.				



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Utilize pricing strategies to maximize return and meet customers' perceptions of value.	Select approach for setting a base price (cost, demand, competition). Determine cost of product (breakeven, ROI, markup). Calculate break-even. Identify strategies for pricing new products (for imitative new products, for innovative new products). Select product-mix pricing strategies (product line, option-product, captive-product, by-product, product bundle). Determine discounts and allowances that can be used to adjust base prices. Use psychological pricing to adjust base prices. Select promotional pricing strategies used to adjust base prices. Determine geographic pricing strategies to adjust base prices. Identify segmented pricing strategies that can be used to adjust base prices. Set prices. Adjust prices to maximize profitability.
				Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	Plan product mix. Determine services to provide customers. Explain the role of customer service in positioning/image. Analyze factors that contribute to business success. Develop strategies to position product/business.



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			(CONTINUED)	Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.	Conceptualize web-site design/components. Select advertising media. Buy advertisements. Evaluate effectiveness of advertising. Obtain publicity. Analyze costs/benefits of company participation in community activities. Develop a public relations plan. Design frequency marketing program. Analyze use of specialty catalogs. Develop a sales-promotion plan. Use past advertisements to aid in promotional planning. Prepare promotional budget. Manage promotional allowances. Explain the use of advertising agencies. Develop an advertising campaign. Develop promotional plan for a business.
				Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.	Analyze technology for use in the sales function.

Additional Recommended  
 CTE/Degree Major Courses:  
 #4: Business Finance  
 #5: Marketing  
 #8: Consumer Behavior