



Marketing, Sales and Service Foundation

Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKC01.01	Academic Foundations	Social Studies/Sciences Courses #1: Business Essentials	Integrate social studies skills into marketing, sales and service to better understand customers and the economic environment in which they function.	Acquire an understanding of fundamental economic concepts to obtain a foundation for employment in marketing careers.	Differentiate between goods and services.
					Identify economic resources.
					Recognize reasons for scarcity.
					Delineate society's economic questions.
					Categorize economic activities.
					Determine economic utilities created by marketing activities.
					Recognize conditions needed for demand's existence.
					Analyze the impact of the law of supply and demand on business.
					Identify factors affecting supply, demand, and elasticity.
					Differentiate among price, relative price, equilibrium price, and market price.
				Determine the relationship between relative prices and economic questions.	
				Recognize functions of relative prices.	
				Analyze price determination.	
				Predict producers' responses to excess supply and demand.	
				Differentiate among economic systems to understand the environments in which businesses function.	Identify the importance of economic systems.
					Delineate characteristics of traditional, communist, socialist, and market economic systems.
					Analyze ways that economic systems answer economic questions.
					Evaluate strengths and weaknesses of economic systems.
					Identify factors affecting business profit.
					Calculate profit.
Identify profit's significance.					
Analyze ways businesses increase profit.					



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	(CONTINUED)	Defend businesses' need to make a profit.
					Identify types of economic risks.
					Compare pure and speculative economic risks.
					Analyze ways businesses minimize risk.
					Identify direct and indirect, price and non-price competition.
					Delineate businesses' market structures.
					Recognize effects of competition on businesses, consumers, and society.
					Endorse need for competition in a market economy.
				Analyze business productivity to determine its effect on business success.	Identify effects of productivity.
					Measure productivity.
					Recognize factors enhancing productivity.
					Identify factors hindering productivity.
					Determine ways to increase productivity.
					Delineate consequences of non-productivity.
					Analyze impact of specialization/division of labor on productivity.
					Determine involvement of resources in productivity.



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			(CONTINUED)	Analyze cost/profit relationships to guide business decision-making.	Identify types of specialization.
					Recognize advantages and disadvantages of specialization.
					Overcome disadvantages of specialization overcome.
					Recognize reasons unions formed.
					Identify labor issues.
					Delineate levels and types of union organization.
					Analyze collective bargaining process.
					Identify types of union and management negotiation strategies.
					Recognize effects of unionism.
					Identify stages of production.
					Analyze impact of the law of diminishing returns.
					Determine relationships between total revenue, marginal revenue, output, and profit.
				Identify economic trends/indicators to measure economic conditions.	Compare unemployment rate and employment conditions.
					Recognize a nation's unemployment costs.
					Determine inflation's causes.
					Analyze inflation's economic impact.
					Predict economic impact of interest-rate fluctuations.
					Determine the relationship between inflation and Consumer Price Index.
					Evaluate Gross Domestic Product's impact.
					Determine impact of business cycles.



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			(CONTINUED)	Ascertain international trade's impact to guide business decision-making.	Determine reasons for international trade.
					Identify trade barriers.
					Analyze economic effects of international trade.
					Recognize techniques to improve international trade.
					Evaluate business subculture's impact on business behavior.
					Investigate culture's influence.
				Employ sociological knowledge to facilitate marketing activities.	Analyze and interpret complex societal issues, events, and problems.
					Analyze researched information and statistics.
					Reach reasoned conclusions.
					Examine social beliefs, influences, and behavior.
					Analyze group dynamics.
					Assess human behavior.



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			(CONTINUED)	Apply psychological knowledge to facilitate marketing activities.	Recognize factors influencing perception. Identify sources of attitude formation. Assess methods used to evaluate attitudes. Identify basic social and cultural strata. Determine behavioral effects of social and cultural strata. Analyze effects of others on individual behavior. Predict likelihood of conformity and obedience. Determine significance of aggression. Recognize factors affecting personality. Evaluate the nature of change over a lifetime. Identify sources of stress. Detail reactions to stress. Employ strategies for dealing with stress. Investigate factors affecting motivation. Analyze cues to basic drives/motives.
MKC01.02	Academic Foundations	Mathematics Courses #1: Business Essentials	Solve mathematical problems to obtain information for decision-making in marketing, sales and service.	Employ numbers and operations to understand and solve mathematical problems in marketing.	Recognize relationships among numbers. Employ mathematical operations. Perform computations successfully Predict reasonable estimations.



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			(CONTINUED)	Apply algebraic skills to make business decisions.	Recognize patterns and mathematical relations. Use algebraic symbols to represent, solve, and analyze mathematical problems. Create mathematical models from real-life situations. Represent changes in quantities mathematically. Determine rate of change mathematically. Interpret graphical and numerical data.
				Employ measurement skills to make business decisions.	Recognize measurable attributes of objects. Take measurements correctly.
				Perform data analysis to make business decisions.	Formulate questions effectively. Collect relevant data. Organize useful data. Answer questions appropriately. Employ appropriate statistical methods in data analysis. Develop and evaluate inferences and predictions. Apply basic concepts of probability.
				Implement problem-solving techniques to evaluate the accuracy of mathematical responses.	Identify problem-solving techniques. Apply a variety of problem-solving strategies. Adjust problem-solving strategies, when needed.
MKC01.03	Academic Foundations	Language Arts Courses #1: Business Essentials	Apply language arts skills to enhance business opportunities in marketing, sales and service.	Apply writing skills and strategies to communicate with targeted business audiences in marketing, sales and service.	Employ a variety of prewriting skills. Implement a variety of drafting and revision strategies. Use strategies to write to different audiences. Write a variety of composition types.



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			(CONTINUED)	Employ writing skills to create a specific tone and style of writing for marketing communications.	Use precise, descriptive language. Organize information into logical progression of ideas. Employ a variety of sentence structures and sentence lengths. Use transitional devices. Supply supporting detail. Convey personal style and voice.
				Apply grammatical and mechanical conventions to clarify written marketing communications.	Write complete sentences. Employ parts of speech appropriately. Use capitalization conventions properly. Spell words correctly. Employ correct punctuation. Use varied sentence structures.
				Compile and use information to support writer's position or topic in marketing communications.	Use research methods appropriately. Analyze a variety of sources. Implement a variety of criteria to evaluate source's validity and reliability. Synthesize information properly. Reach correct conclusions.
				Employ general reading skills and strategies to obtain information for use in marketing activities.	Determine the meaning of words from context. Extend vocabulary. Recognize techniques used to influence readers. Identify factors influencing readers' response to text.



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			(CONTINUED)	Practice reading skills and strategies to understand and interpret information for use in marketing.	Apply criteria for evaluating text's accuracy.
					Make connections between the reader's life and the text.
					Identify writer's point of view correctly.
					Extract relevant information.
					Reach logical conclusions.
				Speak and listen to acquire, provide, and understand marketing information.	Apply verbal and nonverbal strategies appropriately to the situation.
					Ask relevant questions.
					Provide legitimate responses.
					Employ active-listening techniques.
					Adjust wording and delivery of messages to audience.
					Give oral presentations effectively.
					Incorporate technology smoothly into presentations.
					Defend ideas objectively.



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MKC02.01	Communications	Language Arts Courses #1: Business Essentials	Use communication skills to facilitate information flow in marketing, sales and service.	Apply verbal skills to communicate effectively in marketing, sales and service.	Demonstrate effective listening skills.
					Employ proper grammar and vocabulary.
					Reinforce service orientation through communication.
					Address other communicants professionally.
					Perform telephone/cell phone calls professionally.
					Use voice mail.
					Apply persuasion appropriately.
					Make oral presentations, when needed.
				Write effectively to enhance marketing, sales and service communications.	Prepare and send written messages electronically.
					Write informational messages.
					Write inquiry messages.
					Write persuasive messages.
				Communicate with staff to clarify workplace objectives.	Prepare simple written reports.
					Follow others' directions.
					Provide directions for completing job assignments.
					Read interdepartmental/company communications in a timely manner.
				Communicate with customers to enhance company image.	Conduct staff meetings effectively.
					Demonstrate customer-service mindset.
					Process customer inquiries.
					Adapt communication to the cultural and social differences among clients.
Respond to client's communication according to company policy.					
Handle interruptions professionally when working with clients.					
Respond to client's special requests.					



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKC03.01	Problem Solving and Critical Thinking	#1: Business Essentials #3: Marketing	Apply problem-solving and critical thinking skills to help grow the business and/or to resolve workplace conflict.	Deal with conflict to minimize disruptions in the workplace.	Show empathy.
					Exert appropriate assertiveness.
					Demonstrate problem-solving skills.
					Apply negotiation skills.
					Interpret business policies to customers/clients.
					Resolve customer complaints.
					Handle situations when the customer is at fault.
					Adjust to change.
					Adjust work practices to respond to client needs.
					Make personal and service adjustments that balance organizational goals and needs with those of clients.
				Explain the nature of organizational change.	
				Employ skills to promote self-development.	Minimize organizational conflict.
					Apply stress management techniques.
					Use feedback for personal growth.
				Acquire organizational knowledge to solidify commitment to business.	Implement decision-making skills.
Set personal goals that further company goals.					
Apply time management principles.					
Explain company mission and/or vision.					
	Describe company's goals, objectives, rewards, and incentives.				
	Identify options for employees to contribute to process and/or product improvement.				
	Describe measures used to determine success of process changes on service improvement.				



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
MKC04.01	Information Technology Applications	#2: Business Technology Applications	Apply technological tools in marketing, sales and service to expedite work flow.	Use email functions to expedite work.	Identify components of email messages.
					Write and send email messages.
					Employ email etiquette.
					Answer email message promptly.
					Forward email messages.
					Add signature file.
					Append attachments.
					Designate message priority.
					Manage address book.
					Set up distribution list.
					Sort mail.
					Search for and locate messages.
					Apply e-mail shortcuts.
				Implement auto-responder.	
				Post messages on a listserv.	
				Create and use email folders to compile related messages.	
				Employ web search skills to obtain information.	Identify components of a URL.
					Explain importance of search engines in locating information.
					Use search engines and directories.
					Implement search techniques.
Locate specified topics on the Web.					
Access specified topics through web-page links.					
Download web-page information to a disk.					



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			(CONTINUED)	Demonstrate word processing skills to prepare text documents.	Identify word processing capabilities.
					Enter and store text.
					Search for, find, and replace text in a document.
					Retrieve, edit, and print documents.
					Employ cut and paste functions.
					Create text document containing columns.
					Insert graph into document.
				Demonstrate presentation software skills to prepare visual support for presentations.	Identify capabilities of presentation software programs.
					Determine characteristics of effective presentation software documents.
					Enter and store text in a presentation software document.
					Import graphics into a presentation software document.
					Develop builds and transitions for screens in a presentation software document.
					Retrieve and edit presentation software screens.
					Add/delete screens in a presentation software document.
				Employ database skills to store, search, analyze, and retrieve information.	Identify capabilities of database software.
					Create database structure.
					Enter and save data in a database software document.
					Retrieve and modify data in a database software document.
					Delete database records.
					Sort data in a database given predetermined criteria.
					Create chart or graph using database file.
					Print labels from database.
					Print database list/report.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Apply spreadsheet skills to expedite mathematical calculations and to display that data in meaningful ways.	Identify components of spreadsheets. Explain capabilities of spreadsheet software. Format spreadsheets. Enter and store data in a spreadsheet software file. Retrieve, edit, and print data in a spreadsheet file. Create charts and graphs using spreadsheet data.
				Create and post basic web page to demonstrate a web presence.	Identify basic structure of web page. Recognize limitations associated with web-page creation. Analyze importance of tags in structuring web pages. Identify naming conventions for web files. Name and save web files. Recognize information in HTML documents that will be ignored by browsers. Set up HTML documents. Format text of a web page. Specify considerations in selecting graphics format. Add graphic elements to a web page. Add attributes to a tag on a web page. Create hypertext links in a web page. Display document within a web browser. Upload web page to the Web.



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MKC05.01	Systems	#1: Business Essentials #3: Marketing	Implement, modify, and improve business and marketing systems to facilitate business activities.	Determine a business's social responsibilities to understand how business can enhance public relations.	Identify types of social responsibility.
					Specify importance of exhibiting social responsibility.
					Designate individuals, groups, or agencies to which businesses are socially responsible.
				Determine the relationship between government and business to ascertain government's role in a market economy.	Identify ways for businesses to demonstrate their social responsibility.
					Analyze government's involvement in business.
					Determine ways that government regulates business.
					Analyze impact of government regulation on business.
				Analyze marketing to identify its role in a global economy.	Identify methods for financing government regulation.
					Designate extent to which a business implements the marketing concept.
					Recognize ways marketing affects consumers and business.
				Appraise the marketing functions to understand their interdependence.	Determine impact of a global economy on marketing activities.
					Explain the purposes of each marketing function.
Describe the importance of each function to marketing.					
	Analyze the interrelationships among the marketing functions.				



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Evaluate a business's purchasing system to determine its role in business.	Identify purchasing activities.
					Recognize importance of purchasing in business operations.
					Analyze process for purchasing materials, equipment, and supplies for business operations.
				Analyze a business's production system to determine its importance in business.	Identify inputs used by businesses for production.
					Differentiate between tangible and intangible outputs.
					Recognize importance of production in business operations.
					Identify production activities and their purposes.
					Investigate goals of production activities.
				Analyze accounting systems to examine their contribution to the fiscal stability of businesses.	Identify purposes of accounting.
					Designate requirements that the accounting system should fulfill.
					Differentiate between cash and accrual accounting.
					Analyze steps in the accounting process.
				Determine the role of management to understand how managers staff, organize, direct, control, and plan business activities.	Categorize resources managed by business.
					Identify levels of management.
					Recognize the role of managers.
					Identify management functions and their purposes.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Evaluate quality systems to determine their effectiveness.	Identify the effects of improved quality. Recognize the impact of a global economy on quality standards. Value the importance of having a customer focus. Analyze the continuous quality improvement process. Implement quality management tools and techniques. Apply continuous improvement strategies. Evaluate projects.
				Assess human resource systems to determine their role in a business organization.	Identify components of a human resource system. Determine the roles and responsibilities of human resource personnel. Evaluate the goals of human resource systems. Ascertain the security of personnel information. Examine the employee-selection process. Establish and evaluate the staff-development process. Scrutinize employee benefits package.
				Analyze data systems to improve their effectiveness.	Identify importance of data systems. Designate components of a data system. Determine effectiveness of data flow/manipulation. Detail roles and responsibilities of data-systems' personnel. Analyze data-storage security.



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			(CONTINUED)	Evaluate administrative support systems to improve their effectiveness.	Determine role and responsibilities of employees in administrative support systems.
					Establish standards of performance for administrative support personnel.
					Institute procedures for work flow.
					Measure productivity of administrative support personnel.
					Activate corrective measures in administrative support system.
				Evaluate finance systems to enhance their impact on business operations.	Identify importance of finance systems.
					Determine finance activities.
					Select cash-flow streams.
					Interpret cash-flow statements.
					Analyze cash-flow patterns.
					Use financial statements (i.e., balance sheets and profit-and-loss statements) for decision-making.
					Calculate financial ratios.
					Develop operating budgets.
					Use operating budgets to control operations.
					Analyze operating results in relation to budget/industry.
					Apply investment criteria.
					Analyze financial equity.
					Scrutinize financial reporting activities.



Code	Topic	Course	Knowledge and Skill	Performance Element	Measurement Criteria
			(CONTINUED)	Evaluate types of business ownership to determine the systems used for structuring business organizations.	<p>Identify advantages/disadvantages of each type of business ownership (i.e., sole proprietorship, partnership, and corporation).</p> <p>Recognize reasons for choosing to form each type of business ownership.</p> <p>Describe types of partnership arrangements.</p> <p>Explain the process for forming a corporation.</p> <p>Identify types of corporations.</p> <p>Discuss ways in which corporations grow (i.e., merger, consolidation, and expansion).</p> <p>Determine the role of franchises.</p> <p>Explain factors affecting the choice of ownership form.</p>



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MKC06.01	Safety, Health, and Environmental	#1: Business Essentials #3: Marketing	Implement safety, health, and environmental controls to enhance productivity in marketing, sales and service.	Acquire knowledge of federal and state health and safety regulations to support a safe working environment in marketing, sales and service.	Identify applicable regulations.
					Recognize penalties for noncompliance with the regulations.
					Describe procedures for reporting noncompliance with regulations.
				Analyze security issues to minimize loss in marketing, sales and service.	Identify causes of business risk.
					Take routine security precautions.
					Address client concerns about workplace security.
				Evaluate safety issues to minimize loss in marketing, sales and service.	Follow safety precautions.
					Maintain a safe environment.
					Handle accidents in the workplace appropriately.
					Adhere to procedures for handling and reporting unexpected health issues, violent and threatening behavior, and other emergency situations.
					Follow regulations for use of equipment, tools, and machinery.
					Adhere to policies regarding maintenance of equipment, tools, and machinery.
					Report unsafe or defective equipment, tools, or machinery.
Operate company's equipment safely.					
Apply appropriate technology to specific tasks.					



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MKC07.01	Leadership and Teamwork	#1: Business Essentials #3: Marketing	Employ leadership and teamwork skills to facilitate work flow in marketing, sales and service.	Enhance group working relationships to improve the work environment in marketing, sales and service.	Foster positive working relationships.
					Participate as a team member.
					Adhere to company policies.
					Motivate self.
				Organize work efforts and staff to enhance work flow in marketing, sales and service.	Document and maintain records in accordance with operational policies.
					Develop project plans.
					Plan and organize work efforts of staff.
					Schedule employees.
				Staff the business operation to expedite work efforts.	Delegate responsibility for job assignments.
					Establish standards for job performance.
					Determine hiring needs.
					Recruit new employees.
				Lead staff to achieve company goals.	Select new employees.
					Conduct exit interviews.
					Dismiss/fire employees, as needed.
					Maintain personnel records.
					Orient new employees.
					Conduct training class/program.
					Employ techniques to build employee morale.
					Implement techniques to motivate staff.
				Provide feedback about work efforts.	
Maintain fiscal control of business operations to limit expenses.	Encourage team building.				
	Resolve employee complaints and grievances.				
	Assess employee morale.				
	Assess employee performance.				
Identify overhead/operating expenses.	Take remedial action with staff.				
	Control business expenses.				
	Control use of supplies.				



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MKC08.01	Ethics and Legal Responsibilities	#1: Business Essentials #3: Marketing	Exhibit ethical behavior in marketing, sales and service to create goodwill and trust.	Employ ethical communications to acquire others' confidence in marketing, sales, and service.	Respect the privacy of others.
					Protect confidential information.
					Determine information appropriate to obtain from a client or another employee.
				Take ethical actions to inspire others' trust in marketing, sales and service.	Demonstrate honesty and integrity.
					Recognize personal biases and stereotypes.
					Treat others fairly at work.
				Adhere to regulations and organizational ethics to foster trust and goodwill.	Exhibit cultural sensitivity.
					Employ ethical work habits.
					Identify organizational ethics and integrity standards.
					Recognize organizational and legal consequences of aiding or participating in illegal or inappropriate behavior.
					Uphold legally binding contracts.
					Adhere to personnel regulations.
	Enforce trade regulations.				



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MKC09.02	Employability and Career Development	#1: Business Essentials #3: Marketing	Implement employability and career-development skills to obtain and progress in marketing, sales and service careers.	Plan career to enhance potential for job success in marketing, sales and service.	Determine employer expectations.
					Analyze career information.
					Select career interest.
				Implement job-seeking skills to obtain employment in marketing, sales and service.	Apply job search strategies.
					Prepare résumé.
					Write letter of application.
					Complete job application form.
					Implement job interview strategies.
				Participate in activities to enhance career success in marketing, sales and service.	Write follow-up letter to employer.
					Assess personal interests and skills needed for career success.
					Identify skills needed to enhance career progression.
					Analyze resources that can contribute to professional development.
				Employ personal skills to succeed in marketing, sales and service.	Identify company sources containing information about company policies, procedures, and special events.
					Implement networking strategies.
					Exhibit positive attitude.
Display interest and enthusiasm.					
Demonstrate orderly and systematic behavior.					
Take initiative at work.					
Exhibit responsible behavior.					
Show self-control.					
Maintain appropriate personal appearance.					
Demonstrate appropriate creativity.					



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MKC10.01	Technical Skills	#1: Business Essentials #3: Marketing	Employ technical skills to understand and perform marketing, sales and service activities.	Apply knowledge of fundamental business concepts to purchase equipment/materials/supplies for business operations.	Explain company buying/purchasing policies.
					Describe the buying/purchasing process.
					Recognize the connection between buyer reputation and vendor relationship.
					Conduct vendor search.
				Acquire knowledge of financial records to understand a business's financial position.	Calculate net sales.
					Research the need for cash flow statements.
					Explain the purposes of balance sheets.
				Acquire knowledge of management tools to understand methods used to control business operations.	Describe the importance of profit-and-loss statements.
					Explain the use of business records.
					Discuss the use of budgets.
				Identify current business trends to recognize changes needed in business operations.	Describe crucial elements of a quality culture.
					Describe the impact of current business trends on business.
					Explain the importance to business of identifying current business trends.



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			(CONTINUED)	Utilize distribution knowledge and skill to manage supply-chain activities.	Identify channels of distribution.
					Recognize technology usage in distribution.
					Ascertain legal and ethical considerations in distribution.
					Discern receiving processes.
					Recognize storing/warehousing role.
					Analyze relationship between customer service and distribution.
					Prepare invoices.
					Use an information system for order fulfillment.
					Identify advantages/disadvantages of shipping processes.
					Coordinate distribution and other marketing activities.
					Investigate channel-member relationships.
				Employ financial knowledge and skill to make business decisions.	Recognize role of financing in marketing.
					Explore technology usage in financing.
					Identify credit's purpose and importance.



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			(CONTINUED)	Gather, access, synthesize, evaluate, and disseminate marketing information to make business decisions.	Determine the need for marketing information.
					Describe marketing information management.
					Recognize the need for ethics in marketing information management.
					Investigate technology usage in marketing information management.
					Identify information monitored for marketing decision-making.
					Recognize secondary data sources.
					Search Internet for marketing information.
					Monitor internal records for marketing information.
					Collect marketing information from others (e.g., customers, vendors, and staff).
					Conduct environmental scan.
					Describe marketing research.
					Identify marketing information processing techniques.
					Evaluate database usage in marketing information management.
					Design database.
					Apply databases to information analysis.
					Interpret descriptive statistics.
					Write marketing reports.
					Present report findings and recommendations.
					Describe marketing strategies.
					Explain market and market segmentation.
					Identify marketing plan components.
					Use situational analysis in marketing planning.
					Describe the nature of sales forecasts.



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			(CONTINUED)	Utilize pricing strategies to maximize return and meet customers' perceptions of value.	Analyze the pricing function. Investigate pricing ethics. Describe technology usage in pricing. Explain legal considerations in pricing. Recognize factors affecting pricing decisions. Describe methods to determine pricing.
				Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.	Describe the product/service management function. Identify the impact of product life cycles on marketing decisions. Determine technology usage in product/service management. Recognize the need for ethics in product/service management. Explain grades and standards usage in marketing. Explain and carry out warranties and guarantees. Discern consumer protection provided by government agencies. Identify components of product mix. Explain product bundling. Describe factors used to position products/businesses. Ascertain the nature of branding.



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			(CONTINUED)	Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.	Determine the communication process used in promotion. Identify roles and types of promotion. Identify elements of the promotional mix. Investigate ethics usage in promotion. Determine technology usage in promotion. Analyze promotional regulations. Explain types of advertising media. Identify advertisement's components. Write targeted promotional messages. Describe direct advertising strategies. Explain database usage in advertising. Design web site. Calculate media costs. Write news releases. Explain the nature of promotional plans. Coordinate promotional-mix activities.
				Utilize sales knowledge and skill to determine client needs and wants and to respond through planned, personalized communication.	Explain the sales function. Describe the relationship between customer service and selling. Identify clientele-building factors. Describe sales policies. Investigate sales ethics. Explain technology usage in selling. Identify sales regulations. Obtain product knowledge. Analyze the sales process. Implement sales support activities. Plan strategies to meet sales quotas.