

Pathway: Professional Sales

Cluster: Marketing

CLUSTER/ PATHWAY/ PROGRAM	CERTIFICATION / ASSESSMENT TITLE	TYPE	ISSUING ORGANIZATION	WEBSITE Please report broken web links	ELIGIBILITY REQUIREMENTS / PREREQUISITES	ADMINISTRA- TION ELIGIBILITY (Written, Oral, Practical, etc.)	PASSING SCORE	COST	COMMENTS
<p>● For use at SECONDARY For use at SECONDARY For use at SECONDARY For use at SECONDARY</p>									
Marketing (Cluster)	Standard Marketing (2-credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/301	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level
Marketing (Cluster)	Standard Marketing (3-credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/234	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level

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Marketing (Cluster)	Standard Marketing (4-credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/236	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level
Marketing (Cluster)	Accelerated Marketing (2- credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/227	Accelerated-level programs of study both the breadth and level of marketing content increases	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 80 performance indicators per credit/ Carnegie unit of instruction at Accelerated level

Minnesota State-Approved Technical Skill Assessments

7/1/2016

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Marketing (Cluster)	Honors-Ready Marketing (2- credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/309	Additional higher-level, complex content is addressed, and there is a greater focus on inquiry, problem-solving, and project-based learning.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 90 performance indicators per credit/ Carnegie unit of instruction at Honors-Ready level
Marketing (Cluster)	Honors-Ready Marketing (3- credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/15	Additional higher-level, complex content is addressed, and there is a greater focus on inquiry, problem-solving, and project-based learning.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 90 performance indicators per credit/ Carnegie unit of instruction at Honors-Ready level
Marketing (Cluster)	Marketing I (401)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 45 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment

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Marketing (Cluster)	Marketing II (402)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 30 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment
Marketing (Cluster)	Retailing (407)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 73 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment
Marketing (Cluster)	Retail Management (422)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 11-12; 81 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment
Marketing (Cluster)	Manager Trainee	Academic Assessment	Oklahoma CareerTech	http://www.okcareertech.org/educators/assessments-and-testing/testing/study-guides/study-guides-ok-works-2015-2016/MarketingSG.pdf		Online	70%	\$15 per exam	55 item multiple choice exam; estimated assessment time-up to 1 hour
Marketing (Cluster)	Sales/ Marketing Associate	Academic Assessment	Oklahoma CareerTech	http://www.okcareertech.org/educators/assessments-and-testing/testing/study-guides/study-guides-ok-works-2015-2016/MarketingSG.pdf		Online	70%	\$15 per exam	65 item multiple choice exam; estimated assessment time-up to 1 hour

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	CareerTech Testing Information for Consortia Leaders and/or High School Testing Coordinators	CareerTech	TESTING AGREEMENT	Each institution/ consortium should have a Testing Coordinator who contacts CareerTech to obtain assessment exams, proctoring information, data management needs, and other important functions. Click here for the CareerTech Testing Agreement form: http://www.okcareertech.org/about/state-agency/divisions/testing					
Marketing (Cluster)	General Management	Academic Assessment	NOCTI	http://www.nocti.org/PDFs/JobReady/1203_General_Management.pdf	Broad-based assessment that verifies student mastery of the knowledge and skills in general management.	Online - can take up to 2 hours for exam	Criterion- referenced cut score	\$22/ post-test; \$32 combo (pre-test & post-test)	Pathway Assessment-110 item multiple choice exam

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Marketing (Cluster)	Retail Management	Certification	National Retail Federation	https://nrf.com/career-center/certifications-and-training/retail-management-certification	Most participants are students, job seekers or current retail employees looking to take their careers to the next level.	Online	Pass/Fail	\$85 for certification exam	Training materials available.
	NOCTI Testing Information for Consortia Leaders and/or Testing Coordinators	NOCTI	TESTING AGREEMENT	Each institution/consortium should have a Testing Coordinator who contacts NOCTI to obtain assessment exams, proctoring information, data management needs, and other important functions. Click here for getting started: http://www.nocti.org/gettingstarted.cfm					
Fashion Merchandising	Fashion Merchandising	Academic Assessment	NOCTI	http://www.nocti.org/PDFs/JobReady/4002_Fashion_Merchandising.pdf	Job-ready pathway assessment that verifies student mastery of the knowledge and skills in fashion merchandising.	Online - can take up to 3 hours for exam	Criterion-referenced cut score	\$22/ post-test; \$32 combo (pre-test & post-test)	Job-ready Assessment-209 item multiple choice exam

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Fashion Merchandising	Fashion Merchandising A (404)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 61 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment
Fashion Merchandising	Fashion Merchandising B (405)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 67 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment
Fashion Merchandising	Fashion Merchandising Advanced (406)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 10-12; 61 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment

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Fashion Merchandising	Fashion Strategies (355)	Academic Assessment	Precision Exams	http://www.precisionexams.com/?q=node/7	Intended for students in Grades 9-12; 74 questions on exam	Online	70%	\$6 per exam	End-of-Course Assessment

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Marketing (Cluster)	A*S*K Fundamental Marketing Concepts	Certification Assessment	A.S.K. Institute	http://www.askinstitute.org/	Industry-based certificate program that defines the skills and requisite knowledge for success in marketing in the business community.	Online	70% for certified high achiever; 90% for certified high achiever, exemplary performance	\$20.30 for post-test; \$13.30 for pre-test	Certificates will be issued for those students meeting or exceeding the cut scores.
Marketing (Cluster)	Praxis II Marketing Education Practice Exam (0561/5561)	Academic Assessment	ETS - The Praxis Series - Practice Prep	http://www.praxisprep.com/Marketing/index.cfm	120 questions on practice exam	Online	Pass/Fail	\$49.75 for bundle of 5/ \$79.95 for bundle of 10	For Business & Marketing degree or Business Management program
Marketing (Cluster)	Standard Marketing (3-credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/234	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level

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Marketing (Cluster)	Standard Marketing (4-credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/236	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level
Marketing (Cluster)	Accelerated Marketing (2- credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/index.php/component/k2/item/227	Accelerated-level programs of study both the breadth and level of marketing content increases	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 80 performance indicators per credit/ Carnegie unit of instruction at Accelerated level

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Marketing (Cluster)	Honors-Ready Marketing (4- credit)	Academic Assessment	MBA Research	http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&task=blogsection&id=28&Itemid=395	Additional higher-level, complex content is addressed, and there is a greater focus on inquiry, problem-solving, and project-based learning.	Online	70%	\$20.30 for post-test; \$13.30 for pre-test	100 item multiple choice exam; 90 performance indicators per credit/ Carnegie unit of instruction at Honors-Ready level
Professional Sales	Customer Service & Sales Certification	Certification	National Retail Federation	https://nrf.com/career-center/certifications-and-training/customer-service-and-sales-certification	Most participants are students, job seekers or current retail employees looking to take their careers to the next level.	Online	Pass/Fail	\$55 for certification exam	Training materials available. Advanced course in customer service & sales also available.
Professional Sales	Sales/ Marketing Associate	Academic Assessment	Oklahoma CareerTech	http://www.okcareertech.org/educators/assessments-and-testing/testing/study-guides/study-guides-ok-works-2015-2016/MarketingSG.pdf		Online	70%	\$15 per exam	65 item multiple choice exam; estimated assessment time-up to 1 hour

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Merchandising	Retail Merchandising	Academic Assessment	NOCTI	http://www.nocti.org/PDFs/JobReady/4153_Retail_Merch.pdf	Job-ready pathway assessment that verifies student mastery of the knowledge and skills in retail merchandising.	Online - can take up to 3 hours for exam	Criterion- referenced cut score	\$22/ post-test; \$32 combo (pre-test & post-test)	Job-ready Assessment-199 item multiple choice exam
Merchandising	Fashion Merchandising	Academic Assessment	NOCTI	http://www.nocti.org/PDFs/JobReady/4002_Fashion_Merchandising.pdf	Job-ready pathway assessment that verifies student mastery of the knowledge and skills in fashion merchandising.	Online - can take up to 3 hours for exam	Criterion- referenced cut score	\$22/ post-test; \$32 combo (pre-test & post-test)	Job-ready Assessment-209 item multiple choice exam

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Marketing Management	Retail Management Certification	Certification	National Retail Federation	https://nrf.com/career-center/certifications-and-training/retail-management-certification	Most participants are students, job seekers or current retail employees looking to take their careers to the next level.	Online	Pass/Fail	\$85 for certification exam	Training materials available.
Marketing Management	General Management	Academic Assessment	NOCTI	http://www.nocti.org/PDFs/JobReady/1203_General_Management.pdf	Broad-based assessment that verifies student mastery of the knowledge and skills in general management.	Online - can take up to 2 hours for exam	Criterion-referenced cut score	\$22/ post-test; \$32 combo (pre-test & post-test)	Pathway Assessment-110 item multiple choice exam

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Marketing Management	Manager Trainee	Academic Assessment	Oklahoma CareerTech	http://www.okcareertech.org/educators/assessments-and-testing/testing/study-guides/study-guides-ok-works-2015-2016/MarketingSG.pdf		Online	70%	\$15 per exam	55 item multiple choice exam; estimated assessment time-up to 1 hour

Minnesota Common Core Competencies

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	KEY: Y=Essential N=Not Essential O=Optional		COMMENTS
		COMMON CORE COMPETENCIES - Consensus among work group -		
		SECONDARY (Marketing/ FACS)	POST SECONDARY	
TOPIC 1 - ACADEMIC FOUNDATIONS: Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within the Marketing career cluster and Marketing Management career pathway.				
INDICATOR 01.01 Solve mathematical problems to obtain information for marketing decision-making.	MEASURE 01.01.01 Employ numbers and operations in marketing.	Y/Y	Y	Comment from Post Secondary: "Optional" throughout this document indicates that it depends on the focus of the program.
	MEASURE 01.01.02 Apply algebraic skills in marketing.	Y/O	Y	<i>e.g. Profit and Loss, Merchandise Inventory Control, etc.</i>
	MEASURE 01.01.03 Employ measurement skills in marketing.	Y/Y	Y	Comment from Business/Industry: Able to use business plans
	MEASURE 01.01.04 Perform data analysis of marketing problems.	Y/Y	Y	
	MEASURE 01.01.05 Implement mathematical problem-solving techniques in marketing.	Y/Y	Y	
INDICATOR 01.02 Understand the economic principles and concepts fundamental to business operations.	MEASURE 1.02.01 Describe fundamental economic concepts used in marketing.	Y/Y	Y	
	MEASURE 01.02.02 Describe the nature of business to show its contributions to society.	Y/Y	Y	Comment from Secondary Marketing: Discussed through the lense of the marketing concept
	MEASURE 01.02.03 Explain economic systems in which marketing activities are performed.	O/O	Y	

	MEASURE 01.02.04 Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Y/Y	Y	e.g. SWAT
	MEASURE 01.02.05 Analyze cost/profit relationships to guide business decision-making.	Y/Y	Y	
	MEASURE 01.02.06 Describe economic indicators that can impact marketing activities.	O/O	O	
	MEASURE 01.02.07 Determine global trade's impact on business decision-making.	O/O	Y	
INDICATOR 01.03 Integrate sociological knowledge of group behavior to understand customer decision-making.	MEASURE 01.03.01 Employ sociological knowledge to facilitate marketing activities.	Y/Y	Y	
INDICATOR 01.04 Integrate psychological knowledge to understand customer motivation.	MEASURE 01.04.01 Apply psychological knowledge to facilitate marketing activities.	Y/Y	Y	Comment from Business/Industry: Everything we do influences the customer from service to visual to our marketing strategies.

TOPIC 2 - COMMUNICATIONS: Communicate clearly and effectively with reason including technical terminology and information.

INDICATOR 02.01 Obtain and convey ideas and information in marketing to facilitate business operations.	MEASURE 02.01.01 Read to acquire meaning from written material and to apply the information to marketing tasks.	Y/Y	Y	Comment from Business/Industry: More important for postsecondary: written directions to set sales, etc.; printed written & visual directions to implement floor set, etc.
	MEASURE 02.01.02 Apply active listening skills in marketing.	Y/Y	Y	
	MEASURE 02.01.03 Apply verbal skills in performing marketing activities.	Y/Y	Y	
	MEASURE 02.01.04 Record information when performing marketing activities.	Y/Y	Y	
	MEASURE 02.01.05 Write internal and external business correspondence in marketing.	Y/Y	Y	

MEASURE 02.01.06 Communicate with staff to clarify workplace objectives.	O/O	Y	Comment from Secondary: Essential if in an Internship program. Comment from Business/Industry: Daily communication with staff - tasks, goals, customer relations, etc.
MEASURE 02.01.07 Understand effective communication skills with customers to foster positive relationships that enhance company image.	Y/Y	Y	Comment from Business/Industry: Very important again for both high school and postsecondary applicants. This is how we build our business.
MEASURE 02.01.08 Use communication skills to influence others.	Y/Y	Y	

TOPIC 3 - PROBLEM-SOLVING AND CRITICAL THINKING: Utilize critical thinking skills to make sense of problems and persevere in solving them. Employ valid, reliable research strategies. Demonstrate creativity and innovation.

INDICATOR 03.01 Employ critical thinking skills, creativity, and innovation to solve problems and make decisions.	MEASURE 03.01.01 Gather and use structured problem-solving methods when developing proposals and solutions.	Y/Y	Y	<i>e.g. 5-step process in problem solving</i> Comment from Business/Industry: Management role.
	MEASURE 03.01.02 Generate creative and innovative ideas to solve problems by brainstorming possible solutions.	Y/Y	Y	Comment from Business/Industry: Management role.
	MEASURE 03.01.03 Critically analyze information to determine value to the problem-solving task.	Y/Y	Y	Comment from Business/Industry: Management role.
	MEASURE 03.01.04 Guide individuals through the process of recognizing concerns and making informed decisions.	O/O	Y	<i>e.g. Student organization leadership skills and advocacy</i> Comment from Business/Industry: Management role
	MEASURE 03.01.05 Identify and evaluate alternatives using a variety of problem-solving and critical thinking skills.	Y/Y	Y	
	MEASURE 03.01.06 Analyze situations and behaviors that affect conflict management.	Y/Y	Y	

INDICATOR 03.02 Employ critical thinking and emotional intelligence to resolve conflicts with coworkers and/or customers.	MEASURE 03.02.01 Determine best options/outcomes for conflict resolution using critical thinking skills.	Y/Y	Y	
	MEASURE 03.02.02 Implement conflicts with/for customers using conflict resolution skills.	O/O	Y	
	MEASURE 03.02.03 Implement conflict resolution skills to address coworker issues/problems.	O/O	Y	
INDICATOR 03.03 Identify write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.	MEASURE 03.03.01 Write realistic performance goals objectives and action plans.	Y/Y	Y	<i>e.g. SMART (Specific/ Measureable/ Attainable/ Realistic/ Timely) goals</i>
	MEASURE 03.03.02 Monitor performance goals and adjust as necessary.	O/O	Y	
	MEASURE 03.03.03 Communicate goal achievement.	O/O	Y	
INDICATOR 03.04 Gather research based on information necessary for decision-making.	MEASURE 03.04.01 Gather information and data using a variety of resources.	Y/Y	Y	
	MEASURE 03.04.02 Employ valid and reliable research strategies.	Y/Y	Y	
TOPIC 4 - TECHNOLOGY APPLICATIONS: Use technology to enhance productivity.				
INDICATOR 04.01 Apply technological tools in marketing to expedite workflow.	MEASURE 04.01.01 Utilize technology tools in marketing.	Y/Y	Y	

TOPIC 5 - ORGANIZATIONAL AND GLOBAL SYSTEMS: Understand the environmental, social, and economic impacts on decisions within an organization.

Understand global context of industries and careers.

<p>INDICATOR 05.01 Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.</p>	<p>MEASURE 05.01.01 Employ entrepreneurial discovery strategies in marketing.</p>	O/O	O	<p>Comment from Secondary/Postsecondary: Optional in some programs - depends on the focus of program.</p>
	<p>MEASURE 05.01.02 Develop concept for new marketing project or business venture.</p>	Y/Y	O	
	<p>MEASURE 05.01.03 Determine needed resources for a new marketing project or business venture.</p>	Y/Y	O	e.g. Innovation
	<p>MEASURE 05.01.04 Create new marketing project or business venture.</p>	O/O	O	
<p>INDICATOR 05.02 Analyze accounting systems to examine their contribution to the fiscal stability of businesses.</p>	<p>MEASURE 05.02.01 Acquire a foundational knowledge of accounting to understand its nature and scope.</p>	O/O	O	
<p>INDICATOR 05.03 Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.</p>	<p>MEASURE 05.03.01 Acquire a foundational knowledge of finance to understand its nature and scope.</p>	O/O	O	
<p>INDICATOR 05.04 Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources.</p>	<p>MEASURE 05.04.01 Understand the role and function of human resources management in marketing.</p>	O/O	Y	
<p>INDICATOR 05.05 Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.</p>	<p>MEASURE 05.05.01 Describe marketing's role and function in business.</p>	Y/Y	Y	
	<p>MEASURE 05.05.02 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</p>	Y/Y	Y	

	MEASURE 05.05.03 Determine a company's unique selling proposition to recognize what sets the company apart from its competitors.	Y/Y	Y	
INDICATOR 05.06 Understand the techniques and strategies used to foster positive, ongoing relationships with customers.	MEASURE 05.06.01 Foster positive relationships with customers to enhance company image.	Y/Y	Y	
	MEASURE 05.06.02 Reinforce company's image to exhibit the company's brand promise.	Y/Y	Y	
	MEASURE 05.06.03 Describe the nature of customer relationship management to show its contributions to a company.	Y/Y	Y	
INDICATOR 05.07 Monitor, plan, and control the day-to-day activities required for continued business operations.	MEASURE 05.07.01 Describe operation's role and function in business.	Y/Y	Y	
	MEASURE 05.07.02 Explain production's role and function in business.	Y/Y	Y	

TOPIC 6 - SAFETY, HEALTH AND ENVIRONMENT: Understand the importance of safety, health, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance.

INDICATOR 06.01 Be aware of safety, health, and environmental controls in business.	MEASURE 06.01 Understand health and safety concerns to support a safe work environment.	O/O	O	<i>e.g. risk management- environmental, safety, mental health issues</i>
INDICATOR 06.02 Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.	MEASURE 06.02.01 Identify safety hazards common to workplaces.	O/O	Y	<i>e.g. Including personal workplace</i>
	MEASURE 06.02.02 Identify safety standards and precautions to maintain a safe worksite.	O/O	Y	<i>e.g. Including personal workplace</i>
	MEASURE 06.02.03 Select, inspect, and use personal protective equipment commonly used for selected career pathway.	O/O	Y	
	MEASURE 06.02.04 Implement safety precautions to maintain a safe worksite.	O/O	Y	

INDICATOR 06.03 Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.	MEASURE 06.03.01 Understand rules and laws designed to promote safety and health in the workplace.	Y/Y	Y	<i>e.g. MSDS (Material Data Safety Sheets); also Employee-Right-To-Know</i>
INDICATOR 06.04 Employ emergency procedures as necessary to provide aid in workplace accidents.	MEASURE 06.04.01 Use knowledge of First Aid procedures as necessary.	O/O	Y	
	MEASURE 06.04.02 Use knowledge of CPR procedures as necessary.	O/O	Y	
	MEASURE 06.04.03 Use safety equipment as necessary.	O/O	Y	
INDICATOR 06.05 Employ knowledge of response techniques in a disaster and/or emergency response plan.	MEASURE 06.05.02 Comply with emergency and/or disaster plan as necessary.	Y/Y	Y	

TOPIC 7 - LEADERSHIP AND TEAMWORK: Use leadership in collaborating with others to accomplish productive organizational goals and objectives with an awareness of cultural/global competence.

INDICATOR 07.01 Demonstrate interpersonal skills to accomplish organizational goals and objectives.	MEASURE 07.01.01 Analyze the various roles of leaders within organizations.	O/O	O	<i>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</i>
	INDICATOR 07.01.02 Exhibit personal and interpersonal skills appropriate to the workplace.	Y/Y	Y	Comment from Business/Industry: 360 Concept leader - leader in every direction
	INDICATOR 07.01.03 Participate in civic and community leadership and teamwork opportunities to enhance skills.	O/O	O	
INDICATOR 07.02 Use organizational and staff development skills to develop positive working relationships and accomplish organizational goals.	MEASURE 07.02.01 Describe how staff growth and development are used to increase productivity and employee satisfaction.	N/N	O	
	INDICATOR 07.02.02 Model leadership and teamwork qualities.	O/O	O	

	INDICATOR 07.02.03 Identify and explain best practices for successful team functioning.	Y/Y	Y	
INDICATOR 07.03 Use teamwork skills to achieve collective goals and use team members' talents effectively.	MEASURE 07.03.01 Promote the involvement and use of team members' individual talents and skills.	Y/Y	Y	Comment from Secondary: Project-based assessment and through CTE student organization experiences.
	INDICATOR 07.03.02 Take responsibility for shared group and individual work tasks.	Y/Y	Y	
	INDICATOR 07.03.03 Assist team members in completing their work.	Y/Y	Y	
	INDICATOR 07.02.03 Identify and explain best practices for successful team functioning.	Y/Y	Y	
INDICATOR 07.04 Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.	MEASURE 07.04.01 Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.	N/N	Y	<i>e.g. Effective networking; use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders, and background; provide constructive praise and criticism; and manage stress and control emotions.</i> Comment from Secondary: Teach students to "understand" effective working relationships.
INDICATOR 07.05 Conduct and participate in meetings to accomplish work tasks.	MEASURE 07.05.01 Develop meeting goals objectives and agenda.	O/O	O	Comment from Business/Industry: Important to have background knowledge in planning. Comment from Secondary: Can achieve in CTE student organizations
	MEASURE 07.05.02 Demonstrate effective communication skills in meetings.	O/O	Y	Comment from Secondary: Can achieve in CTE student organizations
INDICATOR 07.06 Use mentoring skills to inspire and teach others.	MEASURE 07.06.01 Use motivational techniques and guidance to enhance performance in others.	N/N	O	

TOPIC 8 - ETHICS AND LEGAL RESPONSIBILITIES: Know, understand, and model the importance of ethics, integrity, and legal responsibilities.

INDICATOR 08.01 Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.	MEASURE 08.01.01 Use ethical practices when obtaining and providing information to others.	Y/Y	Y	
	MEASURE 08.01.02 Manage internal and external business relationships to foster positive interactions.	Y/Y	Y	
	MEASURE 08.01.03 Acquire foundational knowledge of business laws and regulations to understand their nature and scope.	O/O	O	
	MEASURE 08.01.04 Explore the regulatory environment of United States' businesses to understand the diversity of regulations.	O/O	O	
	MEASURE 08.01.05 Explain human resources laws and regulations to facilitate business operations.	O/O	O	Comment from Business/Industry: Discrimination and basic laws
	MEASURE 08.01.06 Apply knowledge of business ownership to establish and continue business operations.	O/O	O	

TOPIC 9 - CAREER DEVELOPMENT, EMPLOYABILITY, AND CITIZENSHIP: Attend to personal health and financial well-being. Know and understand the importance of employability skills. Plan education and career paths aligned to personal goals and employability goals. Act as a responsible and contributing citizen and employee.

INDICATOR 09.01 Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.	MEASURE 09.01.01 Foster self-understanding to recognize the impact of personal feelings on others.	Y/Y	Y	<i>e.g. Describe the nature of emotional intelligence, explain self-esteem, bias, and stereotypes, and assess personal strengths and weaknesses.</i>
	MEASURE 09.01.02 Acquire self-development skills for success in marketing careers.	Y/Y	Y	<i>e.g. Maintain appropriate personal appearance, demonstrate systemic behavior, and set personal goals and use feedback.</i>
	MEASURE 09.01.03 Develop personal traits to foster career advancement in marketing.	Y/Y	O	<i>e.g. Identify and EXHIBIT desirable personality traits important to business.</i>

	MEASURE 09.01.04 Participate in career-planning.	Y/Y	Y	<i>e.g. Assess personal interests and skills needed for success in business, analyze employer expectations in business environment, identify sources of career information, identify tentative occupational interest, and explain employment opportunities in business.</i>
	MEASURE 09.01.05 Implement job-seeking skills to obtain employment.	O/O	Y	Comment from Business/Industry: Skills need to be acquired in schools/colleges. <i>e.g. Utilize job-search strategies, utilize networking techniques to identify employment opportunities, write a letter of application and/or complete job application, prepare resume, interview for a job, write a follow-up letter after job interview</i>
	MEASURE 09.01.06 Utilize career-advancement activities to enhance professional development in marketing careers.	N/N	Y	
INDICATOR 09.02 Understand how personal health, personal conduct, and financial well-being affects job success.	MEASURE 09.02.01 Understand how personal conduct affects job success.	Y/Y	Y	<i>e.g. Knowing yourself, employment etiquette, supporting supervisor & coworkers, effective interpersonal relations and appropriate use of social media.</i>
	MEASURE 09.02.01 Understand the importance of balancing personal and work responsibilities.	Y/Y	Y	
	MEASURE 09.02.02 Identify and demonstrate positive personal qualities and work behaviors needed to be employable.	Y/Y	Y	<i>e.g. Self-discipline, self-worth, positive attitude, integrity, flexibility, cultural competence, willingness to learn new knowledge and skills, good nutrition and health habits including being drug free.</i>
	MEASURE 09.02.03 Manage work roles and responsibilities to balance them with other life roles and responsibilities.	Y/Y	Y	
	MEASURE 09.02.04 Identify how financial capabilities affects job performance and success on the job.	Y/Y	Y	Comment from Secondary: Performance-based activities in CTE marketing class.

TOPIC 10 - TECHNICAL LITERACY: Apply technical knowledge and skills required to pursue careers in the Marketing career cluster.

Marketing Career Cluster Core Competencies

INDICATOR 10.01 Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.	MEASURE 10.01.01 Use information literacy skills in marketing.	Y/Y	Y	
	MEASURE 10.01.02 Utilize information management tools.	Y/Y	Y	
	MEASURE 10.01.03 Acquire information that can be used to guide business decision-making.	Y/Y	Y	
	MEASURE 10.01.04 Utilize project-management skills in merchandising.	Y/Y	Y	
INDICATOR 10.02 Maintain, control, and plan the use of financial resources to protect solvency.	MEASURE 10.02.01 Manage personal finances to achieve financial goals.	Y/Y	O	
	MEASURE 10.02.02 Identify potential business threats and opportunities to protect a business' financial well-being.	N/N	Y	
INDICATOR 10.03 Describe and apply management tools, techniques, and strategies used in planning, controlling and organizing a marketing organization/ department to maintain the business or department's growth and development.	MEASURE 10.03.01 Identify management's role to understand its contribution to business success.	O/O	Y	<i>e.g. Explain the concept of management and the nature of managerial ethics.</i>
	MEASURE 10.03.02 Utilize planning tools to guide organization's/ department's activities.	O/N	O	<i>e.g. Explain the nature of business plans, discuss company goals/objectives, define business mission, conduct an organizational SWOT, explain external planning considerations, identify and benchmark key performance indicators (dashboards, scorecards, etc.), develop action plans, and develop business plan.</i>
				Comment from Secondary: e.g. "SAP"
				Comment from Secondary: e.g. Marketing Research Study - not included in secondary FACS programs

INDICATOR 10.04 Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	MEASURE 10.04.01 Acquire foundational knowledge of channel management to understand its role in marketing.	<p style="text-align: center;">O/O</p>	<p style="text-align: center;">Y</p>	<i>e.g. Explain the nature and scope of distribution, establish the relationship between customer service and channel management, explain the nature of channels of distribution, describe the use of technology in the channel management function, explain the legal considerations in channel management, and describe ethical considerations in channel management.</i>
INDICATOR 10.05 Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.	MEASURE 10.05.01 Acquire a basic knowledge of marketing information management to understand its nature and scope.	<p style="text-align: center;">O/O</p>	<p style="text-align: center;">Y</p>	<i>e.g. Describe the need for marketing information, explain the nature and scope of the marketing information management function, explain the role of ethics in marketing information management, and describe the use of technology in the marketing information management function.</i>
	MEASURE 10.05.02 Explain marketing research activities to show command of their nature and scope.	<p style="text-align: center;">O/O</p>	<p style="text-align: center;">Y</p>	<i>e.g. Explain the nature of marketing research, explain the types of primary marketing research, identify sources of primary and secondary data, explain research techniques, determine the marketing research problem/issue, identify research approaches, identify the relationship between the research purpose and the marketing research objectives, discuss the nature of sampling plans (who, how many, how chosen), describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales), explain the use of diaries (product, media-use, contact), and explain the nature of qualitative research.</i>
	MEASURE 10.05.03 Explain data-collection methods to evaluate their appropriateness for the research problem/issue.	<p style="text-align: center;">O/O</p>	<p style="text-align: center;">Y</p>	<i>e.g. Identify information monitored for marketing decision-making; describe data-collection methods (observations, mail, telephone, Internet, discussion groups, interviews, scanners).</i>
	MEASURE 10.05.04 Interpret marketing information to test hypotheses and/or to resolve issues.	<p style="text-align: center;">N/N</p>	<p style="text-align: center;">Y</p>	<i>e.g. Describe techniques for processing marketing information, interpret descriptive statistics in marketing decision-making</i>
	MEASURE 10.05.05 Assess marketing research briefs to determine comprehensiveness and clarity.	<p style="text-align: center;">N/N</p>	<p style="text-align: center;">Y</p>	<i>e.g. Explain the nature of marketing briefs, determine the usefulness of marketing research briefs.</i>

	MEASURE 10.05.06 Evaluate marketing research procedures and findings to assess their credibility.	O/O	O	Comment from Secondary/ Postsecondary: Essential in Marketing Research pathway <i>e.g. Identify sources of error and bias (response errors, interviewer errors, nonresponse errors, sample design), evaluate questionnaire design (types of questions, question wording, routing, sequencing, length layout), assess information sources on basis of strengths and weaknesses,, assess timeliness of research information, and assess appropriateness of research methods for problem/issue.</i>
INDICATOR 10.06 Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience.	MEASURE 10.06.01 Use marketing information to develop a marketing plan.	O/O	Y	<i>e.g. Explain the concepts of marketing strategies, identify considerations in implementing gloable marketing strategies, explain the concept of market and market identification, identify market segments, select target market, explain the nature of marketing planning and marketing plans, explain the role of situational analysis in the marketing planning process, conduct market analysis, conduct SWOT analysis for use in the marketing planning process, assess global trends and opportunities, conduct competitive analysis, explain the nature of sales forecasts, forecast sales for marketing plan, set marketing goals and objectives, select marketing metrics, set a marketing budget, and develop marketing plan.</i>
	MEASURE 10.06.02 Assess marketing strategies to improve return on marketing investment (ROMI).	O/O	Y	<i>e.g. Describe measures used to control marketing planning, explain strategies for linking performance measure to financial outcomes, translate performance measures into financial outcomes, monitor and evaluate performance of marketing plan, assess cost-effectiveness of measurement tools, and conduct marketing audits.</i>
INDICATOR 10.07 Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	MEASURE 10.07.01 Develop a basic knowledge of pricing to understand its role in marketing.	O/O	Y	<i>e.g. Explain the nature and scope of pricing function and factors affecting pricing decisions.</i>
				Comment from Secondary/Postsecondary: Yes - Anchor store strategy

INDICATOR 10.08 Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	MEASURE 10.08.01 Acquire a foundational knowledge of product/service management to understand its nature and scope.	O/O	Y	<i>e.g. Explain the nature and scope of product/service management function, identify the impact of product life cycles on marketing decisions, describe use of technology in the product/service management function, and explain business ethics in product/service management.</i>
	MEASURE 10.08.02 Generate product ideas to contribute to ongoing business success.	Y/Y	Y	<i>e.g. Identify product opportunities, identify methods/techniques to generate a product idea, generate product ideas, determine initial feasibility of product idea, adjust idea to create a functional product, identify champion to push ideas through to fruition, and create processes for ongoing opportunity recognition.</i>
	MEASURE 10.08.03 Employ product-mix strategies to meet customer expectations.	Y/Y	Y	<i>e.g. Explain the concept of product mix, describe the nature of product bundling, identify product to fill customer need, plan product mix, and determine services to provide customers.</i>
	MEASURE 10.08.04 Position products/services to acquire desired business image.	Y/Y	Y	<i>e.g. Describe factors used by marketers to position products/ services, explain the nature of product/service branding, explain the role of customer service in positioning/ image, develop strategies to position products/services, and build product/service brand.</i>
	MEASURE 10.08.05 Position company to acquire desired business image.	Y/Y	Y	<i>e.g. Explain the nature of corporate branding, describe factor used by businesses to position corporate brands, develop strategies to position corporate brands, and build corporate brands.</i>
INDICATOR 10.09 Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	MEASURE 10.09.01 Acquire a basic knowledge of promotion to understand its nature and scope.	Y/Y	Y	<i>e.g. Explain the role of promotion as a marketing function, explain the types of promotion, identify the elements of promotional mix, describe the use of business ethics in promotion, describe the use of technology in the promotion function, and describe the regulation of promotion.</i>

MEASURE 10.09.02 Describe promotional channels used to communicate with targeted audiences.	Y/Y	Y	<i>e.g. Explain types of advertising media, describe word-of-mouth channels used to communicate with targeted audiences, explain the nature of direct marketing channels, identify communications channels used in sales promotion, and explain communication channels used in public-relations activities.</i>
MEASURE 10.09.03 Explain the use of an advertisement's components to communicate with targeted audiences.	O/O	Y	<i>e.g. Explain components of advertisement and the importance of coordinating elements in advertisements.</i>
MEASURE 10.09.04 Discuss the use of public-relations activities to communicate with targeted audiences.	Y/Y	Y	<i>e.g. Identify types of public-relation activities and discuss internal and external audiences for public-relation activities.</i>
MEASURE 10.09.05 Explain the use of trade shows/expositions to communicate with targeted audiences.	Y/Y	Y	<i>e.g. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences, explain considerations used to evaluate whether to participate in trade shows/expositions, explain the nature of a promotional plan, and coordinate activities in the promotional mix.</i>
MEASURE 10.09.06 Manage promotional activities to maximize return on promotional efforts.	N/N	Y	<i>e.g. Identify metrics to assess results of promotional efforts and implement metrics to assess results of promotional efforts.</i>
			Comment from Secondary/ Postsecondary: Management only
MEASURE 10.09.07 Evaluate long-term and short-term results of promotional efforts.	O/O	Y	<i>e.g. Explain the nature and scope of the selling function, explain the role of customer service as a component of selling relationships, explain key factors in building clientele, explain company selling policies, explain business ethics in selling, describe use of technology in the selling function, and describe the nature of selling regulations.</i>
			Comment from Secondary/ Postsecondary: Management only

INDICATOR 10.10 Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities.	MEASURE 10.10.01 Acquire a foundational knowledge of selling to understand its nature and scope.	Y/Y	Y	<i>e.g. Acquire product information for use in selling and analyze product information to identify product features and benefits.</i>
	MEASURE 10.10.02 Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.	Y/Y	Y	<i>e.g. Explain the selling process and discuss motivational theories that impact buying behavior.</i>
	MEASURE 10.10.03 Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Y/Y	Y	

TOPIC 11 - TECHNICAL SKILLS IN PROFESSIONAL SALES CAREER PATHWAY: Use of technical knowledge and skills required in the Professional Sales career pathway.

Sales--in Professional Sales Career Pathway

INDICATOR 11.01 Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future sales opportunities.	MEASURE 11.01.01 Describe the nature and scope of sales activities.	Y/Y	Y	
	MEASURE 11.01.02 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.	Y/Y	Y	
	MEASURE 11.01.03 Perform pre-sales activities to facilitate sales presentation.	O/O	Y	
	MEASURE 11.01.04 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	O/O	Y	
	MEASURE 11.01.05 Process the sale to complete the exchange.	O/O	Y	
	MEASURE 11.01.06 Conduct post-sales follow-up activities to foster ongoing relationships with customers.	O/O	Y	
	MEASURE 11.01.07 Plan sales activities to increase sales efficiency and effectiveness.	Y/Y	Y	
	MEASURE 11.01.08 Staff sales force to meet customer and organizational objectives.	N/N	Y	

MEASURE 11.01.09 Guide sales staff to improve their success rate and to minimize staff turnover.	N/N	Y	
MEASURE 11.01.10 Control sales activities to meet sales goals/objectives.	N/N	O	

Pathway: Professional Sales

Cluster: Marketing

An "assessment blueprint" is a document that indicates the knowledge and skills that will be covered in an assessment instrument and the percentage of the assessment that will be devoted to each area of knowledge and skills. The Minnesota assessment blueprints will be used to review the appropriateness of existing assessments by determining how closely those assessments match up to what the Professional Sales career pathway working groups have determined should be assessed. The assessment blueprints can also be used to guide the development of new assessments where suitable third-party assessments do not exist.

		SECONDARY	POST-SECONDARY	BUSINESS & INDUSTRY
		% of Assessment ↓	% of Assessment ↓	% of Assessment ↓
TOPIC 1	ACADEMIC FOUNDATIONS - Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary opportunities within the Marketing career cluster and Professional Sales career pathway.	10%	15%	14%
TOPIC 2	COMMUNICATION - Communicate clearly and effectively with reason including technical terminology and information.	12%	13%	14%
TOPIC 3	PROBLEM-SOLVING AND CRITICAL THINKING - Utilize critical thinking skills to make sense of problems and persevere in solving them. Employ valid and reliable research strategies. Demonstrate creativity and innovation.	14%	14%	15%
TOPIC 4	TECHNOLOGY APPLICATIONS - Use technology to enhance productivity.	5%	6%	13%
TOPIC 5	ORGANIZATIONAL AND GLOBAL SYSTEMS - Understand the environmental, social, and economic impacts on decisions within an organization. Understand global context of industries and careers.	5%	2%	12%
TOPIC 6	SAFETY, HEALTH AND ENVIRONMENT - Understand the importance of safety, health, and environmental management systems in an organization and their importance to organizational performance and regulatory compliance.	4%	6%	2%
TOPIC 7	LEADERSHIP AND TEAMWORK - Use leadership skills in collaborating with others to accomplish productive organizational goals and objectives with an awareness of cultural/global competence.	9%	14%	5%
TOPIC 8	ETHICS AND LEGAL RESPONSIBILITY - Know, understand, and model the importance of ethics, integrity, and legal responsibilities.	6%	10%	4%
TOPIC 9	CAREER DEVELOPMENT, EMPLOYABILITY, AND CITIZENSHIP - Attend to personal health and financial well-being. Know and understand the importance of employability skills. Plan education and career paths aligned to personal goals and employability goals. Act as a responsible and contributing citizen and employee.	5%	7%	3%
TOPIC 10	TECHNICAL LITERACY - Apply technical knowledge and skills required to pursue careers in the Marketing career cluster and Professional Sales career pathway.	30%	13%	18%
		100%	100%	100%



Minnesota Program of Study

Marketing: Professional Sales

Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty--Effective Graduates 2015 & Beyond

This Career Pathway Plan of Study (based on the Professional Sales Pathway of the Marketing Career Cluster) can serve as a guide, along with other career planning materials, as learners continue on a career path. Courses listed within this plan are only recommended coursework and should be individualized to meet each learner's educational and career goals.

*This Plan of Study, used for learners at an educational institution, should be customized with course titles and appropriate high school graduation requirements as well as college entrance requirements.

EDUCATION LEVELS	GRADE	English/ Language Arts	Math	Science	Social Studies/ Sciences	Other Required Courses Other Electives Recommended Electives Learner Activities	*Career and Technical Courses and/or Degree Major Courses for Professional Sales Career Pathway	SAMPLE Occupations Relating to This Pathway	
<i>Interest Inventory Administered and Plan of Study Initiated for all Learners</i>									
SECONDARY	9	English/ Language Arts I	Geometry	Earth or Life or Physical Science	Government & Citizenship/ Geography	All plans of study should meet local and state high school graduation requirements and college entrance requirements including art, health, and physical education. Certain local student organization activities such as BPA or DECA are also important for personal growth and leadership development.	<ul style="list-style-type: none"> • Introduction to Business & Marketing • Computer Applications 	Occupations Requiring Less than Baccalaureate Degree <ul style="list-style-type: none"> ► Sales/Marketing Associate ► Interviewer ► Management Trainee ► Sales Manager ► Telemarketing Sales Representative 	
	10	English/ Language Arts II	Algebra II	Biology	U.S. History				<ul style="list-style-type: none"> • Accounting • Marketing • Entrepreneurship
	11	English/ Language Arts III	Probability & Statistics	Chemistry or Physics or CTE Science Equivalent	World History				<ul style="list-style-type: none"> • Advanced Marketing • Business Management • Business Finance
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>								
12	English/ Language Arts IV	Math Elective (e.g., Business Math or other CTE Math Equivalent)	Science Elective (e.g., CTE Science Equivalent)	Economics (Ag. Ed./ Bus. Ed./ Social Studies)	<ul style="list-style-type: none"> • International Business • College Accounting • Marketing Internship 				
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.</i>									
POSTSECONDARY	Year 1	Required Transfer Curriculum Goals Determined by Local College Program in College Year 1 and Year 2 - Goal 1: Communication; Goal 2: Critical Thinking/Problem-Solving; Goal 3: Natural Science; Goal 4: Mathematical/Logical Reasoning; Goal 5: History and the Social and Behavior Sciences; Goal 6: The Humanities and the Arts; Goal 7: Human Diversity; Goal 8: Global Perspective; Goal 9: Ethical and Civic Responsibility; Goal 10: People and the Environment				All plans of study need to meet learners' career goals with regard to required degrees, licenses, certifications or journey worker status. Certain local student organization activities such as College BPA or College DECA may also be important to include.	Marketing Core Classes (Examples: Introduction to Marketing Communications, Human Relations)	Occupations Baccalaureate or Graduate Degree or Work Experience <ul style="list-style-type: none"> ► Account Supervisor ► Broker ► Business Development Manager ► Channel Sales Manager ► Customer Service Representative ► Director of Marketing Development ► Field Representative ► Field Marketing Representative ► Frequency Marketing Specialist ► Marketing Services Manager ► National Account Manager ► Regional Sales Manager ► Retail Sales Specialist ► Product Sales Representative ► Sales Agent ► Sales Executive ► Technical Sales Specialist 	
	Year 2								Advanced Marketing Classes (Examples: Principles of Management, Business Law, Economics, Ethics)
	Year 3	Continue courses in the area of specialization.							<ul style="list-style-type: none"> • Continue Courses in the Area of Specialization
	Year 4								<ul style="list-style-type: none"> • Complete Marketing Major (4-year degree program)