

Minnesota State-Approved Technical Skill Assessments

12/6/2011

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
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● For use at SECONDARY For use at SECONDARY For use at SECONDARY For use at SECONDARY

Marketing	Retail Trades	Academic Assessment	NOCTI	http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing,%20Sales%20%26%20Service	No prerequisites	Online or written	National Norm	Online \$12- 22; Paper pencil \$18-25	
Marketing	Marketing Management Trainee	Academic Assessment	Career Tech Testing	http://www.okcareertech.org/about/state-agency/divisions/testing/techskills	No prerequisites	Online	National Norm	\$12	
Marketing	Salesperson	Academic Assessment	Career Tech Testing	http://www.okcareertech.org/about/state-agency/divisions/testing/techskills	No prerequisites	Online	National Norm	\$12	
Marketing	Marketing	Certification	A*S*K Institute	http://www.askinstitute.org	No prerequisites	Online or written	70%	\$25.00 (varies)	Annual site fee \$25.00; Additional costs for assessments ranging from \$25 per exam and less.

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	NOCTI	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					

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● For use at POSTSECONDARY

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Professional Sales	Retail Trades	Academic Assessment	NOCTI	http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing,%20Sales%20%26%20Service	No prerequisites	Online or written	70%	Online \$12-22; Paper pencil \$18-25	
Professional Sales	General Management	Academic Assessment	NOCTI	http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Business,%20Management%20%26%20Administration	No prerequisites	Online or written	70%	Online \$12-22; Paper pencil \$18-25	
Marketing	Fundamentals of Marketing	Academic Assessment/ A*S*K Business Certificate	A*S*K Institute	http://www.askinstitute.org	No prerequisites	Online or written	70%	\$25.00 (varies)	Annual site fee \$25.00; Additional costs for assessments ranging from \$25 per exam and less.
Marketing	Fundamentals of Marketing	Academic Assessment/ A*S*K Business Certificate	NOCTI	Certificate Programs http://www.nocti.org/CertificateProgram-ASK.cfm	No prerequisites	Online	70%	Online \$12-22; Paper pencil \$18-25	
Business & Marketing	Business and Marketing	Master Field Test for Associate Degree Business Programs	ETS	http://www.ets.org/mft/about/content/associate_business		Online	70%	\$25	

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	KEY: Y=Essential N=Not Essential O=Optional		
		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
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.				
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	
	MEASURE 01.01.02 Apply algebraic skills in marketing.	Y	Y	
	MEASURE 01.01.03 Employ measurement skills in marketing.	Y	Y	
	MEASURE 01.01.04 Perform data analysis of marketing problems.	Y	Y	
	MEASURE 01.01.05 Implement mathematical problem-solving techniques in marketing.	Y	Y	
INDICATOR 01.02 Understand the economic principles and concepts fundamental to business operations.	MEASURE 01.02.01 Describe fundamental economic concepts used in marketing.	Y	Y	
	MEASURE 01.02.02 Describe the nature of business to show its contributions to society.	Y	Y	
	MEASURE 01.02.03 Explain economic systems in which marketing activities are performed.	Y	Y	
	MEASURE 01.02.04 Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Y	Y	
	MEASURE 01.02.05 Analyze cost/profit relationships to guide business decision-making.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	
	MEASURE 01.02.06 Describe economic indicators that can impact marketing activities.	O	O	
	MEASURE 01.02.07 Determine global trade's impact on business decision-making.	Y	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	
INDICATOR 01.04 Integrate psychological knowledge to understand customer motivation.	MEASURE 01.04.01 Apply psychological knowledge to facilitate marketing activities.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	
TOPIC 2: COMMUNICATIONS - Use oral and written communication skills in creating, expressing, and interpreting information and ideas 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	
	MEASURE 02.01.02 Apply active listening skills in marketing.	Y	Y	
	MEASURE 02.01.03 Apply verbal skills in performing marketing activities.	Y	Y	
	MEASURE 02.01.04 Record information when performing marketing activities.	Y	Y	
	MEASURE 02.01.05 Write internal and external business correspondence in marketing.	Y	Y	
	MEASURE 02.01.06 Communicate with staff to clarify workplace objectives.	Y	Y	
	MEASURE 02.01.07 Communicate effectively with customers to foster positive relationships that enhance company image.	Y	Y	
	MEASURE 02.01.08 Use communication skills to influence others.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -			
		Secondary	Postsecondary		
TOPIC 3: INFORMATION TECHNOLOGY APPLICATIONS - Use information technology tools specific to the Marketing career cluster to access, manage, integrate, and create information.					
INDICATOR 03.01 Apply technological tools in marketing to expedite workflow.	MEASURE 03.01.01 Utilize information-technology tools in marketing.	Y	Y		
TOPIC 4: SYSTEMS - Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.					
INDICATOR 04.01 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.	MEASURE 04.01.01 Employ entrepreneurial discovery strategies in marketing.	Y	Y		
	MEASURE 04.01.02 Develop concept for new marketing project or business venture.	Y	Y		
	MEASURE 04.01.03 Determine needed resources for a new marketing project or business venture.	Y	Y		
	MEASURE 04.01.04 Actualize new marketing project or business venture.	Y	Y		
INDICATOR 04.02 Analyze accounting systems to examine their contribution to the fiscal stability of businesses.	MEASURE 04.02.01 Acquire a foundational knowledge of accounting to understand its nature and scope.	Y	Y		
INDICATOR 04.03 Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.	MEASURE 04.03.01 Acquire a foundational knowledge of finance to understand its nature and scope.	Y	Y		

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		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
INDICATOR 04.04 Understand the tools, techniques, and systems that marketers use to plan, staff, lead, and organize their human resources.	MEASURE 04.04.01 Understand the role and function of human resources management in marketing.	Y	Y	
INDICATOR 04.05 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.	MEASURE 04.05.01 Describe marketing's role and function in business.	Y	Y	
	MEASURE 04.05.02 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	Y	Y	
	MEASURE 04.05.03 Determine a company's unique selling proposition to recognize what sets the company apart from its competitors.	Y	Y	
INDICATOR 04.06 Understand the techniques and strategies used to foster positive, ongoing relationships with customers.	MEASURE 04.06.01 Foster positive relationships with customers to enhance company image.	Y	Y	
	MEASURE 04.06.02 Reinforce company's image to exhibit the company's brand promise.	Y	Y	
	MEASURE 04.06.03 Describe the nature of customer relationship management to show its contributions to a company.	Y	Y	
INDICATOR 04.07 Monitor, plan, and control the day-to-day activities required for continued business operations.	MEASURE 04.07.01 Describe operation's role and function in business.	Y	Y	
	MEASURE 04.07.03 Explain production's role and function in business.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group - Secondary	Postsecondary	
TOPIC 5: SAFETY, HEALTH AND ENVIRONMENTAL - Understand the importance of health, safety, and environmental management systems in organization and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.				
	<i>Embedded in courses/ programs but not assessed</i>			
TOPIC 6: ETHICS AND LEGAL RESPONSIBILITIES - Know and understand the importance of professional ethics and legal responsibilities.				
INDICATOR 06.01 Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.	MEASURE 06.01.01 Employ ethical actions in obtaining and providing information to acquire others' confidence.	Y	Y	
	MEASURE 06.01.02 Apply ethics to demonstrate trustworthiness.	Y	Y	
	MEASURE 06.01.03 Manage internal and external business relationships to foster positive interactions.	Y	Y	
	MEASURE 06.01.04 Acquire foundational knowledge of business laws and regulations to understand their nature and scope.	O	O	Essential in Professional Sales pathway.
	MEASURE 06.01.05 Explore the regulatory environment of United States' businesses to understand the diversity of regulations.	N	Y	
	MEASURE 06.01.06 Explain human resources laws and regulations to facilitate business operations.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	
	MEASURE 06.01.07 Apply knowledge of business ownership to establish and continue business operations.	O	O	Pathway Specific--Essential in ???

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	
TOPIC 7: EMPLOYABILITY AND CAREER DEVELOPMENT - Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.				
INDICATOR 07.01 Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.	MEASURE 07.01.01 Foster self-understanding to recognize the impact of personal feelings on others.	Y	Y	
	MEASURE 07.01.02 Acquire self-development skills for success in marketing careers.	Y	Y	
	MEASURE 07.01.03 Develop personal traits to foster career advancement in marketing.	Y	Y	
	MEASURE 07.01.04 Participate in career-planning in marketing.	Y	Y	
	MEASURE 07.01.05 Implement job-seeking skills to obtain employment in marketing.	Y	Y	
	MEASURE 07.01.06 Utilize career-advancement activities to enhance professional development in marketing careers.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group - Secondary	Postsecondary	
TOPIC 8: TECHNICAL SKILLS - Problem-Solving and Critical Thinking/ Leadership and Teamwork: Use of technical knowledge and skills required to pursue careers in all career clusters, including knowledge of design, operation, and maintenance of technological systems critical to the Marketing career cluster.				
INDICATOR 08.01 Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.	MEASURE 08.01.01 Use information literacy skills in marketing.	Y	Y	
	MEASURE 08.01.02 Acquire a foundational knowledge of information management.	Y	Y	
	MEASURE 08.01.04 Acquire information that can be used to guide business decision-making.	Y	Y	
	MEASURE 08.01.05 Utilize project-management skills in marketing.	Y	Y	
INDICATOR 08.02 Maintain, control, and plan the use of financial resources to protect solvency.	MEASURE 08.02.01 Manage personal finances to achieve financial goals.	O	O	
	MEASURE 08.02.02 Explain how the use of financial-services providers can aid in financial-goal achievement.	O	O	
	MEASURE 8.02.03 Identify potential business threats and opportunities to protect a business’s financial well-being.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
INDICATOR 08.03 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 08.03.01 Recognize management's role to understand its contribution to business success.	Y	Y	
	MEASURE 08.03.02 Utilize planning tools to guide organization's/ department's activities.	O	O	
INDICATOR 08.04 Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	MEASURE 08.04.01 Acquire foundational knowledge of channel management to understand its role in marketing.	Y	Y	
INDICATOR 08.05 Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.	Indicator 08.05.01 Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.	Y	Y	
	MEASURE 08.05.02 Explain marketing research activities to show command of their nature and scope.	Y	Y	
	MEASURE 08.05.03 Explain data-collection methods to evaluate their appropriateness for the research problem/issue.	Y	Y	
	MEASURE 08.05.04 Interpret marketing information to test hypotheses and/or to resolve issues.	Y	Y	
	MEASURE 08.05.06 Evaluate marketing research procedures and findings to assess their credibility.	O	O	Essential in Marketing Research pathway.

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		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
INDICATOR 08.06 Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience.	MEASURE 08.06.01 Employ marketing information to develop a marketing plan.	Y	Y	
	MEASURE 08.06.02 Assess marketing strategies to improve return on marketing investment (ROMI).	Y	Y	
INDICATOR 08.07 Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	MEASURE 08.07.01 Develop a foundational knowledge of pricing to understand its role in marketing.	Y	Y	
INDICATOR 08.08 Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	MEASURE 08.08.01 Acquire a foundational knowledge of product/service management to understand its nature and scope.	Y	Y	
	MEASURE 08.08.02 Generate product ideas to contribute to ongoing business success.	Y	Y	
	MEASURE 08.08.03 Employ product-mix strategies to meet customer expectations.	Y	Y	
	MEASURE 08.08.04 Position products/services to acquire desired business image.	Y	Y	
	MEASURE 08.08.05 Position company to acquire desired business image.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
INDICATOR 08.09 Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	MEASURE 08.09.01 Acquire a foundational knowledge of promotion to understand its nature and scope.	Y	Y	
	MEASURE 08.09.02 Describe promotional channels used to communicate with targeted audiences.	Y	Y	
	MEASURE 08.09.03 Explain the use of an advertisement's components to communicate with targeted audiences.	Y	Y	
	MEASURE 08.09.04 Discuss the use of public-relations activities to communicate with targeted audiences.	Y	Y	
	MEASURE 08.09.05 Explain the use of trade shows/expositions to communicate with targeted audiences.	Y	Y	
	MEASURE 08.09.06 Manage promotional activities to maximize return on promotional efforts.	Y	Y	Management only.
	MEASURE 08.09.07 Evaluate long-term and short-term results of promotional efforts.	Y	Y	Management only.

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		COMMON CORE COMPETENCIES - Consensus among work group -		COMMENTS
		Secondary	Postsecondary	
INDICATOR 08.10 Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities.	MEASURE 08.10.01 Acquire a foundational knowledge of selling to understand its nature and scope.	Y	Y	
	MEASURE 08.10.02 Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.	Y	Y	
	MEASURE 08.10.03 Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Y	Y	

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	

TOPIC 10: 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 10.01 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 10.01.01 Describe the nature and scope of sales activities.	Y	Y	
	MEASURE 10.01.02 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.	Y	Y	
	MEASURE 10.01.03 Perform pre-sales activities to facilitate sales presentation.	Y	Y	
	MEASURE 10.01.04 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Y	Y	
	MEASURE 10.01.05 Process the sale to complete the exchange.	Y	Y	
	MEASURE 10.01.06 Conduct post-sales follow-up activities to foster ongoing relationships with customers.	Y	Y	
	MEASURE 10.01.07 Plan sales activities to increase sales efficiency and effectiveness.	Y	Y	
	MEASURE 10.01.08 Staff sales force to meet customer and organizational objectives.	Y	Y	

Minnesota Common Core Competencies

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		COMMON CORE COMPETENCIES - Consensus among work group -		
		Secondary	Postsecondary	
	MEASURE 10.01.09 Guide sales staff to improve their success rate and to minimize staff turnover.	N	Y	
	MEASURE 10.01.10 Control sales activities to meet sales goals/objectives.	Y	Y	

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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 Career Pathway teams 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 ↓
C01	Academic Foundations: Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.	10%	16%	15%
C02	Communications: Use oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information.	8%	13%	15%
C03	Problem-Solving and Critical Thinking: Solve problems using critical thinking (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.	7%	13%	25%
C04	Information Technology Applications: Use information technology tools specific to the career cluster to access, manage, integrate, and create information.	3%	5%	10%
C05	Systems: Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.	4%	9%	0%
C06	Safety, Health and Environmental: Understand the importance of health, safety, and environmental management systems in organization and their importance to organizational policies and procedures and contribute to continuous improvement in performance and compliance.	0%	0%	0%
C07	Leadership and Teamwork: Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.	7%	14%	10%
C08	Ethics and Legal Responsibilities: Know and understand the importance of professional ethics and legal responsibilities.	5%	10%	10%
C09	Employment and Career Development: Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.	6%	7%	5%
C10	Technical Skills: Use of technical knowledge and skills required to pursue careers in all career clusters, including knowledge of design, operation, and maintenance of technological systems critical to a career cluster.	50%	13%	10%
		100%	100%	100%