

# State-Approved Technical Skill Assessments

7/1/2014

Pathway: Marketing Communications

Cluster: Marketing

CLUSTER/ PATHWAY/ PROGRAM	CERTIFICATION / ASSESSMENT TITLE	TYPE	ISSUING ORGANIZATION	WEBSITE <a href="#">Please report broken web links</a>	ELIGIBILITY REQUIREMENTS / PREREQUISITES	ADMINISTRA- TION ELIGIBILITY (Written, Oral, Practical, etc.)	PASSING SCORE	COST	COMMENTS
<b>● For use at SECONDARY    For use at SECONDARY    For use at SECONDARY    For use at SECONDARY</b>									
<b>Marketing (Cluster)</b>	Manager Trainee	Academic Assessment	Oklahoma CareerTech	<a href="http://www.okcareertec.h.org/about/state-agency/divisions/testing">http://www.okcareertec.h.org/about/state-agency/divisions/testing</a>		Online	70%	\$12 per exam	40 item multiple choice exam; estimated assessment time-up to 1 hour
	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: <a href="http://www.okcareertec.h.org/about/state-agency/divisions/testing">http://www.okcareertec.h.org/about/state-agency/divisions/testing</a>					

<b>Marketing (Cluster)</b>	Standard Marketing (3-credit)	Academic Assessment	MBA Research	<a href="http://mbaresearch.org/index.php/assessment-center">http://mbaresearch.org/index.php/assessment-center</a>	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level
<b>Marketing (Cluster)</b>	Standard Marketing (4-credit)	Academic Assessment	MBA Research	<a href="http://mbaresearch.org/index.php/assessment-center">http://mbaresearch.org/index.php/assessment-center</a>	Standard-level programs of study that addresses standard marketing concepts as well as business management concepts.	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 60 performance indicators per credit/ Carnegie unit of instruction at Standard level
<b>Marketing (Cluster)</b>	Accelerated Marketing (2-credit)	Academic Assessment	MBA Research	<a href="http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&amp;task=blogsection&amp;id=28&amp;Itemid=395">http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&amp;task=blogsection&amp;id=28&amp;Itemid=395</a>	Accelerated-level programs of study both the breadth and level of marketing content increases	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 80 performance indicators per credit/ Carnegie unit of instruction at Accelerated level

<b>Marketing (Cluster)</b>	Honors-Ready Marketing (3-credit)	Academic Assessment	MBA Research	<a href="http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&amp;task=blogsection&amp;id=28&amp;Itemid=395">http://www.mbaresearch.org/2.0/Joomla/index.php?option=com_content&amp;task=blogsection&amp;id=28&amp;Itemid=395</a>	Additional higher-level, complex content is addressed, and there is a greater focus on inquiry, problem-solving, and project-based learning.	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 90 performance indicators per credit/ Carnegie unit of instruction at Honors-Ready level
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<b>Marketing (Cluster)</b>	Marketing Concepts	Academic Assessment	Ask Business	<a href="http://www.askinstitute.org">www.askinstitute.org</a>	Additional higher-level, complex content is addressed, and there is a greater focus on inquiry, problem-solving, and project-based learning.	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 90 performance indicators per credit/ Carnegie unit of instruction at Honors-Ready level

<b>Advertising Communications and Design</b>	Advertising Design	Academic Assessment	SkillsUSA	<a href="http://www.workforcereadysystem.org/media/blueprints/AdvertisingDesign_blueprint.pdf">http://www.workforcereadysystem.org/media/blueprints/AdvertisingDesign_blueprint.pdf</a>	Broad-based assessment that verifies student mastery of the knowledge and skills in advertising design.	Online	70%	\$20 per exam for non-member; Receive a discount if member of SkillsUSA \$10 per exam plus \$14 membership dues	50 item exam; estimated assessment time-up to 1 hour
	SkillsUSA Work Force Ready System	SkillsUSA	SITE COORDINATOR	Each institution / consortium should have a coordinator who contacts SkillsUSA to obtain assessment exams, proctoring information, data management needs, and other important functions. Your Proctor name, email address and phone number are required when ordering assessments to be administered to students.	Click below for the SkillsUSA Work Force Ready System Web site and browse the various Assessment Links and other details: <a href="http://www.workforcereadysystem.org/index.shtml">http://www.workforcereadysystem.org/index.shtml</a>				
<b>Advertising Communications and Design</b>	Advertising and Design	Academic Assessment	NOCTI	<a href="http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing_Sales%26Service">http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing_Sales %26 Service</a>	Job-ready pathway assessment that verifies student mastery of the knowledge and skills in advertising communications and design.	Online - can take up to 3 hours for exam	National Norm	\$19/ post test; \$31 pretest/posttest	Job-ready Assessment-195 item multiple choice exam

	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: <a href="http://www.nocti.org/gettingstarted.cfm">http://www.nocti.org/gettingstarted.cfm</a>					
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<b>Marketing Communications</b>	Accelerated Marketing (2-credit)	Academic Assessment	MBA Research	<a href="http://www.mbaresearch.org/index.php/assessment-center/program-of-study">http://www.mbaresearch.org/index.php/assessment-center/program-of-study</a>	Program of study assessment addresses leadership, core business concepts, and specialty areas.	Online	70%	10-25 exams: \$7.14 for pre-test; \$10.71 for post-test; price goes down with higher quantities	100 item multiple choice exam; 80 performance indicators per credit/ Carnegie unit of instruction at Accelerated level
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<b>Marketing Communications</b>	A*S*K Fundamental Marketing Concepts	Certification Assessment	MBA Research	<a href="http://www.nocti.org/CertificateProgram-ASK.cfm">http://www.nocti.org/CertificateProgram-ASK.cfm</a>	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	\$14.00 for pre-test; \$20.00 for post-test.	Certificates will be issued for those students meeting or exceeding the cut scores.
<b>Marketing Communications</b>	Advertising and Design	Academic Assessment	NOCTI	<a href="http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing_Sales%26Service">http://www.nocti.org/BlueprintCategoryLinks.cfm?category=Marketing_Sales%26Service</a>	Job-ready pathway assessment that verifies student mastery of the knowledge and skills in advertising communications and design.	Online - can take up to 3 hours for exam	National Norm	\$19/ post test; \$31 pretest/posttest	Job-ready Assessment-195 item multiple choice exam

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Pathway: Marketing Communications

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Y=Essential; N=Not Essential; O=Optional

PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
<b>TOPIC 1: ACADEMIC FOUNDATIONS - Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</b>				
<b>INDICATOR 01.01</b> Solve mathematical problems to obtain information for marketing decision-making.	<b>MEASURE 01.01.01</b> Employ numbers and operations in marketing.	Y	O	
	<b>MEASURE 01.01.02</b> Apply algebraic skills in marketing.	Y	O	
	<b>MEASURE 01.01.03</b> Employ measurement skills in marketing.	Y	O	<b>Comment from Business/Industry:</b> Ability to use spreadsheets and analyze data
	<b>MEASURE 01.01.04</b> Perform data analysis of marketing problems.	Y	O	
	<b>MEASURE 01.01.05</b> Implement mathematical problem-solving techniques in marketing.	Y	O	
<b>INDICATOR 01.02</b> Understand the economic principles and concepts fundamental to business operations.	<b>MEASURE 01.02.01</b> Describe fundamental economic concepts used in marketing.	Y	O	
	<b>MEASURE 01.02.02</b> Describe the nature of business to show its contributions to society.	Y	O	
	<b>MEASURE 01.02.03</b> Explain economic systems in which marketing activities are performed.	Y	O	
	<b>MEASURE 01.02.04</b> Acquire knowledge of the impact of government on business activities to make informed economic decisions.	Y	O	<b>Comment from Business/Industry:</b> From vendor to government rules
	<b>MEASURE 01.02.05</b> Analyze cost/profit relationships to guide business decision-making.	O	O	

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	<b>MEASURE 01.02.06</b> Describe economic indicators that can impact marketing activities.	Y	O	
	<b>MEASURE 01.02.07</b> Determine global trade's impact on business decision-making.	Y	O	
<b>INDICATOR 01.03</b> Integrate sociological knowledge of group behavior to understand customer decision-making.	<b>MEASURE 01.03.01</b> Employ sociological knowledge to facilitate marketing activities.	Y	O	
<b>INDICATOR 01.04</b> Integrate psychological knowledge to understand customer motivation.	<b>MEASURE 01.04.01</b> Understand psychological knowledge to facilitate marketing activities.	Y	Y	
<b>TOPIC 2: COMMUNICATIONS - Use oral and written communication skills in creating, expressing, and interpreting information and ideas including technical terminology and information.</b>				
<b>INDICATOR 02.01</b> Obtain and convey ideas and information in marketing to facilitate business operations.	<b>MEASURE 02.01.01</b> Read to acquire meaning from written material and to apply the information to marketing tasks.	Y	Y	<b>Comment from Business/Industry:</b> Communications is extremely important and is the heart of marketing communications.
	<b>MEASURE 02.01.02</b> Apply active listening skills in marketing.	Y	Y	
	<b>MEASURE 02.01.03</b> Apply verbal skills in performing marketing activities.	Y	Y	
	<b>MEASURE 02.01.04</b> Record information when performing marketing activities.	Y	Y	
	<b>MEASURE 02.01.05</b> Write internal and external business correspondence in marketing.	O	Y	
	<b>MEASURE 02.01.06</b> Communicate with staff to clarify workplace objectives.	N	Y	<b>Comment from Secondary:</b> Essential in Internship class only

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	<b>MEASURE 02.01.07</b> Communicate effectively with customers to foster positive relationships that enhance company image.	Y	Y	
	<b>MEASURE 02.01.08</b> Use communication skills to influence others.	Y	Y	
<b>INDICATOR 02.02</b> Understand the concepts, strategies, and systems used to obtain and convey ideas and information in marketing communications.	<b>MEASURE 02.02.01</b> Apply verbal skills in marketing communications.	Y	Y	<i>e.g., Make client presentations (includes strategies and research findings).</i>
	<b>MEASURE 02.02.02</b> Write effectively in marketing communications.	Y	Y	<i>e.g., Prepare contact reports.</i> <i>e.g., Write: white papers, pitch/sales letters, new business pitches, management reports.</i>
	<b>MEASURE 02.02.03</b> Communicate with marketing communications staff to clarify objectives.	O	Y	<i>e.g., Participate in problem-solving groups.</i> <i>e.g., Conduct creative briefings and planning meeting</i>
<b>TOPIC 3: PROBLEM-SOLVING AND CRITICAL THINKING - Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.</b>				
<b>INDICATOR 03.01</b> Use critical thinking skills independently and in teams to solve problems and make decisions.	<b>MEASURE 03.01.01</b> Analyze elements of a problem to develop creative solutions.	Y	Y	
	<b>MEASURE 03.01.02</b> Use problem-solving critical thinking and creativity skills to improve a situation or process.	Y	Y	<i>e.g., Ideas proposals and solutions.</i> <b>Comment from Business/Industry:</b> Creativity needs to be emphasized; it plays a large role in marketing.
	<b>MEASURE 03.01.03</b> Generate new and creative ideas to solve problems.	Y	Y	
	<b>MEASURE 03.01.04</b> Critically analyze information to determine value to the problem-solving task.	O	Y	
<b>INDICATOR 03.02</b> Employ critical thinking and emotional intelligence to resolve conflicts with staff and/or customers.	<b>MEASURE 03.02.01</b> Determine best options/outcomes for conflict resolution using critical thinking skills.	Y	Y	

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	<b>MEASURE 03.02.02</b> Resolve conflicts with/for customers using conflict resolution skills.	N	O	
	<b>MEASURE 03.02.03</b> Implement conflict resolution skills to address staff issues/problems.	N	O	
	<b>MEASURE 03.02.04</b> Write realistic performance goals objectives and action plans.	Y	O	<i>e.g., SMART (Specific/ Measureable/ Attainable/ Realistic/ Timely) goals.</i>
	<b>MEASURE 03.02.05</b> Monitor performance goals and adjust as necessary.	N	Y	
	<b>MEASURE 03.02.06</b> Communicate goal achievement.	N	Y	
<b>INDICATOR 03.03</b> Conduct technical research to gather information necessary for decision-making.	<b>MEASURE 03.03.01</b> Gather information and data using a variety of resources.	Y	Y	
	<b>MEASURE 03.03.02</b> Analyze and evaluate information and data for value to the research objectives.	Y	Y	
<b>TOPIC 4: INFORMATION TECHNOLOGY APPLICATIONS - Use information technology tools specific to the career cluster to access, manage, integrate, and create information.</b>				
<b>INDICATOR 04.01</b> Apply technological tools in marketing to expedite workflow.	<b>MEASURE 04.01.01</b> Utilize information-technology tools in marketing.	Y	Y	<i>e.g., Identify ways that technology impacts business.</i>
				<i>e.g., Explain the role of information systems.</i>
				<i>e.g., Discuss the principles of computer systems &amp; use basic operating systems.</i>

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<b>TOPIC 5: 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.</b>				
<b>INDICATOR 05.01</b> 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.	<b>MEASURE 05.01.01</b> Employ entrepreneurial discovery strategies in marketing.	Y	O	
	<b>MEASURE 05.01.02</b> Develop concept for new marketing project or business venture.	Y	O	
	<b>MEASURE 05.01.03</b> Determine needed resources for a new marketing project or business venture.	O	O	
	<b>MEASURE 05.01.04</b> Actualize new marketing project or business venture.	O	O	
<b>INDICATOR 05.02</b> Analyze accounting systems to examine their contribution to the fiscal stability of businesses.	<b>MEASURE 05.02.01</b> Acquire a foundational knowledge of accounting to understand its nature and scope.	O	O	
<b>INDICATOR 05.03</b> Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.	<b>MEASURE 05.03.01</b> Acquire a foundational knowledge of finance to understand its nature and scope.	O	O	
<b>INDICATOR 05.04</b> Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources.	<b>MEASURE 05.04.01</b> Understand the role and function of human resources management in marketing.	O	O	

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<b>INDICATOR 05.05</b> 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.	<b>MEASURE 05.05.01</b> Describe marketing’s role and function in business.	Y	Y	
	<b>MEASURE 05.05.02</b> Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.	Y	Y	
	<b>MEASURE 05.05.03</b> Determine a company’s unique selling proposition to recognize what sets the company apart from its competitors.	Y	Y	
<b>INDICATOR 05.06</b> Understand the techniques and strategies used to foster positive, ongoing relationships with customers.	<b>MEASURE 05.06.01</b> Foster positive relationships with customers to enhance company image.	O	Y	
	<b>MEASURE 05.06.02</b> Reinforce company’s image to exhibit the company’s brand promise.	Y	Y	
	<b>MEASURE 05.06.03</b> Describe the nature of customer relationship management to show its contributions to a company.	O	O	
<b>INDICATOR 05.07</b> Monitor, plan, and control the day-to-day activities required for continued business operations.	<b>MEASURE 05.07.01</b> Describe operation’s role and function in business.	Y	O	
	<b>MEASURE 05.07.02</b> Explain production’s role and function in business.	Y	O	

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<b>TOPIC 6: SAFETY, HEALTH AND ENVIRONMENTAL - Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.</b>				
<b>INDICATOR 06.01</b> Be aware of safety, health and environmental controls in business.	<b>MEASURE 06.01.01</b> Understand health and safety regulations to support a safe work environment.	O	Y	<i>e.g., Describe health and safety regulations in business.</i>
<b>TOPIC 7: LEADERSHIP AND TEAMWORK - Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.</b>				
<b>INDICATOR 07.01</b> Demonstrate interpersonal skills to accomplish organizational goals and objectives.	<b>MEASURE 07.01.01</b> Analyze the various roles of leaders within organizations.	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>
	<b>MEASURE 07.01.02</b> Exhibit personal and interpersonal skills appropriate to the workplace.	Y	Y	<b>Comment from Business/Industry:</b> 360 Concept leader - leader in every direction
	<b>MEASURE 07.01.03</b> Participate in civic and community leadership and teamwork opportunities to enhance skills.	O	Y	
<b>INDICATOR 07.02</b> Use organizational and staff development skills to develop positive working relationships and accomplish organizational goals.	<b>MEASURE 07.02.01</b> Describe how staff growth and development are used to increases productivity and employee satisfaction.	N	O	
	<b>MEASURE 07.02.02</b> Model leadership and teamwork qualities.	O	O	
	<b>MEASURE 07.02.03</b> Identify and explain best practices for successful team functioning.	Y	Y	

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<b>INDICATOR 07.03</b> Use teamwork skills to achieve collective goals and use team members' talents effectively.	<b>MEASURE 07.03.01</b> Promote the involvement and use of team members' individual talents and skills.	Y	Y	
	<b>MEASURE 07.03.02</b> Take responsibility for shared group and individual work tasks.	Y	Y	
	<b>MEASURE 07.03.03</b> Assist team members in completing their work.	Y	Y	
	<b>MEASURE 07.03.04</b> Adapt effectively to changes in projects and work activities.	Y	Y	
<b>INDICATOR 07.04</b> Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.	<b>MEASURE 07.04.01</b> Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.	Y	Y	<i>e.g., Effective networking.</i>
				<i>e.g., Use positive interpersonal skills to work cooperatively with co-workers representing different cultures genders and backgrounds.</i>
				<i>e.g., Provide constructive praise and criticism.</i>
				<i>e.g., Manage stress and control emotions.</i>
<b>INDICATOR 07.05</b> Conduct and participate in meetings to accomplish work tasks.	<b>MEASURE 07.05.01</b> Develop meeting goals objectives and agenda.	N	O	<b>Comment from Business/Industry:</b> Important to have background knowledge in planning.
	<b>MEASURE 07.05.02</b> Demonstrate effective communication skills in meetings.	N	Y	
<b>INDICATOR 07.06</b> Use mentoring skills to inspire and teach others.	<b>MEASURE 07.06.01</b> Use motivational techniques and guidance to enhance performance in others.	N	O	<b>Comment from Business/Industry:</b> Understand motivational techniques

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		Secondary	Postsecondary	

**TOPIC 8: ETHICS AND LEGAL RESPONSIBILITIES - Know and understand the importance of professional ethics and legal responsibilities.**

<b>INDICATOR 08.01</b> Understand business’s responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.	<b>MEASURE 08.01.01</b> Employ ethical actions in obtaining and providing information to acquire others’ confidence.	Y	O	
	<b>MEASURE 08.01.02</b> Apply ethics to demonstrate trustworthiness.	Y	O	
	<b>MEASURE 08.01.03</b> Manage internal and external business relationships to foster positive interactions.	N	O	
	<b>MEASURE 08.01.04</b> Acquire foundational knowledge of business laws and regulations to understand their nature and scope.	O	O	<b>Comment from Business/Industry:</b> On the job training
	<b>MEASURE 08.01.05</b> Explore the regulatory environment of United States’ businesses to understand the diversity of regulations.	O	O	
	<b>MEASURE 08.01.06</b> Explain human resources laws and regulations to facilitate business operations.	N	Y	<b>Comment from Business/Industry:</b> Discrimination and basic laws
	<b>Measure 08.01.07</b> Apply knowledge of business ownership to establish and continue business operations.	O	N	

**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.**

<b>INDICATOR 09.01</b> Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.	<b>MEASURE 09.01.01</b> Foster self-understanding to recognize the impact of personal feelings on others.	Y	O	e.g., Describe the nature of emotional intelligence.
				e.g., Explain self-esteem,bias, and stereotypes.
				e.g., Assess personal strengths and weaknesses.

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		Secondary	Postsecondary		
	<b>MEASURE 09.01.02</b> Acquire self-development skills for success in marketing careers.	Y	O	<i>e.g., Maintain appropriate personal appearance .</i>	
				<i>e.g., Demonstrate systematic behavior.</i>	
				<i>e.g., Set personal goal and utilize feedback</i>	
		<b>MEASURE 09.01.03</b> Develop personal traits to foster career advancement in marketing.	Y	O	<i>e.g., Identify AND EXHIBIT desirable personality traits important to business.</i>
	<b>MEASURE 09.01.04</b> Participate in career-planning in marketing.	Y	Y	<i>e.g., Assess personal interests and skills needed for success in business .</i>	
				<i>e.g., Analyze employer expectations in the business environment .</i>	
				<i>e.g., Identify sources of career information.</i>	
				<i>e.g., Identify tentative occupational interest .</i>	
				<i>e.g., Explain employment opportunities in business.</i>	
	<b>MEASURE 09.01.05</b> Implement job-seeking skills to obtain employment in marketing.	Y	Y	<b>Comment from Business/Industry:</b> Skills need to be acquired in schools/ colleges	
				<i>e.g., Utilize job-search strategies.</i>	
				<i>e.g., Complete a job application .</i>	
<i>e.g., Interview for a job.</i>					
<i>e.g., Write a follow-up letter after job interviews.</i>					
<i>e.g., Write a letter of application.</i>					
			<i>e.g., Prepare a résumé.</i>		

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				<i>e.g., Use networking techniques to identify employment opportunities.</i>
	<b>MEASURE 09.01.06</b> Utilize career-advancement activities to enhance professional development in marketing careers.	<b>N</b>	<b>O</b>	<i>e.g., Describe techniques for obtaining work experience (e.g., volunteer activities, internships).</i> <i>e.g., Explain the need for ongoing education as a worker.</i> <i>e.g., Explain possible advancement patterns for jobs.</i> <i>e.g., Identify skills needed to enhance career progression.</i> <i>e.g., Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors).</i>
<b>TOPIC 10: TECHNICAL LITERACY – Apply technical knowledge and skills required to pursue careers in a specific career cluster and/or career pathway.</b>				
<b>INDICATOR 10.01</b> Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.	<b>MEASURE 10.01.01</b> Use information literacy skills in marketing.	<b>Y</b>	<b>Y</b>	<i>e.g., Assess information needs.</i>
				<i>e.g., Obtain needed information efficiently.</i>
				<i>e.g., Evaluate quality and source of information.</i>
				<i>e.g., Apply information to accomplish a task.</i>
	<i>e.g., Store information for future use.</i>			
<b>MEASURE 10.01.02</b> Maintain business records to facilitate marketing operations.	<b>N</b>	<b>O</b>	<i>e.g., Describe the nature of business records.</i>	
			<i>e.g., Maintain customer records.</i>	

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	<b>MEASURE 10.01.03</b> Acquire information that can be used to guide business decision-making.	<b>Y</b>	<b>O</b>	<i>e.g., Describe current business trends.</i>
				<i>e.g., Monitor internal records for business information.</i>
				<i>e.g., Conduct an environmental scan to obtain business information.</i>
				<i>e.g., Interpret statistical findings.</i>
	<b>MEASURE 10.01.04</b> Utilize project-management skills in marketing.	<b>O</b>	<b>O</b>	<i>e.g., Explain the nature of project management.</i>
				<i>e.g., Identify resources needed for project.</i>
				<i>e.g., Develop project plan.</i>
				<i>e.g., Apply project-management tools to monitor project progress.</i>
<b>INDICATOR 10.02</b> Maintain, control, and plan the use of financial resources to protect solvency.	<b>MEASURE 10.02.01</b> Explain the fundamental principles of money needed to make financial exchanges.	<b>N</b>	<b>O</b>	<i>e.g., Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.).</i>
				<i>e.g., Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.).</i>
				<i>e.g., Describe functions of money (medium of exchange, unit of measure, store of value).</i>
				<i>e.g., Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.).</i>
				<i>e.g., Explain the time value of money.</i>
				<i>e.g., Explain the purposes and importance of credit.</i>
				<i>e.g., Explain legal responsibilities associated with financial exchanges.</i>

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	<b>MEASURE 10.02.02</b> Analyze financial needs and goals.	<b>N</b>	<b>O</b>	<i>e.g., Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.).</i>	
				<i>e.g., Set financial goals.</i>	
				<i>e.g., Develop personal budget.</i>	
	<b>MEASURE 10.02.03</b> Explain how the use of financial-services providers can aid in financial-goal achievement.	<b>N</b>	<b>O</b>	<i>e.g., Describe types of financial-services providers.</i>	
				<i>e.g., Discuss considerations in selecting a financial-services provider .</i>	
	<b>MEASURE 10.02.04</b> Manage financial resources to ensure solvency.	<b>N</b>	<b>Y</b>	<i>e.g., Describe the nature of budgets.</i>	
				<i>e.g., Explain the nature of operating budgets.</i>	
				<i>e.g., Describe the nature of cost/benefit analysis.</i>	
				<i>e.g., Determine relationships among total revenue, marginal revenue, output, and profit.</i>	
				<i>e.g., Develop company's/department's budget.</i>	
				<i>e.g., Forecast sales.</i>	
	<b>INDICATOR 10.03</b> 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.	<b>MEASURE 10.03.01</b> Recognize management's role to understand its contribution to business success.	<b>Y</b>	<b>O</b>	<i>e.g., Explain the concept of management .</i>
<i>e.g., Explain the nature of managerial ethics.</i>					
<b>MEASURE 10.03.02</b> Utilize planning tools to guide organization's/ department's activities.		<b>Y</b>	<b>O</b>	<i>e.g., Explain the nature of business plans.</i>	
				<i>e.g., Develop company goals/objectives.</i>	
				<i>e.g., Define business mission.</i>	

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				<i>e.g., Conduct an organizational SWOT.</i> <i>e.g., Explain external planning considerations.</i> <i>e.g., Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.).</i> <i>e.g., Develop action plans.</i> <i>e.g., Develop business plan.</i>
	<b>MEASURE 10.03.03</b> Control an organization's/department's activities to encourage growth and development.	<b>N</b>	<b>O</b>	<i>e.g., Describe the nature of managerial control (control process, types of control, what is controlled).</i> <i>e.g., Analyze operating results in relation to budget/industry.</i> <i>e.g., Track performance of business plan.</i>
<b>INDICATOR 10.04</b> Understand the processes used to monitor, plan, and control the day-to-day activities required for continued business operations.	<b>MEASURE 10.04.01</b> Implement expense-control strategies to enhance a business's financial well-being.	<b>N</b>	<b>O</b>	<i>e.g., Explain the nature of overhead/operating costs.</i> <i>e.g., Explain employee's role in expense control.</i> <i>e.g., Control use of supplies.</i> <i>e.g., Conduct breakeven analysis.</i> <i>e.g., Negotiate service and maintenance contracts .</i> <i>e.g., Negotiate lease or purchase of facility.</i> <i>e.g., Develop expense control plans.</i> <i>e.g., Use budgets to control operations.</i>
<b>INDICATOR 10.05</b> Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	<b>MEASURE 10.05.01</b> Acquire foundational knowledge of channel management to understand its role in marketing.	<b>O</b>	<b>O</b>	<i>e.g., Explain the nature and scope of distribution.</i> <i>e.g., Explain the relationship between customer service and channel management.</i>

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				<i>e.g., Explain the nature of channels of distribution.</i> <i>e.g., Describe the use of technology in the channel management function.</i> <i>e.g., Explain legal considerations in channel management.</i> <i>e.g., Describe ethical considerations in channel management.</i>
<b>INDICATOR 10.06</b> Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.	<b>MEASURE 10.06.01</b> Acquire foundational knowledge of marketing information management to understand its nature and scope.	Y	Y	<i>e.g., Describe the need for marketing information.</i>
				<i>e.g., Explain the nature and scope of the marketing information management function.</i>
				<i>e.g., Explain the role of ethics in marketing information management.</i>
				<i>e.g., Describe the use of technology in the marketing information management function.</i>
	<b>MEASURE 10.06.02</b> Explain marketing research activities to show command of their nature and scope.	Y	Y	<i>e.g., Explain the nature of marketing research.</i>
				<i>e.g., Explain types of primary marketing research.</i>
				<i>e.g., Identify sources of primary and secondary data.</i>
				<i>e.g., Explain research techniques.</i>
				<i>e.g., Determine the marketing research problem/issue.</i> <i>e.g., Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem/issue.</i> <i>e.g., Identify the relationship between the research purpose and the marketing research objectives.</i>

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				e.g., Discuss the nature of sampling plans (i.e., who, how many, how chosen). e.g., Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). e.g., Explain the use of diaries (e.g., product, media-use, contact). e.g., Explain the nature of qualitative research.
	<b>MEASURE 10.06.03</b> Explain data-collection methods to evaluate their appropriateness for the research problem/issue.	<b>Y</b>	<b>Y</b>	e.g., Identify information monitored for marketing decision-making. e.g., Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners, etc.).
	<b>MEASURE 10.06.04</b> Interpret marketing information to test hypotheses and/or to resolve issues.	<b>O</b>	<b>Y</b>	e.g., Describe techniques for processing marketing information. e.g., Interpret descriptive statistics in marketing decision-making.
	<b>MEASURE 10.06.05</b> Assess marketing research briefs to determine comprehensiveness and clarity.	<b>N</b>	<b>Y</b>	e.g., Explain the nature of marketing research briefs. e.g., Determine usefulness of marketing research briefs.
	<b>MEASURE 10.06.06</b> Evaluate marketing research procedures and findings to assess their credibility.	<b>Y</b>	<b>Y</b>	e.g., Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design). e.g., Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length layout). e.g., Assess information sources on basis of strengths and weaknesses. e.g., Assess timeliness of research information.

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				<i>e.g., Assess appropriateness of research methods for problem/issue.</i>
<b>INDICATOR 10.07</b> Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience.	<b>MEASURE 10.07.01</b> Use marketing information to develop a marketing plan.	Y	Y	<i>e.g., Explain the concept of marketing strategies.</i>
				<i>e.g., Identify considerations in implementing global marketing strategies.</i>
				<i>e.g., Explain the concept of market and market identification.</i>
				<i>e.g., Identify market segments.</i>
				<i>e.g., Select target market.</i>
				<i>e.g., Explain the nature of marketing planning.</i>
				<i>e.g., Explain the nature of marketing plans.</i>
				<i>e.g., Explain the role of situational analysis in the marketing planning process.</i>
				<i>e.g., Conduct market analysis.</i>
				<i>e.g., Conduct SWOT analysis for use in the marketing planning process.</i>
				<i>e.g., Assess global trends and opportunities.</i>
				<i>e.g., Conduct competitive analysis.</i>
				<i>e.g., Explain the nature of sales forecasts.</i>
<i>e.g., Forecast sales for marketing plan.</i>				
<i>e.g., Set marketing goals and objectives.</i>				

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				e.g., Select marketing metrics.
				e.g., Set a marketing budget.
				e.g., Develop marketing plan.
	<b>MEASURE 10.07.02</b> Assess marketing strategies to improve return on marketing investment (ROMI).	<b>O</b>	<b>Y</b>	e.g., Describe measures used to control marketing planning.
				e.g., Explain strategies for linking performance measures to financial outcomes.
				e.g., Translate performance measures into financial outcomes.
				e.g., Monitor and evaluate performance of marketing plan.
				e.g., Assess cost-effectiveness of measurement tools.
				e.g., Conduct marketing audits.
<b>INDICATOR 10.08</b> Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	<b>MEASURE 10.08.01</b> Develop a basic knowledge of pricing to understand its role in marketing.	<b>Y</b>	<b>O</b>	e.g., Explain the nature and scope of the pricing function.
				e.g., Explain factors affecting pricing decisions.
<b>INDICATOR 10.09</b> Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	<b>MEASURE 10.09.01</b> Acquire a foundational knowledge of product/service management to understand its nature and scope.	<b>Y</b>	<b>O</b>	e.g., Explain the nature and scope of the product/service management function.
				e.g., Identify the impact of product life cycles on marketing decisions.
				e.g., Describe the use of technology in the product/service management function.
				e.g., Explain business ethics in product/service management.

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	<b>MEASURE 10.09.02</b> Generate product ideas to contribute to ongoing business success.	Y	O	<i>e.g., Identify product opportunities.</i>
				<i>e.g., Identify methods/techniques to generate a product idea.</i>
				<i>e.g., Generate product ideas.</i>
				<i>e.g., Determine initial feasibility of product idea.</i>
				<i>e.g., Adjust idea to create functional product.</i>
				<i>e.g., Identify champion to push ideas through to fruition</i>
	<b>MEASURE 10.09.03</b> Employ product-mix strategies to meet customer expectations.	Y	O	<i>e.g., Explain the concept of product mix.</i>
				<i>e.g., Describe the nature of product bundling.</i>
				<i>e.g., Identify product to fill customer need.</i>
				<i>e.g., Plan product mix.</i>
	<b>MEASURE 10.09.04</b> Position products/services to acquire desired business image.	Y	Y	<i>e.g., Describe factors used by marketers to position products/services.</i>
				<i>e.g., Explain the nature of product/service branding.</i>
<i>e.g., Explain the role of customer service in positioning/ image.</i>				
<i>e.g., Develop strategies to position products/services.</i>				

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	<b>MEASURE 10.09.05</b> Position company to acquire desired business image.	<b>O</b>	<b>Y</b>	<i>e.g., Explain the nature of corporate branding.</i> <i>e.g., Describe factor used by businesses to position corporate brands.</i> <i>e.g., Develop strategies to position corporate brands.</i> <i>e.g., Build corporate brands.</i>
<b>INDICATOR 10.10</b> Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	<b>MEASURE 10.10.01</b> Acquire a foundational knowledge of promotion to understand its nature and scope.	<b>Y</b>	<b>Y</b>	<i>e.g., Explain the role of promotion as a marketing function.</i>
				<i>e.g., Explain the types of promotion.</i>
				<i>e.g., Identify the elements of the promotional mix.</i>
				<i>e.g., Describe the use of business ethics in promotion.</i>
				<i>e.g., Describe the use of technology in the promotion function.</i>
				<i>e.g., Describe the regulation of promotion.</i>
<b>MEASURE 10.10.02</b> Describe promotional channels used to communicate with targeted audiences.	<b>Y</b>	<b>Y</b>	<i>e.g., Explain types of advertising media.</i>	
			<i>e.g., Describe word-of-mouth channels used to communicate with targeted audiences.</i>	
			<i>e.g., Explain the nature of direct marketing channels.</i>	
			<i>e.g., Identify communications channels used in sales promotion.</i>	
			<i>e.g., Explain communications channels used in public-relations activities.</i>	

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	<b>MEASURE 10.10.03</b> Explain the use of an advertisement's components to communicate with targeted audiences.	Y	Y	e.g., Explain components of advertisements.
				e.g., Explain the importance of coordinating elements in advertisements.
	<b>MEASURE 10.10.04</b> Discuss the use of public-relations activities to communicate with targeted audiences.	Y	Y	e.g., Identify types of public-relations activities.
				e.g., Discuss internal and external audiences for public-relations activities.
	<b>MEASURE 10.10.05</b> Explain the use of trade shows/expositions to communicate with targeted audiences.	N	Y	e.g., Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences.
				e.g., Explain considerations used to evaluate whether to participate in trade shows/expositions.
				e.g., Explain the nature of a promotional plan.
				e.g., Coordinate activities in the promotional mix.
	<b>MEASURE 10.10.06</b> Manage promotional activities to maximize return on promotional efforts.	O	Y	e.g., Identify metrics to assess results of promotional efforts.
				e.g., Implement metrics to assess results of promotional efforts.
	<b>MEASURE 10.10.07</b> Evaluate long-term and short-term results of promotional efforts.	O	Y	e.g., Explain the nature and scope of the selling function.
				e.g., Explain the role of customer service as a component of selling relationships.
				e.g., Explain key factors in building a clientele.
				e.g., Explain company selling policies.
				e.g., Explain business ethics in selling.
				e.g., Describe the use of technology in the selling function.

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				<i>e.g., Describe the nature of selling regulations.</i>
<b>INDICATOR 10.11</b> Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities.	<b>MEASURE 10.11.01</b> Acquire a foundational knowledge of selling to understand its nature and scope.	Y	O	<i>e.g., Acquire product information for use in selling.</i> <i>e.g., Analyze product information to identify product features and benefits.</i>
	<b>MEASURE 10.11.02</b> Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.	Y	Y	<i>e.g., Explain the selling process.</i> <i>e.g., Discuss motivational theories that impact buying behavior.</i>
	<b>MEASURE 10.11.03</b> Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	Y	Y	
<b>Topic 11: TECHNICAL SKILLS - MARKETING COMMUNICATIONS</b>				
<b>Pathway Topic 01: BUSINESS LAW</b>				
<b>INDICATOR 11.01</b> Understand business's responsibility to know and abide by laws and regulations that affect business operations and transactions.	<b>MEASURE 11.01.01</b> Acquire information about marketing communication laws and regulations.	N	O	<i>e.g., Explain the nature of contract exclusivity.</i>
<b>Pathway Topic 02: EMOTIONAL INTELLIGENCE</b>				
<b>INDICATOR 11.02</b> Understand techniques, strategies, and systems used to foster self-understanding and enhance relationships with others in marketing communications.	<b>MEASURE 11.02.01</b> Use communication skills in marketing communications.	Y	O	<i>e.g., Apply ethics to online communications.</i>
	<b>MEASURE 11.02.02</b> Manage stressful marketing communications situations.	O	Y	

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	<b>MEASURE 11.02.03</b> Manage internal and external business relationships in marketing communications.	N	O	
<b>Pathway Topic 03: FINANCIAL ANALYSIS</b>				
<b>INDICATOR 11.03</b> Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources in marketing communications.	<b>MEASURE 11.03.01</b> Implement accounting procedures in marketing communications.	N	O	e.g., <i>Verify accuracy of bills.</i>
	<b>MEASURE 11.03.02</b> Manage financial resources in marketing communications.	O	O	e.g., <i>Estimate project costs.</i>
				e.g., <i>Set/monitor promotional budget.</i>
<b>Pathway Topic 04: HUMAN RESOURCES MANAGEMENT</b>				
<b>INDICATOR 11.04</b> Understand the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources in marketing communications.	<b>MEASURE 11.04.01</b> Implement organizational skills in marketing communications.	O	Y	e.g., <i>Act as a liaison (e.g., between agency and others, between creative department/agency).</i>
<b>Pathway Topic 05: INFORMATION MANAGEMENT</b>				
<b>INDICATOR 11.05</b> Understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist with decision-making in marketing communications.	<b>MEASURE 11.05.01</b> Utilize information-technology tools to manage and perform marketing communications responsibilities.	N	Y	e.g., <i>Explain ways that technology impacts marketing communications.</i>
				e.g., <i>Compare the capabilities of SMS with MMS.</i>
				e.g., <i>Discuss uses of RSS for promotional activities.</i>
				e.g., <i>Explain the capabilities of tools used in web-site creation.</i>
				e.g., <i>Discuss considerations in using mobile technology for promotional activities.</i>
				e.g., <i>Demonstrate effective use of audiovisual aids.</i>

Pathway: Marketing Communications

Cluster: Marketing

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
				<p><i>e.g., Describe considerations in using databases in marketing communications.</i></p> <p><i>e.g., Maintain databases of information for marketing communications.</i></p> <p><i>e.g., Mine databases for information useful in marketing communications.</i></p> <p><i>e.g., Demonstrate basic desktop publishing functions to prepare promotional materials.</i></p> <p><i>e.g., Integrate software applications to prepare professional looking materials.</i></p> <p><i>e.g., Explain how to effectively incorporate video into multimedia.</i></p>
<b>Pathway Topic 06: MARKETING</b>				
<b>INDICATOR 11.06</b> Understand the tools, techniques, and systems that marketing communications staff use in creating, communicating, and delivering value to customers and in managing customer relationships to benefit the organization and its stakeholders.	<b>MEASURE 11.06.01</b> Explain the relationship between marketing and marketing communications.	<b>Y</b>	<b>Y</b>	<p><i>e.g., Differentiate between service marketing and product marketing.</i></p>
				<p><i>e.g., Discuss the relationship between advertising and marketing.</i></p>

Pathway: Marketing Communications

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		Secondary	Postsecondary		
<b>Pathway Topic 07: OPERATIONS</b>					
<b>INDICATOR 11.07</b> Understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued marketing communications operations.	<b>MEASURE 11.07.01</b> Explain security issues with technology to protect customer information and corporate image.	N	O	e.g., Explain security considerations in the marketing communications. e.g., Maintain data security.	
	<b>MEASURE 11.07.02</b> Implement organizational skills in marketing communications to improve efficiency and workflow.	N	O	e.g., Identify strategies for protecting business's web site. e.g., Identify strategies to protect online customer transactions.	
	<b>MEASURE 11.07.03</b> Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications.	N	O	e.g., Develop schedule for marketing communications assignment.	
	<b>MEASURE 11.07.04</b> Apply techniques to monitor production of marketing communications materials.		N	O	e.g., Develop action plan to carry out marketing communications assignment.
					e.g., Evaluate vendors' services.
					e.g., Negotiate terms with vendors.
	<b>MEASURE 11.07.05</b> Implement expense-control strategies to manage a client's budget.		N	Y	e.g., Monitor production of marketing communications materials.
					e.g., Explain the need to manage a client's budget.
					e.g., Manage client's budget.

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<b>Pathway Topic 08: PROFESSIONAL DEVELOPMENT</b>				
<b>INDICATOR 11.08</b> Employ the concepts, tools, and strategies used in exploring, obtaining, and developing in a marketing communications career to reach personal and professional goals.	<b>MEASURE 11.08.01</b> Understand and have knowledge of the marketing communications industry to aid in making career choices.	Y	O	<i>e.g., Describe traits important to the success of employees in the marketing communications.</i>
				<i>e.g., Describe employment opportunities in the marketing communications industry (including structure, jobs in, structures in different size agencies,</i>
				<i>e.g., Explain factors affecting the growth and development of the marketing communications industry.</i>
				<i>e.g., Discuss the economic and social effects of marketing communications.</i>
	<b>MEASURE 11.08.02</b> Utilize career-advancement activities to enhance professional development in marketing communications.	N	Y	<i>e.g., Analyze marketing communications careers to determine careers of interest.</i>
				<i>e.g., Conduct self-assessment of marketing communications skill set.</i>
				<i>e.g., Identify requirements for professional certifications in marketing communications.</i>
<i>e.g., Participate in the activities of professional organizations in marketing communications.</i>				

Pathway: Marketing Communications

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		Secondary	Postsecondary	
<b>Pathway Topic 09: MARKETING INFORMATION MANAGEMENT</b>				
<b>INDICATOR 11.09</b> Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making decisions in marketing communications.	<b>MEASURE 11.09.01</b> Have basic knowledge and understanding of marketing research activities to ensure appropriateness and adequacy of data-collection efforts.	Y	Y	e.g., Analyze media research tools.
				e.g., Select appropriate research techniques.
	<b>MEASURE 11.09.02</b> Design qualitative marketing research study to ensure appropriateness of data-collection efforts.	N	Y	e.g., Determine sample for qualitative marketing research study.
				e.g., Gather brand information.
				e.g., Conduct pre-campaign testing.
				e.g., Track performance of promotional activities.
	<b>MEASURE 11.09.03</b> Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.	O	Y	e.g., Track trends (e.g., social, buying, advertising agency, etc.).
				e.g., Analyze consumer behavior (e.g., media-consumption, buying, etc).
				e.g., Conduct idea-generation session.
				e.g., Moderate research groups.
	<b>MEASURE 11.09.04</b> Process marketing information to test hypothesis and/or to resolve issues.	O	Y	e.g., Interpret qualitative research findings.
	<b>Pathway Topic 10: MARKET PLANNING</b>			
<b>INDICATOR 11.10</b> Understand the concepts and strategies utilized to determine and target marketing communications strategies to a select audience.	<b>MEASURE 11.10.01</b> Employ marketing information to plan marketing communications activities.	Y	Y	e.g., Identify ways to segment markets for marketing communications.
				e.g., Describe the nature of target marketing in marketing communications.
				e.g., Describe current issues/trends in marketing communications.

Pathway: Marketing Communications

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		Secondary	Postsecondary		
				<i>e.g., Evaluate market opportunities.</i>	
<b>Pathway Topic 11: PRODUCT/SERVICE MANAGEMENT</b>					
<b>INDICATOR 11.11</b> Understand the concepts and processes needed to obtain, develop, maintain, and improve a marketing communications product or service mix to respond to market opportunities.	<b>MEASURE 11.11.01</b> Explain product/service management activities in marketing communications.	Y	O	<i>e.g., Describe services offered by the marketing communications industry.</i>	
				<i>e.g., Generate marketing communications ideas.</i>	
	<b>MEASURE 11.11.02</b> Generate product ideas to contribute to ongoing marketing communications success.		Y	Y	<i>e.g., Screen marketing communications ideas.</i>
					<i>e.g., Develop a creative concept.</i>
					<i>e.g., Explain the nature of product extension in services marketing.</i>
	<b>MEASURE 11.11.03</b> Employ product-mix strategies to meet customer expectations.		Y	O	<i>e.g., Identify product extensions that can be used in marketing communications.</i>
					<i>e.g., Explain equity positioning.</i>
<b>MEASURE 11.11.04</b> Position products/services to acquire desired business image.		O	Y	<i>e.g., Evaluate effectiveness of marketing communications services.</i>	
				<i>e.g., Determine strategies for balancing standardization and personalization of services.</i>	
				<i>e.g., Identify techniques that can be used to evaluate product-mix effectiveness.</i>	
<b>MEASURE 11.11.05</b> Evaluate the effectiveness of the marketing communications mix to make product-mix decisions.		N	Y	<i>e.g., Modify product mix.</i>	

Pathway: Marketing Communications

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		Secondary	Postsecondary	
<b>Pathway Topic 12: PROMOTION</b>				
<b>INDICATOR 11.12</b> Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	<b>MEASURE 11.12.01</b> Describe promotion activities to show an in-depth understanding of their nature and scope.	Y	O	e.g., Explain considerations affecting global promotion. e.g., Explain the marketing communications development process.
	<b>MEASURE 11.12.02</b> Utilize word-of-mouth strategies to build brand and to promote products.	O	O	e.g., Explain the nature of word-of-mouth (WOM) strategies. e.g., Select word-of-mouth strategies appropriate for promotional objectives. e.g., Explain the nature of buzz marketing. e.g., Explain considerations in developing viral marketing campaigns. e.g., Develop viral marketing strategies. e.g., Describe considerations in developing customer evangelists. e.g., Create customer evangelist strategy. e.g., Explain the use of celebrities/influencers as a WOM strategy. e.g., Select celebrity/influencer to deliver promotional message. e.g., Describe referral programs that can be used to build brand/promote products. e.g., Develop referral program to build brand/promote products. e.g., Explain the use of product placement. e.g., Identify opportunities for product placement.

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
	<b>MEASURE 11.12.03</b> Use direct marketing strategies to attract attention and build brand.	O	Y	e.g., Discuss types of direct marketing strategies.
				e.g., Explain the role of media in delivering direct marketing messages.
	<b>MEASURE 11.12.04</b> Explain the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.	Y	Y	e.g., Describe the use of corporate blogging.
				e.g., Explain the use of RSS feeds.
				e.g., Discuss the use of podcasts.
				e.g., Describe the use of advergamng.
				e.g., Discuss the use of tagging.
	<b>MEASURE 11.12.05</b> Describe types of digital advertising strategies that can be used to achieve promotional goals.	Y	Y	e.g., Explain the nature of online advertisements.
				e.g., Explain the nature of e-mail marketing strategies.
				e.g., Describe mobile advertising strategies.
	<b>MEASURE 11.12.06</b> Evaluate advertising copy strategies that can be used to create interest in advertising messages.	O	Y	e.g., Identify effective advertising headlines.
				e.g., Describe copy strategies.
				e.g., Discuss the nature of effective direct-marketing copy.
				e.g., Describe the nature of effective Internet ad copy.

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
	<b>MEASURE 11.12.07</b> Explain design principles to communicate needs to designers.	<b>Y</b>	<b>Y</b>	<i>e.g., Describe the use of color in advertisements.</i> <i>e.g., Describe the elements of design.</i> <i>e.g., Explain the use of illustrations in advertisements.</i> <i>e.g., Discuss the nature of typography.</i> <i>e.g., Explain type styles used in advertisements.</i> <i>e.g., Describe effective advertising layouts.</i> <i>e.g., Identify types of drawing media.</i> <i>e.g., Explain the impact of color harmonies on composition.</i> <i>e.g., Describe digital color concepts.</i>
	<b>MEASURE 11.12.08</b> Assess advertisements to ensure achievement of marketing communications goals/objectives.	<b>O</b>	<b>Y</b>	<i>e.g., Check advertising proofs.</i> <i>e.g., Evaluate storyboards.</i> <i>e.g., Assess collateral pieces for direct marketing.</i> <i>e.g., Critique advertisements.</i> <i>e.g., Evaluate targeted e-mails.</i>

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
	<b>MEASURE 11.12.09</b> Explain how a website presence can be used to promote business/product.	<b>Y</b>	<b>Y</b>	<i>e.g., Explain website-development process.</i> <i>e.g., Identify strategies for attracting targeted audience to website.</i> <i>e.g., Describe technologies to improve website ranking/positioning on search engines/directories.</i> <i>e.g., Explain website linking strategies.</i> <i>e.g., Identify website design/components.</i>
	<b>MEASURE 11.12.10</b> Manage media planning and placement to enhance return on marketing investment.	<b>N</b>	<b>Y</b>	<i>e.g., Determine advertising reach of media.</i> <i>e.g., Read media schedule.</i> <i>e.g., Calculate media costs.</i> <i>e.g., Select advertising media.</i> <i>e.g., Choose appropriate media outlets.</i> <i>e.g., Negotiate terms with media owner.</i> <i>e.g., Schedule ads and commercials.</i> <i>e.g., Select placement of advertisements.</i> <i>e.g., Buy ad space/time.</i> <i>e.g., Identify techniques to increase ad response time.</i>

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
	<b>MEASURE 11.12.11</b> Develop an advertising campaign to achieve marketing communications objectives.	<b>Y</b>	<b>Y</b>	<i>e.g., Determine advertising campaign objectives.</i>
				<i>e.g., Select advertising strategies for campaign.</i>
				<i>e.g., Coordinate advertising research.</i>
				<i>e.g., Set media buying objectives.</i>
				<i>e.g., Plan strategy to guide media-buying process.</i>
				<i>e.g., Prepare advertising budget.</i>
				<i>e.g., Develop a media plan (includes budget, media allocation, and timing of ads).</i>
	<b>MEASURE 11.12.12</b> Execute an advertising campaign to achieve marketing communications objectives.	<b>N</b>	<b>O</b>	<i>e.g., Implement advertising strategies for campaign.</i>
				<i>e.g., Follow up with media on "make-good advertisements".</i>
	<b>MEASURE 11.12.13</b> Leverage media buys to maximize marketing investment.	<b>N</b>	<b>Y</b>	<i>e.g., Select strategies to leverage media buys.</i>
				<i>e.g., Implement strategies to leverage media buys.</i>
	<b>MEASURE 11.12.14</b> Evaluate effectiveness of advertising strategies to determine return on marketing investment.	<b>N</b>	<b>Y</b>	<i>e.g., Evaluate effectiveness of advertising.</i>
				<i>e.g., Evaluate media's contribution to campaign's effectiveness.</i>
				<i>e.g., Evaluate digital marketing efforts.</i>
<i>e.g., Analyze costs/benefits of direct marketing.</i>				
				<i>e.g., Assess direct-marketing strategy.</i>

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
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	<b>MEASURE 11.12.15</b> Utilize publicity to inform stakeholders of business activities.	<b>N</b>	<b>Y</b>	<i>e.g., Write a press release.</i>
				<i>e.g., Create a public-service announcement.</i>
				<i>e.g., Create a press kit.</i>
				<i>e.g., Coordinate press releases.</i>
				<i>e.g., Cultivate media relationships.</i>
				<i>e.g., Obtain publicity.</i>
	<b>MEASURE 11.12.16</b> Utilize publicity/public-relations activities to create goodwill with stakeholders.	<b>N</b>	<b>Y</b>	<i>e.g., Analyze costs/benefits of company participation in community activities.</i>
				<i>e.g., Explain current issues/trends in public relations.</i>
				<i>e.g., Describe the use of crisis management in public relations.</i>
				<i>e.g., Create a public-relations campaign.</i>
				<i>e.g., Develop a public-relations plan.</i>
	<b>MEASURE 11.12.17</b> Employ sales-promotions activities to inform or reward customers of business/product.	<b>N</b>	<b>Y</b>	<i>e.g., Create promotional signage.</i>
				<i>e.g., Collaborate in the design of slogans/taglines.</i>
				<i>e.g., Set and develop strategy for brand identifiers (e.g., marks, characters, etc.).</i>
				<i>e.g., Collaborate in the design of collateral materials to promote frequency/loyalty program.</i>
				<i>e.g., Explain considerations in designing a frequency/loyalty marketing program.</i>
				<i>e.g., Develop frequency/loyalty strategy.</i>

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PERFORMANCE INDICATOR	PERFORMANCE MEASURE	COMMON CORE COMPETENCIES Consensus among work group		COMMENTS
		Secondary	Postsecondary	
<b>MEASURE 11.12.18</b> Develop marketing/creative briefs to appraise staff and client of promotional strategy.	<b>N</b>	<b>Y</b>	<i>e.g., Discuss the use of marketing/creative briefs</i> <i>e.g., Prepare marketing/creative briefs.</i>	
<b>MEASURE 11.12.19</b> Manage promotional activities to maximize return on promotional investments.	<b>N</b>	<b>Y</b>	<i>e.g., Establish promotional mix.</i> <i>e.g., Use past advertisements to aid in promotional planning.</i> <i>e.g., Evaluate creative work.</i> <i>e.g., Measure results of promotional mix.</i> <i>e.g., Determine appropriateness of promotional strategy across product lines.</i> <i>e.g., Prepare promotional budget.</i> <i>e.g., Manage promotional allowances.</i> <i>e.g., Develop promotional plan for a business.</i>	

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	<b>MEASURE 11.12.20</b> Work with advertising agency to create marketing communications.	<b>N</b>	<b>Y</b>	<i>e.g., Explain the use of advertising agencies.</i>
				<i>e.g., Select advertising agency.</i>
				<i>e.g., Evaluate advertising agency work.</i>
<b>Pathway Topic 14: SELLING</b>				
<b>INDICATOR 11.13</b> 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 marketing communications opportunities.	<b>MEASURE 11.13.01</b> Acquire product knowledge to be equipped to solve customer/client's problems.	<b>Y</b>	<b>Y</b>	<i>e.g., Acquire knowledge of client's products/brands.</i>
	<b>MEASURE 11.13.02</b> Utilize sales processes and techniques to determine and satisfy customer needs.	<b>Y</b>	<b>Y</b>	<i>e.g., Pitch marketing communications idea to client.</i>
				<i>e.g., Present an advertising campaign to clients.</i>
	<b>MEASURE 11.13.03</b> Utilize sales-support activities to increase customer satisfaction.	<b>N</b>	<b>O</b>	<i>e.g., Provide service after the sale.</i>

# Technical Skill Assessment Blueprint

7/1/2014

## Pathway: Marketing Communications

### 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 Marketing Communications 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.

		<b>SECONDARY</b>	<b>POST-SECONDARY</b>	<b>BUSINESS &amp; INDUSTRY</b>
		<b>% of Assessment ↓</b>	<b>% of Assessment ↓</b>	<b>% of Assessment ↓</b>
<b>TOPIC 1</b>	<b>ACADEMIC FOUNDATIONS</b> - Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.	<b>13%</b>	<b>15%</b>	<b>14%</b>
<b>TOPIC 2</b>	<b>COMMUNICATIONS</b> - Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.	<b>10%</b>	<b>11%</b>	<b>14%</b>
<b>TOPIC 3</b>	<b>PROBLEM-SOLVING AND CRITICAL THINKING</b> - Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.	<b>10%</b>	<b>13%</b>	<b>15%</b>
<b>TOPIC 4</b>	<b>INFORMATION TECHNOLOGY APPLICATIONS</b> - Use information technology tools specific to the career cluster to access, manage, integrate, and create information.	<b>9%</b>	<b>14%</b>	<b>13%</b>
<b>TOPIC 5</b>	<b>SYSTEMS</b> - 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.	<b>7%</b>	<b>14%</b>	<b>12%</b>
<b>TOPIC 6</b>	<b>SAFETY, HEALTH AND ENVIRONMENTAL</b> - Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.	<b>2%</b>	<b>5%</b>	<b>2%</b>
<b>TOPIC 7</b>	<b>LEADERSHIP AND TEAMWORK</b> - Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.	<b>10%</b>	<b>3%</b>	<b>5%</b>
<b>TOPIC 8</b>	<b>ETHICS AND LEGAL RESPONSIBILITIES</b> - Know and understand the importance of professional ethics and legal responsibilities.	<b>5%</b>	<b>3%</b>	<b>4%</b>
<b>TOPIC 9</b>	<b>CAREER DEVELOPMENT, EMPLOYABILITY, AND CITIZENSHIP</b> –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.	<b>4%</b>	<b>3%</b>	<b>3%</b>
<b>TOPIC 10</b>	<b>TECHNICAL LITERACY</b> – Apply technical knowledge and skills required to pursue careers in a specific career cluster and/or career pathway.	<b>30%</b>	<b>19%</b>	<b>18%</b>
		<b>100%</b>	<b>100%</b>	<b>100%</b>

## Marketing, Sales and Service: Marketing Information Management and Research Career Pathway Plan of Study for ► Learners ► Parents ► Counselors ► Teachers/Faculty

This Career Pathway Plan of Study (based on the Marketing Information Management and Research Pathway of the Marketing, Sales and Service 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 Marketing Information Management and Research 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	Algebra I or Geometry	Earth or Life or Physical Science or Biology	State History Geography	All plans of study should meet local and state high school graduation requirements and college entrance requirements. Certain local student organization activities are also important including public speaking, record keeping and work-based experiences.	<ul style="list-style-type: none"> <li>Business Essentials</li> <li>Business Technology Applications</li> </ul>	<ul style="list-style-type: none"> <li>Administrative Support Representative</li> <li>Analyst</li> <li>Brand Manager</li> <li>CRM Manager</li> <li>Customer Satisfaction Manager</li> <li>Customer Service Representative</li> <li>Database Analyst</li> <li>Database Manager</li> <li>Director of Market Development</li> <li>Forecasting Manager</li> <li>Frequency Marketing Specialist</li> <li>Interviewer</li> <li>Knowledge Management Specialist</li> <li>Marketing Services Manager</li> <li>Planning Analyst</li> <li>Product Planner</li> <li>Research Associate</li> <li>Research Project Manager</li> <li>Research Specialist/Manager</li> <li>Strategic Planner</li> </ul>
	10	English/ Language Arts II	Geometry or Algebra II	Biology or Chemistry	U.S. History		<ul style="list-style-type: none"> <li>Principles of Sales and Promotion</li> <li>Marketing</li> </ul>	
	11	English/ Language Arts III	Pre-Calculus or Algebra II	Chemistry or Physics	World History Psychology		<ul style="list-style-type: none"> <li>Principles of Marketing Research</li> <li>Database Design and Management</li> </ul>	
	<i>College Placement Assessments-Academic/Career Advisement Provided</i>							
	12	English/ Language Arts IV	Pre-Calculus or Calculus or Trigonometry or Statistics	Physics or other science course	Government Economics	<ul style="list-style-type: none"> <li>Principles of Sales Management</li> <li>Principles of Marketing Communications</li> </ul>		
<i>Articulation/Dual Credit Transcribed-Postsecondary courses may be taken/moved to the secondary level for articulation/dual credit purposes.</i>								
POSTSECONDARY	Year 13	English Composition English Literature	Algebra or Calculus	Lab Science	Economics Psychology	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 may also be important to include.	<ul style="list-style-type: none"> <li>Information Management in Marketing</li> <li>Consumer Behavior</li> </ul>	
	Year 14	Speech/ Oral Communication Technical Writing			Sociology Public Policy		<ul style="list-style-type: none"> <li>Marketing Management</li> <li>Advanced Marketing Research</li> </ul>	
	Year 15	Continue courses in the area of specialization.					<ul style="list-style-type: none"> <li>Continue Courses in the Area of Specialization</li> </ul>	
	Year 16						<ul style="list-style-type: none"> <li>Complete Marketing Information Management and Research Major (4-year degree program)</li> </ul>	