Colorado CTE

Marketing (2015): Grades 9, 10, 11, 12, Higher Education

Adopted 2015

Academic Foundations: Solve mathematical problems to obtain information for marketing decision-making. MKTC.01

01. Employ numbers and operations in marketing. MKTC.01.01

- a. Recognize relationships among numbers. MKTC.01.01.A
- b. Employ mathematical operations. MKTC.01.01.B
- c. Perform computations successfully. MKTC.01.01.C
- d. Predict reasonable estimations. MKTC.01.01.D

02. Apply algebraic skills in marketing. MKTC.01.02

- a. Recognize patterns and mathematical relations. MKTC.01.02.A
- b. Use algebraic symbols to represent, solve, and analyze mathematical problems. MKTC.01.02.B
- c. Create mathematical models from real-life situations. MKTC.01.02.C
- d. Represent changes in quantities mathematically. MKTC.01.02.D
- e. Determine rate of change mathematically. MKTC.01.02.E
- f. Interpret graphical and numerical data. MKTC.01.02.F

03. Employ measurement skills in marketing. MKTC.01.03

- a. Recognize measurable attributes of objects. MKTC.01.03.A
- b. Take measurements correctly. MKTC.01.03.B

04. Perform data analysis of marketing problems. MKTC.01.04

- a. Formulate questions effectively. MKTC.01.04.A
- b. Collect relevant data. MKTC.01.04.B
- c. Organize useful data. MKTC.01.04.C
- d. Answer questions appropriately. MKTC.01.04.D
- e. Employ appropriate statistical methods in data analysis. MKTC.01.04.E
- f. Develop and evaluate inferences and predictions. MKTC.01.04.F
- g. Apply basic concepts of probability. MKTC.01.04.G

Skip to main content

Implement mathematical problem-solving techniques in marketing. MKTC.01.05

a. Identify problem-solving techniques. MKTC.01.05.A

b. Apply a variety of problem-solving strategies. MKTC.01.05.B

c. Adjust problem-solving strategies, when needed. MKTC.01.05.C

Academic Foundations: Understand the economic principles and concepts fundamental to business operations. MKTC.02

01. Describe fundamental economic concepts used in marketing. MKTC.02.01

a. Distinguish between economic goods and services. MKTC.02.01.A

b. Explain the concept of economic resources. MKTC.02.01.B

c. Describe the concepts of economics and economic activities. MKTC.02.01.C

d. Determine economic utilities created by business activities. MKTC.02.01.D

e. Explain the principles of supply and demand. MKTC.02.01.E

f. Describe the functions of prices in markets. MKTC.02.01.F

02. Describe the nature of business to show its contributions to society. MKTC.02.02

a. Explain the role of business in society. MKTC.02.02.A

b. Describe types of business activities. MKTC.02.02.B

c. Explain the organizational design of businesses. MKTC.02.02.C

d. Discuss the global environment in which businesses operate. MKTC.02.02.D

e. Describe factors that affect the business environment. MKTC.02.02.E

f. Explain how organizations adapt to today's markets. MKTC.02.02.F

03. Explain economic systems in which marketing activities are performed. MKTC.02.03

a. Explain the types of economic systems. MKTC.02.03.A

b. Explain the concept of private enterprise. MKTC.02.03.B

c. Identify factors affecting a business's profit. MKTC.02.03.C

d. Determine factors affecting business risk. MKTC.02.03.D

e. Explain the concept of competition. MKTC.02.03.E

f. Describe market structures. MKTC.02.03.F

Skip to main content

04. Acquire knowledge of the impact of government on business activities to make informed economic decisions. MKTC.02.04

a. Determine the relationship between government and business. MKTC.02.04.A

b. Describe the nature of taxes. MKTC.02.04.B

c. Discuss the nature of monetary policy. MKTC.02.04.C

d. Discuss the supply and demand for money. MKTC.02.04.D

e. Explain the role of the Federal Reserve System. MKTC.02.04.E

f. Explain the concept of fiscal policies. MKTC.02.04.F

g. Describe the effects of fiscal and monetary policies. MKTC.02.04.G

05. Analyze cost/profit relationships to guide business decision-making. MKTC.02.05

a. Explain the concept of productivity. MKTC.02.05.A

b. Analyze impact of specialization/division of labor on productivity. MKTC.02.05.B

c. Explain the concept of organized labor and business. MKTC.02.05.C

d. Explain the impact of the law of diminishing returns. MKTC.02.05.D

e. Describe the concept of economies of scale. MKTC.02.05.E

06. Describe economic indicators that can impact marketing activities. MKTC.02.06

a. Describe the concept of price stability as an economic measure. MKTC.02.06.A

b. Discuss the measure of consumer spending as an economic indicator. MKTC.02.06.B

c. Discuss the impact of a nation's unemployment rates. MKTC.02.06.C

d. Explain the concept of Gross Domestic Product. MKTC.02.06.D

e. Describe the economic impact of inflation on business. MKTC.02.06.E

f. Explain unemployment and inflation tradeoffs. MKTC.02.06.F

g. Explain the economic impact of interest-rate fluctuations. MKTC.02.06.G

h. Determine the impact of business cycles on business activities. MKTC.02.06.H

07. Determine global trade's impact on business decision-making. MKTC.02.07

a. Explain the nature of global trade. MKTC.02.07.A

b. Describe the determinants of exchange rates and their effects on the domestic economy. MKTC.02.07.B

c. Discuss the impact of cultural and social environments on global trade. MKTC.02.07.C

d. Explain labor issues associated with global trade. MKTC.02.07.D

Skip to main content

Ac Int knowledge of group

Employ sociological knowledge to facilitate marketing activities. MKTC.03.01

behavior to understand customer decision-making. MKTC.03

a. Analyze and interpret complex societal issues, events, and problems. MKTC.03.01.A
b. Analyze researched information and statistics. MKTC.03.01.B
c. Reach reasoned conclusions. MKTC.03.01.C
d. Examine social beliefs, influences, and behavior. MKTC.03.01.D
e. Analyze group dynamics. MKTC.03.01.E
f. Assess human behavior. MKTC.03.01.F

Academic Foundations: Integrate psychological knowledge to understand customer motivation. MKTC.04

01. Apply psychological knowledge to facilitate marketing activities. MKTC.04.01

a. Recognize factors influencing perception. MKTC.04.01.A
b. Identify sources of attitude formation. MKTC.04.01.B
c. Assess methods used to evaluate attitudes. MKTC.04.01.C
d. Identify basic social and cultural strata. MKTC.04.01.D
e. Determine behavioral effects of social and cultural strata. MKTC.04.01.E
f. Analyze effects of others on individual behavior. MKTC.04.01.F
g. Predict likelihood of conformity and obedience. MKTC.04.01.G
h. Determine significance of aggression. MKTC.04.01.H
i. Recognize factors affecting personality. MKTC.04.01.I
j. Evaluate the nature of change over a lifetime. MKTC.04.01.J
k. Identify sources of stress. MKTC.04.01.K
l. Detail reactions to stress. MKTC.04.01.L
m. Employ strategies for dealing with stress. MKTC.04.01.M
n. Investigate factors affecting motivation. MKTC.04.01.N
o. Analyze cues to basic drives/motives. MKTC.04.01.O
p. Analyze the development of motives. MKTC.04.01.P

Communications: Obtain and convey ideas and information in marketing to facilitate business operations. MKTC.05

01. Read to acquire meaning from written material and to apply the information to marketing tasks. MKTC.05.01

a. Identify sources that provide relevant, valid written material. MKTC.05.01.A
b. Extract relevant information from written materials. MKTC.05.01.B
c. Apply written directions to achieve tasks. MKTC.05.01.C
d. Analyze company resources to ascertain policies and procedures. MKTC.05.01.D

02. Apply active listening skills in marketing. MKTC.05.02

a. Explain communication techniques that support and encourage speakers. MKTC.05.02.A
b. Follow oral directions. MKTC.05.02.B

Skip to main content

c. Demonstrate active listening skills. MKTC.05.02.C

03. Apply verbal skills in performing marketing activities. MKTC.05.03

a. Explain the nature of effective verbal communications. MKTC.05.03.A

b. Ask relevant questions. MKTC.05.03.B

c. Interpret others' nonverbal cues. MKTC.05.03.C

d. Provide legitimate responses to inquiries. MKTC.05.03.D

e. Give verbal directions. MKTC.05.03.E

f. Employ communication styles appropriate to target audience. MKTC.05.03.F

g. Defend ideas objectively. MKTC.05.03.G

h. Handle telephone calls in a businesslike manner. MKTC.05.03.H

i. Participate in group discussions. MKTC.05.03.I

j. Make oral presentations. MKTC.05.03.J

04. Record information when performing marketing activities. MKTC.05.04

a. Utilize note-taking strategies. MKTC.05.04.A

b. Organize information graphically. MKTC.05.04.B

c. Select and use appropriate graphic aids. MKTC.05.04.C

05. Write internal and external business correspondence in marketing. MKTC.05.05

a. Explain the nature of effective written communications. MKTC.05.05.A

b. Select and utilize appropriate formats for professional writing. MKTC.05.05.B

c. Edit and revise written work consistent with professional standards. MKTC.05.05.C

d. Write professional e-mails. MKTC.05.05.D

e. Write and send business messages electronically. MKTC.05.05.E

f. Write business letters. MKTC.05.05.F

g. Write informational messages. MKTC.05.05.G

h. Write inquiries. MKTC.05.05.H

i. Write persuasive messages. MKTC.05.05.I

j. Write executive summaries. MKTC.05.05.J

k. Prepare simple written reports. MKTC.05.05.K

l. Prepare complex written reports. MKTC.05.05.L

m. Write proposals. MKTC.05.05.M

06. Communicate with staff to clarify workplace objectives. MKTC.05.06

Skip to main content

a. Explain the nature of staff communication. MKTC.05.06.A

b. Choose appropriate channel for workplace communication. MKTC.05.06.B

c. Participate in a staff meeting. MKTC.05.06.C

d. Provide directions for completing job tasks. MKTC.05.06.D

e. Update employees on business and economic trends. MKTC.05.06.E

f. Conduct a staff meeting. MKTC.05.06.F

07. Communicate effectively with customers to foster positive relationships that enhance company image. MKTC.05.07

a. Explain the nature of effective communication. MKTC.05.07.A

b. Reinforce service orientation through communication. MKTC.05.07.B

c. Respond to customer inquiries. MKTC.05.07.C

d. Adapt communication to the cultural and social differences among clients. MKTC.05.07.D

e. Interpret business policies to customers/clients. MKTC.05.07.E

08. Use communication skills to influence others. MKTC.05.08

a. Persuade others. MKTC.05.08.A

b. Demonstrate negotiation skills. MKTC.05.08.B

Information Technology Applications: Apply technological tools in marketing to expedite workflow. MKTC.06

01. Utilize information-technology tools in marketing. MKTC.06.01

a. Identify ways that technology impacts business. MKTC.06.01.A

b. Explain the role of information systems. MKTC.06.01.B

c. Discuss principles of computer systems. MKTC.06.01.C

d. Use basic operating systems. MKTC.06.01.D

e. Describe the scope of the Internet. MKTC.06.01.E

f. Demonstrate basic e-mail functions. MKTC.06.01.F

g. Demonstrate personal information management/productivity applications. MKTC.06.01.G

h. Demonstrate basic web-search skills. MKTC.06.01.H

i. Demonstrate basic word processing skills. MKTC.06.01.I

j. Demonstrate basic presentation applications. MKTC.06.01.J

k. Demonstrate basic database applications. MKTC.06.01.K

l. Demonstrate basic spreadsheet applications. MKTC.06.01.L

m. Use an integrated business software application package. MKTC.06.01.M

n. Demonstrate collaborative/groupware applications. MKTC.06.01.N

o. Create and post basic web page. MKTC.06.01.O

Skip to main content

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the concepts, processes,

Employ entrepreneurial discovery strategies in marketing. MKTC.07.01

and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture. MKTC.07

a. Explain the need for entrepreneurial discovery. MKTC.07.01.A

b. Discuss entrepreneurial discovery processes. MKTC.07.01.B

c. Assess global trends and opportunities. MKTC.07.01.C

d. Determine opportunities for venture creation. MKTC.07.01.D

e. Assess opportunities for venture creation. MKTC.07.01.E

f. Describe idea-generation methods. MKTC.07.01.F

g. Generate venture ideas. MKTC.07.01.G

h. Determine feasibility of venture ideas. MKTC.07.01.H

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02. Develop concept for new marketing project or business venture. MKTC.07.02

a. Describe entrepreneurial planning considerations. MKTC.07.02.A

b. Explain tools used by entrepreneurs for venture planning. MKTC.07.02.B

c. Assess start-up requirements. MKTC.07.02.C

d. Assess risks associated with venture. MKTC.07.02.D

e. Describe external resources useful to entrepreneurs during concept development. MKTC.07.02.E

f. Assess the need to use external resources for concept development. MKTC.07.02.F

g. Describe strategies to protect intellectual property. MKTC.07.02.G

h. Use components of business plan to define venture idea. MKTC.07.02.H

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03. Determine needed resources for a new marketing project or business venture. MKTC.07.03

a. Describe processes used to acquire adequate financial resources for venture creation/start-up. MKTC.07.03.A

b. Select sources to finance venture creation/start-up. MKTC.07.03.B

c. Explain factors to consider in determining a venture's human-resource needs. MKTC.07.03.C

d. Explain considerations in making the decision to hire staff. MKTC.07.03.D

e. Describe considerations in selecting capital resources. MKTC.07.03.E

f. Identify capital resources needed for the venture. MKTC.07.03.F

g. Assess the costs/benefits associated with resources. MKTC.07.03.G

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04. Actualize new marketing project or business venture. MKTC.07.04

a. Use external resources to supplement entrepreneur's expertise. MKTC.07.04.A

b. Explain the complexity of business operations. MKTC.07.04.B

c. Evaluate risk-taking opportunities. MKTC.07.04.C

d. Explain the need for business systems and procedures. MKTC.07.04.D

e. Describe the use of operating procedures. MKTC.07.04.E

Skip to main content

f. Explain methods/processes for organizing workflow. MKTC.07.04.F

g. Develop and/or provide product/service. MKTC.07.04.G

h. Use creative problem-solving in business activities/decisions. MKTC.07.04.H

i. Explain the impact of resource productivity on venture success. MKTC.07.04.I

j. Create processes for ongoing opportunity recognition. MKTC.07.04.J

k. Develop plan to invest resources into improving current products or creating new ones. MKTC.07.04.K

l. Adapt to changes in business environment. MKTC.07.04.L

05. Select harvesting strategies for marketing project or business venture. MKTC.07.05

a. Explain the need for continuation planning. MKTC.07.05.A

b. Describe methods of venture harvesting. MKTC.07.05.B

c. Evaluate options for continued venture involvement. MKTC.07.05.C

d. Develop exit strategies. MKTC.07.05.D

Systems: Analyze accounting systems to examine their contribution to the fiscal stability of businesses. MKTC.08

01. Acquire a foundational knowledge of accounting to understand its nature and scope. MKTC.08.01

a. Explain the concept of accounting. MKTC.08.01.A

b. Explain the need for accounting standards (GAAP). MKTC.08.01.B

c. Discuss the role of ethics in accounting. MKTC.08.01.C

d. Explain the use of technology in accounting. MKTC.08.01.D

e. Explain legal considerations for accounting. MKTC.08.01.E

02. Implement accounting procedures to track money flow and to determine financial status. MKTC.08.02

a. Describe the nature of cash flow statements. MKTC.08.02.A

b. Prepare cash flow statements. MKTC.08.02.B

c. Explain the nature of balance sheets. MKTC.08.02.C

d. Describe the nature of income statements. MKTC.08.02.D

Systems: Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing act

01. Acquire a foundational knowledge of finance to understand its nature and scope. MKTC.09.01

a. Explain the role of finance in business. MKTC.09.01.A

b. Discuss the role of ethics in finance. MKTC.09.01.B

c. Explain legal considerations for finance. MKTC.09.01.C

Skip to main content

Systems: Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources. MKTC.10

01. **Understand the role and function of human resources management in marketing.** MKTC.10.01
    a. Discuss the nature of human resources management. MKTC.10.01.A
    b. Explain the role of ethics in human resources management. MKTC.10.01.B
    c. Describe the use of technology in human resources management. MKTC.10.01.C

Systems: 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. MKTC.11

01. **Describe marketing's role and function in business.** MKTC.11.01
    a. Explain marketing and its importance in a global economy. MKTC.11.01.A
    b. Describe marketing functions and related activities. MKTC.11.01.B

02. **Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.** MKTC.11.02
    a. Explain customer/client/business buying behavior. MKTC.11.02.A
    b. Discuss actions employees can take to achieve the company's desired results. MKTC.11.02.B
    c. Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.). MKTC.11.02.C

03. **Determine a company's unique selling proposition to recognize what sets the company apart from its competitors.** MKTC.11.03
    a. Identify company's unique selling proposition. MKTC.11.03.A
    b. Identify internal and external service standards. MKTC.11.03.B

Systems: Understand the techniques and strategies used to foster positive, ongoing relationships with customers. MKTC.12

01. **Foster positive relationships with customers to enhance company image.** MKTC.12.01
    a. Explain the nature of positive customer relations. MKTC.12.01.A
    b. Demonstrate a customer-service mindset. MKTC.12.01.B
    c. Explain management's role in customer relations. MKTC.12.01.C

02. **Reinforce company's image to exhibit the company's brand promise.** MKTC.12.02
    a. Identify company's brand promise. MKTC.12.02.A
    b. Determine ways of reinforcing the company's image through employee performance. MKTC.12.02.B

03. **Describe the nature of customer relationship management to show its contributions to a company.** MKTC.12.03
    a. Discuss the nature of customer relationship management. MKTC.12.03.A
    b. Explain the role of ethics in customer relationship management. MKTC.12.03.B
    c. Describe the use of technology in customer relationship management. MKTC.12.03.C

Skip to main content

Systems: Monitor, plan, and control the day-to-day activities required for continued business operations. MKTC.13

01. **Describe operation's role and function in business.** MKTC.13.01
    a. Explain the nature of operations. MKTC.13.01.A
    b. Discuss the role of ethics in operations. MKTC.13.01.B
    c. Describe the use of technology in operations. MKTC.13.01.C

02. **Implement purchasing activities to obtain business supplies and equipment.** MKTC.13.02
    a. Explain the nature and scope of purchasing. MKTC.13.02.A
    b. Place orders/reorders. MKTC.13.02.B
    c. Maintain inventory of supplies. MKTC.13.02.C
    d. Manage the bid process in purchasing. MKTC.13.02.D
    e. Select vendors. MKTC.13.02.E
    f. Evaluate vendor's performance. MKTC.13.02.F

03. **Explain production's role and function in business.** MKTC.13.03
    a. Explain the concept of production. MKTC.13.03.A
    b. Describe production activities. MKTC.13.03.B

04. **Implement quality-control processes to minimize errors and to expedite workflow.** MKTC.13.04
    a. Identify quality-control measures. MKTC.13.04.A
    b. Utilize quality control methods at work. MKTC.13.04.B
    c. Describe crucial elements of a quality culture. MKTC.13.04.C
    d. Describe the role of management in the achievement of quality. MKTC.13.04.D
    e. Establish efficient operating systems. MKTC.13.04.E

Safety, Health and Environment: Implement safety, health, and environmental controls to enhance productivity in marketing. MKTC.14

01. **Adhere to health and safety regulations to support a safe work environment.** MKTC.14.01
    a. Describe health and safety regulations in business. MKTC.14.01.A
    b. Report non-compliance with business health and safety regulations. MKTC.14.01.B

02. **Implement safety procedures to minimize loss.** MKTC.14.02
    a. Follow instructions for use of equipment, tools, and machinery. MKTC.14.02.A
    b. Follow safety precautions. MKTC.14.02.B
    c. Maintain a safe work environment. MKTC.14.02.C
    d. Explain procedures for handling accidents. MKTC.14.02.D
    e. Handle and report emergency situations. MKTC.14.02.E

Skip to main content

03. **Determine needed safety policies/procedures to protect employees.** MKTC.14.03

- a. Identify potential safety issues. MKTC.14.03.A
- b. Establish safety policies and procedures. MKTC.14.03.B

04. **Implement security policies/procedures to minimize chance for loss.** MKTC.14.04

- a. Explain routine security precautions. MKTC.14.04.A
- b. Follow established security procedures/policies. MKTC.14.04.B
- c. Protect company information and intangibles. MKTC.14.04.C

05. **Develop policies/procedures to protect workplace security.** MKTC.14.05

- a. Identify potential security issues. MKTC.14.05.A
- b. Establish policies to protect company information and intangibles. MKTC.14.05.B
- c. Establish policies to maintain a non-hostile work environment. MKTC.14.05.C
- d. Establish policies and procedures to maintain physical security of the work environment. MKTC.14.05.D

Ethics and Legal Responsibilities: Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions. MKTC.15

01. **Employ ethical actions in obtaining and providing information to acquire others' confidence.** MKTC.15.01

- a. Respect the privacy of others. MKTC.15.01.A
- b. Explain ethical considerations in providing information. MKTC.15.01.B
- c. Protect confidential information. MKTC.15.01.C
- d. Determine information appropriate to obtain from a client or another employee. MKTC.15.01.D

02. **Apply ethics to demonstrate trustworthiness.** MKTC.15.02

- a. Explain the nature of business ethics. MKTC.15.02.A
- b. Demonstrate responsible behavior. MKTC.15.02.B
- c. Demonstrate honesty and integrity. MKTC.15.02.C
- d. Demonstrate ethical work habits. MKTC.15.02.D

03. **Manage internal and external business relationships to foster positive interactions.** MKTC.15.03

- a. Treat others fairly at work. MKTC.15.03.A
- b. Describe ethics in human resources issues. MKTC.15.03.B

04. **Acquire foundational knowledge of business laws and regulations to understand their nature and scope.** MKTC.15.04

- a. Discuss the nature of law and sources of law in the United States. MKTC.15.04.A
- b. Describe the United States' judicial system. MKTC.15.04.B

Skip to main content

c. Describe legal issues affecting businesses. MKTC.15.04.C

05. Explain the civil foundations of the legal environment of business to demonstrate knowledge of contracts. MKTC.15.05

a. Identify the basic torts relating to business enterprises. MKTC.15.05.A

b. Describe the nature of legally binding contracts. MKTC.15.05.B

06. Explore the regulatory environment of United States' businesses to understand the diversity of regulations. MKTC.15.06

a. Describe the nature of legal procedure. MKTC.15.06.A

b. Discuss the nature of debtor-creditor relationships. MKTC.15.06.B

c. Explain the nature of agency relationships. MKTC.15.06.C

d. Discuss the nature of environmental law. MKTC.15.06.D

e. Discuss the role of administrative law. MKTC.15.06.E

07. Explain human resources laws and regulations to facilitate business operations. MKTC.15.07

a. Explain the nature of human resources regulations. MKTC.15.07.A

b. Explain the nature of workplace regulations (including OSHA, ADA). MKTC.15.07.B

c. Discuss employment relationships. MKTC.15.07.C

08. Apply knowledge of business ownership to establish and continue business operations. MKTC.15.08

a. Explain types of business ownership. MKTC.15.08.A

b. Select form of business ownership. MKTC.15.08.B

09. Acquire knowledge of commerce laws and regulations to continue business operations. MKTC.15.09

a. Explain the nature of trade regulations. MKTC.15.09.A

b. Describe the impact of anti-trust legislation. MKTC.15.09.B

10. Explain tax laws and regulations to adhere to government requirements. MKTC.15.10

a. Explain the nature of tax regulations on business. MKTC.15.10.A

b. Explain the nature of businesses' reporting requirements. MKTC.15.10.B

c. Develop strategies for legal/government compliance. MKTC.15.10.C

Employability and Career Development: Understand concepts tools used

Skip to main content

01. Foster self-understanding to recognize the impact of personal feelings on others. MKTC.16.01

a. Describe the nature of emotional intelligence. MKTC.16.01.A

b. Explain the concept of self-esteem. MKTC.16.01.B

and develop in a marketing career. MKTC.16

c. Recognize personal biases and stereotypes. MKTC.16.01.C

d. Assess personal strengths and weaknesses. MKTC.16.01.D

02. Acquire self-development skills for success in marketing careers. MKTC.16.02

a. Maintain appropriate personal appearance. MKTC.16.02.A

b. Demonstrate systematic behavior. MKTC.16.02.B

c. Set personal goals. MKTC.16.02.C

d. Use feedback for personal growth. MKTC.16.02.D

03. Develop personal traits to foster career advancement in marketing. MKTC.16.03

a. Identify desirable personality traits important to business. MKTC.16.03.A

b. Exhibit a positive attitude. MKTC.16.03.B

c. Exhibit self-confidence. MKTC.16.03.C

d. Demonstrate interest and enthusiasm. MKTC.16.03.D

e. Demonstrate initiative. MKTC.16.03.E

f. Foster positive working relationships. MKTC.16.03.F

04. Participate in career-planning in marketing. MKTC.16.04

a. Assess personal interests and skills needed for success in business. MKTC.16.04.A

b. Analyze employer expectations in the business environment. MKTC.16.04.B

c. Explain the rights of workers. MKTC.16.04.C

d. Identify sources of career information. MKTC.16.04.D

e. Identify tentative occupational interest. MKTC.16.04.E

f. Explain employment opportunities in business. MKTC.16.04.F

05. Implement job-seeking skills to obtain employment in marketing. MKTC.16.05

a. Utilize job-search strategies. MKTC.16.05.A

b. Complete a job application. MKTC.16.05.B

c. Interview for a job. MKTC.16.05.C

d. Write a follow-up letter after job interviews. MKTC.16.05.D

e. Write a letter of application. MKTC.16.05.E

f. Prepare a rÃ©sumÃ©. MKTC.16.05.F

g. Use networking techniques to identify employment opportunities. MKTC.16.05.G

06. Utilize career-advancement activities to enhance professional development in marketing careers. MKTC.16.06

a. Describe techniques for obtaining work experience (e.g., volunteer activities, internships). MKTC.16.06.A

b. Explain the need for ongoing education as a worker. MKTC.16.06.B

Skip to main content

c. Explain possible advancement patterns for jobs. MKTC.16.06.C

d. Identify skills needed to enhance career progression. MKTC.16.06.D

e. Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors). MKTC.16.06.E

Technical Skills: Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making. MKTC.17

01. Use information literacy skills in marketing. MKTC.17.01

a. Assess information needs. MKTC.17.01.A

b. Obtain needed information efficiently. MKTC.17.01.B

c. Evaluate quality and source of information. MKTC.17.01.C

d. Apply information to accomplish a task. MKTC.17.01.D

e. Store information for future use. MKTC.17.01.E

02. Acquire a foundational knowledge of information management. MKTC.17.02

a. Discuss the nature of information management. MKTC.17.02.A

b. Explain the role of ethics in information management. MKTC.17.02.B

c. Explain legal issues associated with information management. MKTC.17.02.C

03. Maintain business records to facilitate marketing operations. MKTC.17.03

a. Describe the nature of business records. MKTC.17.03.A

b. Maintain customer records. MKTC.17.03.B

04. Acquire information that can be used to guide business decision-making. MKTC.17.04

a. Describe current business trends. MKTC.17.04.A

b. Monitor internal records for business information. MKTC.17.04.B

c. Conduct an environmental scan to obtain business information. MKTC.17.04.C

d. Interpret statistical findings. MKTC.17.04.D

05. Utilize project-management skills in marketing. MKTC.17.05

a. Explain the nature of project management. MKTC.17.05.A

b. Identify resources needed for project. MKTC.17.05.B

c. Develop project plan. MKTC.17.05.C

d. Apply project-management tools to monitor project progress. MKTC.17.05.D

e. Evaluate project results. MKTC.17.05.E

Technical Skills: Ma pla

01. Explain the fundamental principles of money needed to make financial exchanges. MKTC.18.01

Skip to main content

resources to protect solvency. MKTC.18

a. Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.). MKTC.18.01.A

b. Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.). MKTC.18.01.B

c. Describe functions of money (medium of exchange, unit of measure, store of value). MKTC.18.01.C

d. Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.). MKTC.18.01.D

e. Explain the time value of money. MKTC.18.01.E

f. Explain the purposes and importance of credit. MKTC.18.01.F

g. Explain legal responsibilities associated with financial exchanges. MKTC.18.01.G

Technical Skills: Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making. MKTC.19

01. Analyze financial needs and goals. MKTC.19.01

a. Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.). MKTC.19.01.A

b. Set financial goals. MKTC.19.01.B

c. Develop personal budget. MKTC.19.01.C

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02. Manage personal finances to achieve financial goals. MKTC.19.02

a. Explain the nature of tax liabilities. MKTC.19.02.A

b. Interpret a pay stub. MKTC.19.02.B

c. Read and reconcile bank statements. MKTC.19.02.C

d. Maintain financial records. MKTC.19.02.D

e. Demonstrate the wise use of credit. MKTC.19.02.E

f. Validate credit history. MKTC.19.02.F

g. Protect against identity theft. MKTC.19.02.G

h. Prepare personal income tax forms (i.e., 1040 EZ). MKTC.19.02.H

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03. Explain how the use of financial-services providers can aid in financial-goal achievement. MKTC.19.03

a. Describe types of financial-services providers. MKTC.19.03.A

b. Discuss considerations in selecting a financial-services provider. MKTC.19.03.B

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04. Use investment strategies to ensure financial well-being. MKTC.19.04

a. Explain types of investments. MKTC.19.04.A

b. Explain the nature of capital investment. MKTC.19.04.B

c. Establish investment goals and objectives. MKTC.19.04.C

Skip to main content

Identify potential business threats and opportunities to protect a business's financial well-being. MKTC.19.05

a. Describe the concept of insurance. MKTC.19.05.A

b. Obtain insurance coverage. MKTC.19.05.B

c. Settle insurance losses. MKTC.19.05.C

d. Identify speculative business risks. MKTC.19.05.D

e. Explain the nature of risk management. MKTC.19.05.E

06. **Implement financial skills to obtain business credit and to control its use.** MKTC.19.06

a. Explain the purposes and importance of obtaining business credit. MKTC.19.06.A

b. Analyze critical banking relationships. MKTC.19.06.B

c. Make critical decisions regarding acceptance of bank cards. MKTC.19.06.C

d. Determine financing needed for business operations. MKTC.19.06.D

e. Identify risks associated with obtaining business credit. MKTC.19.06.E

f. Explain sources of financial assistance. MKTC.19.06.F

g. Explain loan evaluation criteria used by lending institutions. MKTC.19.06.G

h. Complete loan application package. MKTC.19.06.H

07. **Manage financial resources to ensure solvency.** MKTC.19.07

a. Describe the nature of budgets. MKTC.19.07.A

b. Explain the nature of operating budgets. MKTC.19.07.B

c. Describe the nature of cost/benefit analysis. MKTC.19.07.C

d. Determine relationships among total revenue, marginal revenue, output, and profit. MKTC.19.07.D

e. Develop company's/department's budget. MKTC.19.07.E

f. Forecast sales. MKTC.19.07.F

g. Calculate financial ratios. MKTC.19.07.G

h. Interpret financial statements. MKTC.19.07.H

Technical Skills: Describe and apply management tools, techniques, and strategies used in planning, controlling and organizing a marketing organization/department to maintain the business or an de

Skip to main content

01. **Recognize management's role to understand its contribution to business success.** MKTC.20.01

a. Explain the concept of management. MKTC.20.01.A

b. Explain the nature of managerial ethics. MKTC.20.01.B

Technical Skills: Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making. MKTC.21

01. **Utilize planning tools to guide organization's/department's activities.** MKTC.21.01
    a. Explain the nature of business plans. MKTC.21.01.A
    b. Develop company goals/objectives. MKTC.21.01.B
    c. Define business mission. MKTC.21.01.C
    d. Conduct an organizational SWOT. MKTC.21.01.D
    e. Explain external planning considerations. MKTC.21.01.E
    f. Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.). MKTC.21.01.F
    g. Develop action plans. MKTC.21.01.G
    h. Develop business plan. MKTC.21.01.H

02. **Control an organization's/department's activities to encourage growth and development.** MKTC.21.02
    a. Describe the nature of managerial control (control process, types of control, what is controlled). MKTC.21.02.A
    b. Analyze operating results in relation to budget/industry. MKTC.21.02.B
    c. Track performance of business plan. MKTC.21.02.C

Technical Skills: Understand the processes used to monitor, plan, and control the day-to-day activities required for continued business operations. MKTC.22

01. **Implement expense-control strategies to enhance a business's financial well-being.** MKTC.22.01
    a. Explain the nature of overhead/operating costs. MKTC.22.01.A
    b. Explain employee's role in expense control. MKTC.22.01.B
    c. Control use of supplies. MKTC.22.01.C
    d. Conduct breakeven analysis. MKTC.22.01.D
    e. Negotiate service and maintenance contracts. MKTC.22.01.E
    f. Negotiate lease or purchase of facility. MKTC.22.01.F
    g. Develop expense control plans. MKTC.22.01.G
    h. Use budgets to control operations. MKTC.22.01.H

02. **Maintain property and equipment to facilitate ongoing business activities.** MKTC.22.02
    a. Identify routine activities for maintaining business facilities and equipment. MKTC.22.02.A
    b. Plan maintenance program. MKTC.22.02.B

Te Un Skip to main content
concepts and processes

Acquire foundational knowledge of channel management to understand its role in marketing. MKTC.23.01

needed to identify, select, monitor, and evaluate sales channels. MKTC.23

a. Explain the nature and scope of distribution. MKTC.23.01.A

b. Explain the relationship between customer service and channel management. MKTC.23.01.B

c. Explain the nature of channels of distribution. MKTC.23.01.C

d. Describe the use of technology in the channel management function. MKTC.23.01.D

e. Explain legal considerations in channel management. MKTC.23.01.E

f. Describe ethical considerations in channel management. MKTC.23.01.F

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02. Manage channel activities to minimize costs and to determine distribution strategies. MKTC.23.02

a. Coordinate channel management with other marketing activities. MKTC.23.02.A

b. Explain the nature of channel-member relationships. MKTC.23.02.B

c. Explain the nature of channel strategies. MKTC.23.02.C

d. Select channels of distribution. MKTC.23.02.D

e. Evaluate channel members. MKTC.23.02.E

Technical Skills: Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions. MKTC.24

01. Acquire foundational knowledge of marketing information management to understand its nature and scope. MKTC.24.01

a. Describe the need for marketing information. MKTC.24.01.A

b. Explain the nature and scope of the marketing information management function. MKTC.24.01.B

c. Explain the role of ethics in marketing information management. MKTC.24.01.C

d. Describe the use of technology in the marketing information management function. MKTC.24.01.D

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02. Explain marketing research activities to show command of their nature and scope. MKTC.24.02

a. Explain the nature of marketing research. MKTC.24.02.A

b. Explain types of primary marketing research. MKTC.24.02.B

c. Identify sources of primary and secondary data. MKTC.24.02.C

d. Explain research techniques. MKTC.24.02.D

e. Determine the marketing research problem/issue. MKTC.24.02.E

f. Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem/issue. MKTC.24.02.F

g. Identify the relationship between the research purpose and the marketing research objectives. MKTC.24.02.G

h. Discuss the nature of sampling plans (i.e., who, how many, how chosen). MKTC.24.02.H

Skip to main content

i. Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.). MKTC.24.02.I

j. Explain the use of diaries (e.g., product, media-use, contact). MKTC.24.02.J

k. Explain the nature of qualitative research. MKTC.24.02.K

03. Explain data-collection methods to evaluate their appropriateness for the research problem/issue. MKTC.24.03

a. Identify information monitored for marketing decision-making. MKTC.24.03.A

b. Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners, etc.). MKTC.24.03.B

04. Interpret marketing information to test hypotheses and/or to resolve issues. MKTC.24.04

a. Describe techniques for processing marketing information. MKTC.24.04.A

b. Interpret descriptive statistics in marketing decision-making. MKTC.24.04.B

05. Assess marketing research briefs to determine comprehensiveness and clarity. MKTC.24.05

a. Explain the nature of marketing research briefs. MKTC.24.05.A

b. Determine usefulness of marketing research briefs. MKTC.24.05.B

06. Evaluate marketing research procedures and findings to assess their credibility. MKTC.24.06

a. Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design). MKTC.24.06.A

b. Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length layout). MKTC.24.06.B

c. Assess information sources on basis of strengths and weaknesses. MKTC.24.06.C

d. Assess timeliness of research information. MKTC.24.06.D

e. Assess appropriateness of research methods for problem/issue. MKTC.24.06.E

Technical Skills: Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience. MKTC.25

01. Employ marketing information to develop a marketing plan. MKTC.25.01

a. Explain the concept of marketing strategies. MKTC.25.01.A

b. Identify considerations in implementing global marketing strategies. MKTC.25.01.B

c. Explain the concept of market and market identification. MKTC.25.01.C

d. Identify market segments. MKTC.25.01.D

e. Select target market. MKTC.25.01.E

f. Explain the nature of marketing planning. MKTC.25.01.F

g. Explain the nature of marketing plans. MKTC.25.01.G

Skip to main content

h. Explain the role of situational analysis in the marketing planning process. MKTC.25.01.H

i. Conduct market analysis. MKTC.25.01.I

j. Conduct SWOT analysis for use in the marketing planning process. MKTC.25.01.J

k. Assess global trends and opportunities. MKTC.25.01.K

l. Conduct competitive analysis. MKTC.25.01.L

m. Explain the nature of sales forecasts. MKTC.25.01.M

n. Forecast sales for marketing plan. MKTC.25.01.N

o. Set marketing goals and objectives. MKTC.25.01.O

p. Select marketing metrics. MKTC.25.01.P

q. Set a marketing budget. MKTC.25.01.Q

r. Develop marketing plan. MKTC.25.01.R

02. Assess marketing strategies to improve return on marketing investment (ROMI). MKTC.25.02

a. Describe measures used to control marketing planning. MKTC.25.02.A

b. Explain strategies for linking performance measures to financial outcomes. MKTC.25.02.B

c. Translate performance measures into financial outcomes. MKTC.25.02.C

d. Monitor and evaluate performance of marketing plan. MKTC.25.02.D

e. Assess cost-effectiveness of measurement tools. MKTC.25.02.E

f. Conduct marketing audits. MKTC.25.02.F

Technical Skills: Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. MKTC.26

01. Develop a foundational knowledge of pricing to understand its role in marketing. MKTC.26.01

a. Explain the nature and scope of the pricing function. MKTC.26.01.A

b. Describe the role of business ethics in pricing. MKTC.26.01.B

c. Explain the use of technology in the pricing function. MKTC.26.01.C

d. Explain legal considerations for pricing. MKTC.26.01.D

e. Explain factors affecting pricing decisions. MKTC.26.01.E

Technical Skills: Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or se to opp

Skip to main content

01. Acquire a foundational knowledge of product/service management to understand its nature and scope. MKTC.27.01

a. Explain the nature and scope of the product/service management function. MKTC.27.01.A

b. Identify the impact of product life cycles on marketing decisions. MKTC.27.01.B

c. Describe the use of technology in the product/service management function. MKTC.27.01.C

d. Explain business ethics in product/service management. MKTC.27.01.D

02. Generate product ideas to contribute to ongoing business success. MKTC.27.02

a. Identify product opportunities. MKTC.27.02.A

b. Identify methods/techniques to generate a product idea. MKTC.27.02.B

c. Generate product ideas. MKTC.27.02.C

d. Determine initial feasibility of product idea. MKTC.27.02.D

e. Adjust idea to create functional product. MKTC.27.02.E

f. Identify champion to push ideas through to fruition. MKTC.27.02.F

g. Create processes for ongoing opportunity recognition. MKTC.27.02.G

03. Apply quality assurances to enhance product/service offerings. MKTC.27.03

a. Describe the uses of grades and standards in marketing. MKTC.27.03.A

b. Explain warranties and guarantees. MKTC.27.03.B

c. Identify consumer protection provisions of appropriate agencies. MKTC.27.03.C

d. Evaluate customer experience. MKTC.27.03.D

04. Employ product-mix strategies to meet customer expectations. MKTC.27.04

a. Explain the concept of product mix. MKTC.27.04.A

b. Describe the nature of product bundling. MKTC.27.04.B

c. Identify product to fill customer need. MKTC.27.04.C

d. Plan product mix. MKTC.27.04.D

e. Determine services to provide customers. MKTC.27.04.E

05. Position products/services to acquire desired business image. MKTC.27.05

a. Describe factors used by marketers to position products/services. MKTC.27.05.A

b. Explain the nature of product/service branding. MKTC.27.05.B

c. Explain the role of customer service in positioning/image. MKTC.27.05.C

d. Develop strategies to position products/services. MKTC.27.05.D

e. Build product/service brand. MKTC.27.05.E

06. Position company to acquire desired business image. MKTC.27.06

a. Explain the nature of corporate branding. MKTC.27.06.A

b. Describe factor used by businesses to position corporate brands. MKTC.27.06.B

c. Develop strategies to position corporate brands. MKTC.27.06.C

d. Build corporate brands. MKTC.27.06.D

Skip to main content

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Understand the

Acquire a foundational knowledge of promotion to understand its nature and scope. MKTC.28.01

concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. MKTC.28

a. Explain the role of promotion as a marketing function. MKTC.28.01.A

b. Explain the types of promotion. MKTC.28.01.B

c. Identify the elements of the promotional mix. MKTC.28.01.C

d. Describe the use of business ethics in promotion. MKTC.28.01.D

e. Describe the use of technology in the promotion function. MKTC.28.01.E

f. Describe the regulation of promotion. MKTC.28.01.F

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02. Describe promotional channels used to communicate with targeted audiences. MKTC.28.02

a. Explain types of advertising media. MKTC.28.02.A

b. Describe word-of-mouth channels used to communicate with targeted audiences. MKTC.28.02.B

c. Explain the nature of direct marketing channels. MKTC.28.02.C

d. Identify communications channels used in sales promotion. MKTC.28.02.D

e. Explain communications channels used in public-relations activities. MKTC.28.02.E

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03. Explain the use of an advertisement's components to communicate with targeted audiences. MKTC.28.03

a. Explain components of advertisements. MKTC.28.03.A

b. Explain the importance of coordinating elements in advertisements. MKTC.28.03.B

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04. Discuss the use of public-relations activities to communicate with targeted audiences. MKTC.28.04

a. Identify types of public-relations activities. MKTC.28.04.A

b. Discuss internal and external audiences for public-relations activities. MKTC.28.04.B

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05. Explain the use of trade shows/expositions to communicate with targeted audiences. MKTC.28.05

a. Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences. MKTC.28.05.A

b. Explain considerations used to evaluate whether to participate in trade shows/expositions. MKTC.28.05.B

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06. Manage promotional activities to maximize return on promotional efforts. MKTC.28.06

a. Explain the nature of a promotional plan. MKTC.28.06.A

b. Coordinate activities in the promotional mix. MKTC.28.06.B

Skip to main content

07. Evaluate long-term and short-term results of promotional efforts. MKTC.28.07

a. Identify metrics to assess results of promotional efforts. MKTC.28.07.A

b. Implement metrics to assess results of promotional efforts. MKTC.28.07.B

Technical Skills: Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities. MKTC.29

01. Acquire a foundational knowledge of selling to understand its nature and scope. MKTC.29.01

a. Explain the nature and scope of the selling function. MKTC.29.01.A

b. Explain the role of customer service as a component of selling relationships. MKTC.29.01.B

c. Explain key factors in building a clientele. MKTC.29.01.C

d. Explain company selling policies. MKTC.29.01.D

e. Explain business ethics in selling. MKTC.29.01.E

f. Describe the use of technology in the selling function. MKTC.29.01.F

g. Describe the nature of selling regulations. MKTC.29.01.G

02. Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer. MKTC.29.02

a. Acquire product information for use in selling. MKTC.29.02.A

b. Analyze product information to identify product features and benefits. MKTC.29.02.B

03. Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. MKTC.29.03

a. Explain the selling process. MKTC.29.03.A

b. Discuss motivational theories that impact buying behavior. MKTC.29.03.B