Florida CTE

Marketing Applications (2022)

Select a marketing industry for career planning – the student will be able to: 07.0	1 **Identify current employment opportunities in marketing-related fields.** 07.01
	2 **Identify sources of information for career planning.** 07.02
	3 **Conduct in-depth career research including requirements for entry and advancement, career ladders and opportunities related to the career field.** 07.03
	4 **Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.** 07.04
	5 **Identify the advantages and disadvantages of a particular career in marketing.** 07.05
	6 **Complete self-assessments and an analysis of lifestyle goals and career aspirations.** 07.06
	7 **Develop an individualized education and career plan related to a major marketing field, including the development of a resume.** 07.07
	8 **Write a job description for a selected marketing occupation.** 07.08
Demonstrate applications of channel management (distribution) for the selected marketing industry – the student will be able to: 08.0	1 **Explain the concepts and processes needed to move, store, locate and/or transfer ownership of goods and services.** 08.01
	2 **Explain the concepts of physical channel management (distribution) and transportation systems related to the industry.** 08.02
	3 **Develop appropriate plans utilizing channel management for the specific industry.** 08.03
	4 **Explain the relationship between customer service and distribution.** 08.04
	5 **Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.** 08.05
Explain the concepts of financing for the selected marketing ind wi	1 **Explain the financial concepts used in making business decisions.** 09.01
	2 **Explain the concept of financial administration.** 09.02
	xplain the difference between income (credit) and expense (debit). 09.03

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	4 Identify various types of credit policies and procedures. 09.04
	5 Explain the purposes and importance of credit. 09.05
	6 Identify the positive and negative impacts of using credit in marketing situations and understand the regulations affecting credit. (Optional) 09.06
	7 Compare and contrast the use of different credit applications, types of credit accounts and the differences between debit and credit cards. 09.07
	8 Analyze industry concepts of price, profit, competition and productivity. 09.08
Demonstrate product/service planning for the selected marketing industry – the student will be able to: 10.0	1 Explain the steps involved in decision-making (e.g. assessment, planning, implementation design, evaluation, etc.). 10.01
	2 Explain the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities. 10.02
	3 Explain product and service quality as applicable to grades and industry standards. 10.03
	4 Discuss product-liability risks. 10.04
	5 Explain warranties and guarantees. 10.05
	6 Develop a product/service plan. 10.06
	7 Describe factors used by marketers to position products/business. 10.07
	8 Identify the stages and impact of product life cycle. 10.08
Demonstrate marketing information management for the selected marketing industry – the student will be able to: 11.0	1 Explain the concepts and processes needed to obtain, develop, maintain and improve a product or service mix in response to market opportunities. 11.01
	2 Explain the process of marketing information management. 11.02
	3 Explain the nature and scope of marketing operations. 11.03
	4 Demonstrate knowledge of inventory control systems and shipping and receiving procedures. 11.04
	5 Identify procedures for the use of marketing information management to gather and manage information. 11.05
Demonstrate pricing applications for the sel inc wi	1 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. 12.01
	xplain pricing objectives, policies and strategies. 12.02

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	3 Explain price-marking techniques. 12.03
	4 Explain procedures for changing prices. 12.04
	5 Demonstrate decision-making skills required for determining pricing relative to the competition. 12.05
	6 Demonstrate problem-solving skills required when considering profit and price. 12.06
Demonstrate promotion applications for the selected marketing industry – the student will be able to: 13.0	1 Explain the concepts and strategies needed to communicate information about products, services, branding and/or ideas to achieve a desired outcome. 13.01
	2 Identify types of promotion used in the industry. 13.02
	3 Discuss the importance of advertising media and the role of digital and social media in advertising. 13.03
	4 Explain the purposes and elements of advertising and display. 13.04
	5 Use advertising guidelines and/or regulations to design appropriate media sample ads (e.g. print, radio, television, electronic media, etc.). 13.05
	6 Use design principles to prepare such merchandise/service displays (e.g. windows, endcaps, kiosks, point of sale activity, etc.). 13.06
	7 Write a promotional message to appeal to a target market. 13.07
	8 Develop a sales promotion plan for a marketing organization. 13.08
	9 Demonstrate public relations techniques as used in the marketing industry 13.09
	10 Evaluate effective website designs. 13.10
Demonstrate purchasing applications for the selected marketing industry – the student will be able to: 14.0	1 Explain different types of purchasing situations. 14.01
	2 Demonstrate techniques used to obtain the best terms when negotiating a purchase. 14.02
Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:	1 Explain the nature and scope of risk management. 15.01
	2 Identify various types of business risks. 15.02
	3 Describe ways businesses can manage risks, including purchasing insurance. 15.03

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Demonstrate selling techniques within the selected marketing industry – the student will be able to: 16.0	**1** Explain the purpose and goal of the selling function and how it relates to the marketing concept. 16.01
	2 Explain the steps in a sale and how to handle objections. 16.02
	3 Create a sales presentation using presentation/media software. 16.03
Demonstrate an understanding of entrepreneurship – the student will be able to: 17.0	**1** Define entrepreneurship. 17.01
	2 Identify, explain, compare and contrast the different types of business ownership (e.g. sole-proprietorship, partnership, corporation, franchise, licensing, etc.). 17.02
	3 Discuss the role of the entrepreneur/ small business in the domestic and global economy. 17.03
	4 Discuss entrepreneurship as a career choice (e.g. characteristics, aptitudes, skills necessary to be a successful entrepreneur, etc.). 17.04
	5 Discuss the four parts of a business (i.e. production, finance, marketing and customer service). 17.05
	6 Analyze current entrepreneurial trends in the marketplace. 17.06
	7 Discuss the importance of ethics and social responsibility in business. 17.07
	8 Identify the strategies and methods for generating a business plan (e.g. business model canvas, boiler plate, etc.). 17.08
	9 Identify the types and sources of government regulations and taxation that may affect a business. 17.09
	10 Describe the advantages and risks of entrepreneurship. 17.10
Identify the uses of technology in marketing – the student will be able to: 18.0	**1** Explain the importance and uses of technology within the realm of marketing. 18.01
	2 Utilize application software (e.g. word processing, spreadsheets, presentation/media software, etc.) to create career/industryrelated materials. 18.02
	3 Identify technology appropriate for marketing functions and practices related to a selected marketing career field. 18.03
	4 Select and use a variety of technology (e.g. electronic media, information services, desktop-publishing software programs, etc.) to create, revise and verify marketing media. 18.04