Florida CTE

# Marketing Essentials (2022)

**Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:** 01.0

1. **Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from diverse socio-cultural and socio-economic backgrounds, genders, disabilities and ages.** 01.01
2. **Demonstrate interpersonal skills (e.g. courtesy, loyalty, being a team player, adaptability, empathy, etc.).** 01.02
3. **Demonstrate personality traits important to business (e.g. interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability and perseverance, etc.).** 01.03
4. **Demonstrate the ability to use creative problem solving, decision-making and critical thinking strategies.** 01.04
5. **Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)** 01.05
6. **Explain the concepts of self-knowledge, self-esteem and self-image.** 01.06
7. **Demonstrate professional behavior, etiquette and acceptance of feedback.** 01.07
8. **Demonstrate respect for the opinions, cultural diversity, customs and individual differences of others.** 01.08
9. **Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.** 01.09
10. **Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.** 01.10

**Demonstrate proficiency in applying communication and technology skills – the student will be able to:** 02.0

1. **Identify and apply effective workplace communication skills (i.e. verbal, nonverbal, written and electronic).** 02.01
2. **Demonstrate the ability to communicate effectively amongst all stakeholders (e.g. customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.** 02.02

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3. **Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.** 02.03

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| | 4 **Prepare and deliver a business-related presentation.** 02.04 |
| | 5 **Demonstrate active listening strategies that improve understanding and performance.** 02.05 |
| | 6 **Describe positive customer relations, including conflict and dispute resolution.** 02.06 |
| | 7 **Interpret business policies to customers/clients.** 02.07 |
| | 8 **Discuss the importance of providing clear directions, descriptions and explanations.** 02.08 |
| | 9 **Demonstrate the ability to locate, understand and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams and electronic media resources.** 02.09 |
| | 10 **Identify and explain how electronic media, technological advances and application software programs continue to shape the field of marketing and increase business productivity.** 02.10 |
| **Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:** 03.0 | 1 **Perform addition, subtraction, multiplication, division, ratios and percentage problems as related to the marketing industry.** 03.01 |
| | 2 **Understand problem-solving techniques to sales-related transactions (i.e. cash, checks, debit cards, credit cards, discounts, layaway, Credit on Delivery (COD), returns, gift certificates, invoices and automatic fee withdrawals).** 03.02 |
| | 3 **Interpret quantitative information from tables, charts and graphs as related to the workplace.** 03.03 |
| | 4 **Demonstrate the ability to make change correctly.** 03.04 |
| | 5 **Calculate tax, gratuity, commission and miscellaneous charges.** 03.05 |
| | 6 **Demonstrate the ability to collect, organize and interpret data.** 03.06 |
| | 7 **Understand the importance of stock turnover and stock-to-sales ratio in the industry.** 03.07 |
| | 8 **Apply standard industry formulas to determine markup and markdown on merchandise.** 03.08 |
| | 9 **Understand the difference between income (credit) and expense (debit). (Optional)** 03.09 |
| **Identify economic pri** | 1 **Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.** 04.01 |

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| **the student will be able to:** 04.0 | **2** Explain the concept of economic goods and services. 04.02 |
| | **3** Explain the concept of economic resources and the scarcity of resources. 04.03 |
| | **4** Explain the concept of utility (i.e. form, place, time, possession and information). 04.04 |
| | **5** Understand the concept of "supply and demand". 04.05 |
| | **6** Understand the differences between major types of economic systems. 04.06 |
| | **7** Explain the relationship between government and business. 04.07 |
| | **8** Explain the concept of free enterprise and business ownership. 04.08 |
| | **9** Explain the concept of price and its role in profit motive. 04.09 |
| | **10** Explain the concept of risk. 04.10 |
| | **11** Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies. 04.11 |
| | **12** Understand the concept of productivity and the factors of production needed to produce goods and services. 04.12 |
| | **13** Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP). 04.13 |
| **Identify marketing and business fundamentals – the student will be able to:** 05.0 | **1** Define marketing and its benefits. 05.01 |
| | **2** Explain the purpose and scope of marketing in a free enterprise system. 05.02 |
| | **3** Identify and explain each marketing function. 05.03 |
| | **4** Explain how each component of the marketing mix contributes to marketing. 05.04 |
| | **5** Compare and contrast consumer and industrial markets. 05.05 |
| | **6** Understand the relationship of marketing to business and the economy (i.e. SWOT analysis – strength, weakness, opportunity and threat). 05.06 |
| | **7** Describe how marketers use consumer research and knowledge of the market to sell products. 05.07 |
| | **8** Discuss major fields of business activity (e.g. manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.). 05.08 |
| | **9** Explain marketing strategies and marketing concepts. 05.09 |

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| | 10 **Differentiate between mass marketing and market segmentation.** 05.10 |
| | 11 **Explain the importance and techniques of offering the right merchandising blend.** 05.11 |
| | 12 **Explain the nature and evolution of channel management (distribution).** 05.12 |
| | 13 **Explain the elements that allow development of a marketing plan (e.g. research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.).** 05.13 |
| | 14 **Explain the "4 P's" of marketing: price, place, promotion and product.** 05.14 |
| | 15 **Define and analyze a target market as it applies to product development, promotion and channel management (distribution).** 05.15 |
| | 16 **Discuss the roles e-Commerce and social networking play in the marketing of goods and services.** 05.16 |
| | 17 **Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)** 05.17 |
| | 18 **Identify the role of federal regulatory agencies [i.e. Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].** 05.18 |
| | 19 **Identify the advantages and disadvantages of different types of business ownership (e.g. Private Corporation, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Shareholder Corporation, etc.).** 05.19 |
| **Identify effective selling techniques and procedures – the student will be able to:** 06.0 | 1 **Explain the purpose, principles and importance of selling and how it relates to the marketing concept.** 06.01 |
| | 2 **Identify qualities of a professional sales associate and the responsibilities of sales management.** 06.02 |
| | 3 **Identify an effective sales presentation for a target market (e.g. steps of a sale, consumer buying motives, approaches through greeting, merchandise and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, suggestion and substitution selling, etc.).** 06.03 |
| | 4 **Understand different customer types and how customers make buying decisions.** 06.04 |
| | **Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.** 06.05 |

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6 **Describe the importance of analyzing sales trends and the use of current technologies.** 06.06

7 **Analyze the use of websites, social media, email and customer loyalty programs to establish and maintain a customer database.** 06.07