Florida CTE

Marketing Management (2022)

Apply economic principles of business to marketing – the student will be able to: 19.0	1 **Explain economic trends related to marketing and its global impact.** 19.01
	2 **Explain role of the profit motive in the marketing of products.** 19.02
	3 **Explain role of marketing in a free enterprise system.** 19.03
	4 **Apply economic concepts to marketing (e.g. pricing, risk, productivity, competition, cycles, etc.).** 19.04
Apply product and service technology – the student will be able to: 20.0	1 **Demonstrate appropriate techniques and terminology for selling.** 20.01
	2 **Demonstrate principles in the marketing of products.** 20.02
	3 **Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.** 20.03
	4 **Identify past, present and future marketing products, styles and services.** 20.04
Demonstrate merchandising skills appropriate for marketing – the student will be able to: 21.0	1 **Identify and explain basic stock-keeping techniques (e.g. sorting by color, size, classification, etc.) and the maintenance of merchandise fixtures.** 21.01
	2 **Explain initiatives in maintaining stock (e.g. rehanging merchandise, studying hang tags, restocking merchandise, etc.).** 21.02
	3 **Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.** 21.03
	4 **Demonstrate techniques to perform a merchandise inventory and receiving and checking of merchandise.** 21.04
	5 **Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements (e.g. patterns of arrangement, color principles, appropriate displays for specific types of merchandise, etc.).** 21.05
	6 **Plan a promotional campaign for a product or line (e.g. types of media, promotional mix, evaluation of effectiveness, etc.).** 21.06
	7 **Create a floor plan and a planogram and describe their importance.** 21.07
Im operational techniques –	**efine and explain accident prevention techniques in work situations.** 22.01

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the student will be able to: 22.0	**2** Identify techniques to prevent security issues, including correct procedures for recognizing and monitoring potential shoplifters, vandalism and other unlawful behaviors. 22.02
	3 Identify procedures relative to the employee's role in preventing internal losses. 22.03
	4 Identify guidelines that address concerns and issues related to the operation of a business; include safety practices. 22.04
	5 Understand the process of new employee orientation. 22.05
Demonstrate proficiency in applying higher level mathematical skills specific to marketing – the student will be able to: 23.0	**1** Apply standard industry formulas to determine markup and markdown on merchandise or services. 23.01
	2 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. 23.02
	3 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing and interpreting data and predicting outcomes. 23.03
	4 Complete pricing problems involving fixed or variable pricing, odd-cent pricing and loss leader pricing. 23.04
	5 Calculate sales productivity. 23.05
	6 Calculate sales per hour. 23.06
	7 Calculate average items and average dollars per transaction. 23.07
Apply promotional planning techniques and procedures to product and service marketing – the student will be able to: 24.0	**1** Analyze role of promotion in marketing and merchandising. 24.01
	2 Identify the markets for and develop a promotion plan for a given product, service or event. 24.02
	3 Develop a promotional mix for a product or service. 24.03
	4 Prepare a promotional calendar of events. 24.04
	5 Prepare a written advertisement layout. 24.05
	6 Select and evaluate a variety of advertising media to carry the advertising message. 24.06
	7 Apply steps involved in planning and setting up displays. 24.07
	dentify factors to consider when evaluating completed displays. 24.08

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	9 **Differentiate between promotional displays and institutional displays.** 24.09
	10 **Create strategies to be used for public relations.** 24.10
	11 **Establish promotion plan sales quotas and incentives.** 24.11
	12 **Evaluate the overall promotion plan.** 24.12
	13 **Develop a marketing plan.** 24.13
Apply entrepreneurial concepts to marketing – the student will be able to: 25.0	1 **Describe importance of entrepreneurship to related industries.** 25.01
	2 **Analyze advantages and disadvantages of business ownership.** 25.02
	3 **Compare and contrast entrepreneurship and intrapreneurship.** 25.03
	4 **Discuss future prospects for entrepreneurship and intrapreneurship in marketing.** 25.04
	5 **Assess education, aptitudes, attitudes and skills recommended for entrepreneurs and intrapreneurs.** 25.05
	6 **Assess personal potential to become an entrepreneur and/or an intrapreneur.** 25.06
	7 **Develop a business plan.** 25.07
Apply marketing management principles to a business – the student will be able to do: 26.0	1 **Explain marketing management functions.** 26.01
	2 **Explain how a marketing manager manages people, ideas, time, money and materials.** 26.02
	3 **Explain the different styles of management.** 26.03
	4 **Explain why effective communication is critical to the marketing manager.** 26.04
	5 **Apply the steps in the management problem-solving process.** 26.05
	6 **Demonstrate strategies the marketing manager can use to motivate employees.** 26.06
	7 **Evaluate how the marketing concept influences marketing.** 26.07
	8 **Examine the four phases of the business cycle (i.e. peak, contraction/recession, trough and expansion/recovery).** 26.08
An… ma… wi…	1 **…ompare and contrast global marketing trends in selected industries.** 27.01
	…nalyze impact of global marketing. 27.02

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	3 **Identify foreign markets and distributors.** 27.03
	4 **Analyze multicultural influences on global marketing trends.** 27.04
	5 **Demonstrate methods of researching specific global markets.** 27.05
	6 **Discuss the role of electronic media in facilitating global marketing.** 27.06
Demonstrate applications of technology to marketing – the student will be able to: 28.0	1 **Demonstrate mastery of software applications and technology currently used in marketing.** 28.01
	2 **Identify the use of virtual means of communication.** 28.02
	3 **Demonstrate the use of electronic media and information networks in marketing.** 28.03
Apply a career plan to marketing – the student will be able to: 29.0	1 **Develop a plan for pursuing a specific career in marketing (e.g. training and educational requirements, required skills and abilities, steps for reaching career goals in the chosen career, etc.).** 29.01
	2 **Identify competencies required for career-sustaining and mid-level management positions in a chosen marketing field.** 29.02
	3 **Demonstrate specific technology applications related to the student's marketing career plan.** 29.03
	4 **Develop forms of documentation for inclusion in a marketing career portfolio (e.g. resume, coursework samples, etc.).** 29.04