Indiana CTE

Marketing and Sales

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I **Principles of Business Management** 4562

a Domain: Introduction to Business 4562.D1

1 Identify the social, legal, economic, and ethical challenges of the business environment. 4562.D1.1

2 Identify management and leadership functions, and the relationship to operations and supply chain management. 4562.D1.2

3 Relate the characteristics of organizational structures to legal forms of business ownership including small business and entrepreneurship. 4562.D1.3

4 Examine the principles of short- and long-range financial planning, as well as the role of the stock exchanges in the financial markets. 4562.D1.4

5 Analyze business issues and events related to strategic decision-making in an international and global context. 4562.D1.5

6 Describe the marketing mix/marketing concept and its relationship to purchasing, production, distribution, and quality. 4562.D1.6

7 Interpret the importance of communication and technology to the success of the organization. 4562.D1.7

8 List and describe the human resource functions in business. 4562.D1.8

9 Examine career opportunities in business. 4562.D1.9

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b Business Software Applications 4562.D2

1 Explain the purpose of information systems to support organizations and enhance productivity. 4562.D2.1

2 Explain the physical components and operation of microcomputers. 4562.D2.2

3 Use word processing, spreadsheet, database, and presentation applications to perform key business tasks. 4562.D2.3

4 Explain the difference between computer operating systems and user software programs. 4562.D2.4

5 Identify when to use appropriate features within a software application. 4562.D2.5

6 Utilize internet applications and “cloud” technologies in business situations. 4562.D2.6

7 Utilize collaboration technologies. 4562.D2.7

8 Explain security goals, response to threats, and safeguards. 4562.D2.8

9 Discuss issues related to the ethical use of information technology. 4562.D2.9

II **Marketing Fundmentals** 5914

a Domain: Marketing 5914.D1

1 Analyze the nature of marketing in a competitive market, and how it functions in domestic and global economies. 5914.D1.1

2 Describe the various environmental factors affecting marketing decisions. 5914.D1.2

3 Explain how mission, situational analysis, objectives, positioning, and product and market analysis affect planning, forecasting and overall marketing strategy. 5914.D1.3

4 Explain the process of marketing research and its influences on marketing strategy. 5914.D1.4

5 Apply market segmentation, describe its relationship to selecting a target market, and discuss its effect on the success of the marketing plan. 5914.D1.5

6 Explain the purchase decision process and influences that affect consumer behavior. 5914.D1.6

7 Discuss and explain how logistics, marketing channels, and supply chain management create utility. 5914.D1.7

8 Discuss pricing strategy as it relates to markets, segments, and profitability. 5914.D1.8

9 Explain the correlation between marketing metrics and customer relationship management in providing feedback to identify gaps in meeting marketing objectives. 5914.D1.9

10 Construct an integrated marketing plan. 5914.D1.10

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b Domain: Selling 5914.D2

1 Discuss the relationship between personal selling and the marketing concept/marketing mix. 5914.D2.1

2 List the characteristics of industrial buying behavior and consumer buying behavior. 5914.D2.2

3 List or state personal attributes and performance characteristics of successful salespersons. 5914.D2.3

4 Understand and utilize varieties of communication forms to adapt to the buyer/seller relationship. 5914.D2.4

5 Describe the importance of knowledge of the company, the competition, and the product and its impact on selling activities. 5914.D2.5

6 List the stages of the selling process. 5914.D2.6

7 Discuss managerial concerns that affect salespersons' performance appraisals. 5914.D2.7

8 Develop and deliver a prepared tailored presentation. 5914.D2.8

c Domain: Promotions 5914.D3

1 Explain the role of promotion as a marketing function 5914.D3.1

2 Compare and contrast the types of promotion 5914.D3.2

3 Identify the elements of the promotional mix 5914.D3.3

4 Describe the use of business ethics in promotion 5914.D3.4

5 Differentiate types of advertising media, both traditional and digital 5914.D3.5

III **Digital Marketing** 7145

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a Domain: Digital Marketing 7145.D1

1 Identify the real-time informational value of digital media. 7145.D1.1

2 Execute digital marketing tactics in an integrated marketing strategy to facilitate organizational goals, including but not limited to an integrated digital marketing plan, differentiation, positioning, and branding. 7145.D1.2

3 Discuss the ethical and legal issues for digital marketing. 7145.D1.3

4 Select correct digital media channels for desired communication objectives. 7145.D1.4

5 Describe the most common digital media tactics (i.e., Website, Search Engine Marketing (SEM), Email, Social Media, Paid Ads, Blogs, etc.) and the effective use of each. 7145.D1.5

6 Identify how an integrated digital marketing plan can improve brand recognition, expand the customer base, generate loyalty, and build relationships. 7145.D1.6

7 Describe the impact of digital media in delivering the marketing mix to the target market. 7145.D1.7

8 Discuss methods for soliciting and utilizing Voice of Customer. 7145.D1.8

9 Create and maintain company blogs as a method to engage in interactive conversations with customers to maintain or enhance customer experience and engagement with your brand, building trust, credibility, and loyalty. 7145.D1.9

10 Use professional social networking applications for recruitment and B-to-B communication (i.e., industry discussion groups, company buzz, polls of network and target groups). 7145.D1.10

11 Discuss the role of mobile technology and location-based marketing tools to bring the Internet to point of sale and connect with customers where they are. 7145.D1.11

12 Create personalized online video marketing content and channels. 7145.D1.12

13 Develop familiarity with social media aggregators to manage various media efficiently and effectively. 7145.D1.13

14 Discuss digital media from a global marketing perspective. 7145.D1.14

15 Track effectiveness and return-on-investment (ROI) of digital marketing tactics using digital analytics tools. 7145.D1.15

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b Domain: Digital Marketing Management 7145.D2

1 Describe the impact of the internet and digital tools on marketing management. 7145.D2.1

2 Identify methods of employing digital marketing for demand generation. 7145.D2.2

3 Apply marketing concepts (i.e., 4P's, integrated marketing strategy, adopter categories, product life cycle, market segmentation, and decision-making process) to digital marketing. 7145.D2.3

4 Discuss the use of the Internet for primary and secondary marketing research. 7145.D2.4

5 Judge digital product strategies including differentiation, branding, and positioning. 7145.D2.5

6 Distinguish the factors putting downward pressure on online pricing and general pricing strategies for digital marketing. 7145.D2.6

7 Explain how the Internet has both shortened and lengthened distribution channels and changed channel leadership and power. 7145.D2.7

8 Compare the advantages and disadvantages of e-commerce. 7145.D2.8

9 Propose the implications of the Internet and digital media for sales promotion, advertising, personal selling, public relations, customer service, and relationship marketing. 7145.D2.9

10 Evaluate website effectiveness, plan a website, and measure return-on-investment (ROI) of a website. 7145.D2.10

11 Discuss the major ethical, legal, and security issues of digital marketing and e-commerce. 7145.D2.11

12 Describe global marketing environmental factors for digital marketing and e-commerce. 7145.D2.12

13 Examine the importance of tracking online user behavior and identify the latest digital tracking methods. 7145.D2.13

14 Integrate an organization's goals and values into an integrated digital organization by transforming the organizational culture, attitudes and proficiencies toward digital media. 7145.D2.14

15 Evaluate and explain the effectiveness and return-on-investment (ROI) of an integrated digital marketing strategy using digital analytics tools. 7145.D2.15

IV Strategic Marketing 5918

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a Domain: Marketing Research 5918.D1

1 Define market research and its importance in the marketplace. 5918.D1.1

2 Analyze the marketing research process. 5918.D1.2

3 Create effective questionnaires. 5918.D1.3

4 Distinguish between data collection techniques. 5918.D1.4

5 Evaluate different tabulation techniques. 5918.D1.5

6 Demonstrate proper proposal and report writing. 5918.D1.6

b Domain: Consumer Behavior 5918.D2

1 Define consumer behavior and examine its relationship to the marketing mix. 5918.D2.1

2 Summarize the factors that affect consumer behavior including consumer motivation, lifestyle, product quality, economics, advertising, and buying habits. 5918.D2.2

3 Interpret the consumer decision process in relation to consumer buying habits. 5918.D2.3

4 Discuss and analyze the buyer's psychological and social psychological actions and reactions. 5918.D2.4

5 Explain how consumer behavior principles can be applied practically to the professional practice of marketing. 5918.D2.5

6 Apply the concepts of consumer behavior that affect marketing management decisions. 5918.D2.6

7 Explain the ethical and societal implications of consumer behavior in marketing. 5918.D2.7

V **Business Management Capstone** 7201

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a Domain: Define management, managers, and the basic management functions. 7201.D1

1 Evaluate classical, behavioral, quantitative, and contemporary management theories in regard to process, motivation, and expected outcomes. Distinguish between the external, task, and 7201.D1.1

2 internal environments of organizations. 7201.D1.2

3 Discuss social responsibility, the meaning of ethics in the business setting, and the social audit. 7201.D1.3

4 Assess the roles of goals and goal setting in the planning process and identify barriers that may interfere with goal setting. 7201.D1.4

5 Appraise the strategic planning process and the process of strategy implementation. 7201.D1.5

6 Structure and support the steps in the decision-making process. 7201.D1.6

7 Identify and describe the major purposes for and types of forecasting techniques. 7201.D1.7

8 Discuss the nature of work specialization, departmentalization, and scheduling within the scope of management. 7201.D1.8

9 Discuss how organizational activities are coordinated and describe the management of organizational conflict. 7201.D1.9

10 Appraise international business practices and evaluate against cultural and political values. 7201.D1.10

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b Domain: Business Law 7201.D2

1 Discuss state and federal judicial systems and jurisdictions. 7201.D2.1

2 Identify the sources of laws as applied to business. 7201.D2.2

3 Apply appropriate legal principles to contractual obligations. 7201.D2.3

4 Understand the parameters of the various business structures. 7201.D2.4

5 Apply the laws of agency and debt adjustment to factual situations. 7201.D2.5

6 Recognize the obligations and rights of parties to negotiate instruments. 7201.D2.6

7 Recognize the rights and obligations of parties as regards personal and real property. 7201.D2.7

8 Recognize the rights and obligations of the parties to sales and lease of goods contracts. 7201.D2.8

9 Apply the Uniform Commercial Code to sales contracts and differentiate common law and Uniform Commercial Code situations. 7201.D2.9

10 Understand the application of consumer protection laws. 7201.D2.10

11 Recognize the importance of both Federal and State employment laws to effective organizational leadership. 7201.D2.11

12 Understand the importance of protecting intellectual property rights. 7201.D2.12

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c Domain: Accounting 7201.D3

1 Recognize the meaning and function of accounting, its importance, and basic US accounting rules and the body most responsible for their development. 7201.D3.1

2 Use the accounting cycle, including analyzing and recording transactions and preparing basic financial statements in accordance with accrual accounting principles. 7201.D3.2

3 Account for buying and selling merchandise, including using LIFO, FIFO, and weighted average to assign values to cost of goods sold and ending inventory. 7201.D3.3

4 Recognize the purpose, advantages, disadvantages, and limitations of internal controls. Prepare a bank reconciliation. 7201.D3.4

5 Account for uncollectible accounts receivable using the allowance method. 7201.D3.5

6 Account for notes receivable, including interest accruals. 7201.D3.6

7 Account for notes payable, including interest accruals. Recognize acceptable accounting for basic payroll and other short-term liabilities. Recognize the cost of a plant asset and use accepted method(s) to depreciate a plant asset. 7201.D3.7

8 Account for the disposal of a plant asset. Recognize acceptable accounting for other non- current assets. 7201.D3.8

9 Calculate the present value of bonds at issuance and account for borrowing by issuing bonds. 7201.D3.9

10 Account for issuing common and preferred stock, treasury stock transactions, and for dividends. 7201.D3.10

11 Prepare a multi-step income statement and a classified balance sheet. Given cash pieces, prepare a statement of cash flows 7201.D3.11

12 Analyze a set of financial statements for profitability and liquidity. 7201.D3.12

13 Communicate effectively both orally and in writing, using professional, business English. 7201.D3.13