Kentucky CTE

Business and Marketing Education: Business Communications 060155 (2026–2027)

Demonstrate understanding of the communication process. 1	1 Demonstrate understanding of the communication process. 1
List techniques involved in active listening and possible barriers to communication. 2	2 List techniques involved in active listening and possible barriers to communication. 2
Identify the responsibilities of a competent communicator (respect, paying attention, participation, unnecessary disruption, and negative or disrespectful language). 3	3 Identify the responsibilities of a competent communicator (respect, paying attention, participation, unnecessary disruption, and negative or disrespectful language). 3
Differentiate nonverbal communication from verbal communication. 4	4 Differentiate nonverbal communication from verbal communication. 4
Identify various forms of nonverbal symbols. 5	5 Identify various forms of nonverbal symbols. 5
Apply technical writing ski an	6 Apply technical writing skills, including spelling and grammar, using reference naterials and proofreaders' marks. 6

Skip to main content

reference materials and proofreaders' marks. 6	
Design, deliver, and apply qualities (courteous, clear, concise, concrete, correct, and complete) of effective and appropriate messages to various audiences and occasions. 7	7 Design, deliver, and apply qualities (courteous, clear, concise, concrete, correct, and complete) of effective and appropriate messages to various audiences and occasions. 7
Identify various forms of techniques used to document references or citations (APA, MLA, or others). 8	8 Identify various forms of techniques used to document references or citations (APA, MLA, or others). 8
Compose various types of business documents electronically, including those associated with employment. 9	9 Compose various types of business documents electronically, including those associated with employment. 9
Demonstrate job interviewing techniques and develop a career portfolio including application, resume, and cover letter. 10	10 Demonstrate job interviewing techniques and develop a career portfolio including application, resume, and cover letter. 10
Understand different forms of etiquette, including proper forms of telephone, Netiquette, e-mail, texting, social media, and other forms. 11	11 Understand different forms of etiquette, including proper forms of telephone, Netiquette, e-mail, texting, social media, and other forms. 11
Understand plagiarism including incorrectly citing sources or presenting someone's information as their own. 12	12 Understand plagiarism including incorrectly citing sources or presenting someone's information as their own. 12

Skip to main content

Research career opportunities in communication and related careers utilizing supporting material, including postsecondary connections. 13	13 Research career opportunities in communication and related careers utilizing supporting material, including postsecondary connections. 13
Communicate a clear thesis and purpose in written and oral communication. 14	14 Communicate a clear thesis and purpose in written and oral communication. 14
Create an outline to be used for an oral presentation. 15	15 Create an outline to be used for an oral presentation. 15
Identify ways to manage speech anxiety and stress. 16	16 Identify ways to manage speech anxiety and stress. 16
Construct and deliver organized oral presentations (student introduction, informative, persuasive, impromptu, or problem-solving/customer service) with well-developed introductions, main points, conclusions, and transitions with appropriate visual aids. 17	17 Construct and deliver organized oral presentations (student introduction, informative, persuasive, impromptu, or problem-solving/customer service) with well-developed introductions, main points, conclusions, and transitions with appropriate visual aids. 17
Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (vocal variety, articulations, and movements). 18	18 Deliver speeches using appropriate and effective vocal and physical behaviors to enhance messages (vocal variety, articulations, and movements). 18
Acquire skills to co otl and interpersonally. 19	19 Acquire skills to communicate with others, both publicly and interpersonally. 19

Skip to main content

Understand and identify the basic principles of effective group communication and listening. 20	**20** **Understand and identify the basic principles of effective group communication and listening.** 20
Identify, analyze, and evaluate using different points of view, including diversity, multiculturalism, globalization, and international business. 21	**21** **Identify, analyze, and evaluate using different points of view, including diversity, multiculturalism, globalization, and international business.** 21
Demonstrate math, academic, employability, and occupational skills aligning with standards. 22	**22** **Demonstrate math, academic, employability, and occupational skills aligning with standards.** 22

Standard