Michigan CTE

# Marketing and Entrepreneurship: 10-12

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| **Safety, Health and Environment** SHE | **A** | **Implement personal and job-site safety rules and regulations to maintain safe and healthful working conditions and environments.** A.SHE |
| **Assess workplace conditions with regard to safety and health.** A.SHE.1 | **a** | **a. Align safety issues with appropriate safety standards to ensure a safe workplace/job-site.** A.SHE.1A |
| | **b** | **b. Identify safety hazards common to workplaces.** A.SHE.1B |
| **Select appropriate personal protective equipment as needed for a safe workplace/jobsite.** A.SHE.2 | **a** | **a. Inspect personal protective equipment commonly used for selected career pathway.** A.SHE.2A |
| | **b** | **b. Use personal protective equipment according to manufacturer rules and regulations.** A.SHE.2B |
| **Employ a safety hierarchy and communication system within the workplace/jobsite.** A.SHE.3 | **3** | **Employ a safety hierarchy and communication system within the workplace/jobsite.** A.SHE.3 |
| **Implement safety precautions to maintain a safe worksite.** A.SHE.4 | **4** | **Implement safety precautions to maintain a safe worksite.** A.SHE.4 |
| **Adhere to health and safety regulations to support a safe work environment.** A.SHE.5 | **a** | **Describe health and safety regulations in business** A.SHE.5A |
| | **b** | **Report noncompliance with business health and safety regulations** A.SHE.5B |
| **Implement safety procedures to minimize loss.** A.SHE.6 | **a** | **Follow instructions for use of equipment, tools, and machinery** A.SHE.6A |
| | **b** | **Follow safety precautions** A.SHE.6B |
| | **c** | **Maintain a safe work environment** A.SHE.6C |
| | | **Explain procedures for handling accidents** A.SHE.6D |

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| | **e** Handle and report emergency A.SHE.6E |
| **Determine needed safety policies/procedures to protect employees.** A.SHE.7 | **a** Identify potential safety issues A.SHE.7A |
| | **b** Establish safety policies and procedures A.SHE.7B |
| **Implement security policies/procedures to minimize chance for loss.** A.SHE.8 | **a** Explain routine security precautions A.SHE.8A |
| | **b** Follow established security procedures/policies A.SHE.8B |
| | **c** Protect company information and intangibles A.SHE.8C |
| **Develop policies/procedures to protect workplace security.** A.SHE.9 | **a** Identify potential security issues A.SHE.9A |
| | **b** Establish policies to protect company information and intangibles A.SHE.9B |
| | **c** Establish policies to maintain a non-hostile work environment A.SHE.9C |
| | **d** Establish policies and procedures to maintain physical security of the work environment A.SHE.9.D |
| **LEADERSHIP AND TEAMWORK** LT | **A** Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives. A.LT |
| **ETHICS AND LEGAL RESPONSIBILITIES** ELR | **A** Know and understand the importance of professional ethics and legal responsibilities. A.ELR |
| | **B** Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions. B.ELR |
| **EMPLOYABILITY AND CAREER DEVELOPMENT** ECD | **A** Know and understand the importance of employability skills. A.ECD |
| | **B** Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career. B.ECD |
| | **C** Demonstrate skills related to seeking and applying for employment to find and obtain a desired job. C.ECD |
| **TEACHNICAL SKILLS** TS | **A** Marketing-Information Management A.TS |
| | **B** Financial Analysis B.TS |
| | **C** Human Resource Management C.TS |
| | **D** Channel Management D.TS |

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**E** Pricing E.TS

**F** Product/Service Management F.TS

**G** Promotion G.TS

**H** Market Planning H.TS

**I** Selling I.TS

**J** Operations J.TS

**K** Social Media K.TS