North Carolina CTE

Marketing Applications (2016): Grades 9, 10, 11, 12

Adopted 2016

Understand customer/client/business behavior and intermediate marketing planning. 1.00	**01.** Understand marketing's role and function in business to facilitate economic exchanges with customers. 1.01
	02. Utilize critical-thinking skills to determine best options/outcomes. 1.02
	03. Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. 1.03
	04. Employ marketing-information to develop a marketing plan. 1.04
Understand selling, financial analysis, and economics. 2.00	**01.** Understand sales activities to show command of their nature and scope. 2.01
	02. Acquire a foundational knowledge of accounting to understand its nature and scope. 2.02
	03. Implement accounting procedures to track money flow and to determine financial status. 2.03
	04. Acquire knowledge of the impact of government on business activities to make informed economic decisions. 2.04
	05. Utilize critical-thinking skills to determine best options/outcomes. 2.05
Understand product/service management, emotional intelligence, financial analysis, selling, and customer relations. 3.00	**01.** Generate product ideas to contribute to ongoing business success. 3.01
	02. Use communication skills to foster open, honest communications. 3.02
	03. Use communication skills to influence others. 3.03
	04. Write internal and external business correspondence to convey and obtain information effectively. 3.04
	05. Use communication skills to influence others. 3.05
	06. Manage financial resources to ensure solvency. 3.06

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	07. **Interpret marketing information to test hypotheses and/or to resolve issues.** 3.07
	08. **Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.** 3.08
	09. **Understand the nature of customer relationship management to show its contributions to a company.** 3.09
	10. **Employ product-mix strategies to meet customer expectations.** 3.10
	11. **Position company to acquire desired business image.** 3.11
Understand channel management and selling. 4.00	01. **Manage channel activities to minimize costs and to determine distribution strategies.** 4.01
	02. **Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.** 4.02
	03. **Perform pre-sales activities to facilitate sales presentation.** 4.03
	04. **Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.** 4.04
	05. **Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.** 4.05
	06. **Process the sale to complete the exchange.** 4.06
	07. **Write internal and external business correspondence to convey and obtain information effectively.** 4.07
Understand promotion, marketing-information management and communication. 5.00	01. **Understand the use of an advertisement's components to communicate with targeted audiences.** 5.01
	02. **Manage stressful situations to minimize negative workplace interactions.** 5.02
	03. **Understand the use of public-relations activities to communicate with targeted audiences.** 5.03
	04. **Understand the use of trade shows/expositions to communicate with targeted audiences.** 5.04
	05. **Manage promotional activities to maximize return on promotional efforts.** 5.05
	06. **Evaluate marketing research procedures and findings to assess their credibility.** 5.06

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	07. **Write internal and external business correspondence to convey and obtain information effectively.** 5.07
Understand economics. 6.00	**01.** **Analyze cost/profit relationships to guide business decision-making.** 6.01
	02. **Analyze cost/profit relationships to guide business decision-making.** 6.02
	03. **Understand economic indicators to recognize economic trends and conditions.** 6.03
	04. **Determine global trade's impact on business decision-making.** 6.04