Oregon CTE

Marketing: Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators

Describe the individuals and organizations that collaborate to provide marketing services CC-MKG01	**A**	**Describe how individuals from different disciplines collaborate to provide marketing services (e.g., marketing, advertising, product management, public/customer relations, customer service, media & entertainment, social media, graphic design, finance, and accounting)** CC-MKG01.A
	B	**Identify the roles and responsibilities of employees in the marketing field (e.g., marketing assistants; marketing specialists; marketing, product marketing, sales, communications, and digital media managers; brand ambassadors; content marketing, public relations, and search engine optimization specialists; market research analysts; social media coordinators; graphic designers; sales representatives; fundraisers; marketing teachers)** CC-MKG01.B
	C	**Identify the types of organizations that are engaged in marketing (e.g., non-profits, small companies, corporations, financial services providers, political groups)** CC-MKG01.C
Demonstrate understanding of concepts and strategies used to explore, obtain, and develop in a marketing career CC-MKG02	**A**	**Demonstrate understanding of responsibilities in marketing to demonstrate ethical/legal behavior** CC-MKG02.A
	B	**Explain the need for professional and ethical standards** CC-MKG02.B
	C	**Explain employment opportunities in marketing** CC-MKG02.C
	D	**Describe career pathways in marketing** CC-MKG02.D
	E	**Describe networking strategies** CC-MKG02.E
Demonstrate understanding of the concepts and processes needed to obtain de im service mix in response	**A**	**Acquire a foundational knowledge of product/service management to understand its nature and scope (e.g., explain the nature and scope of the product/service management function, the management of product/service profitability, the impact of product life cycles on marketing decisions, the use of technology in the product/service management function, and/or business ethics in product/service management)** CC-MKG03.A

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to market opportunities and/or to build brand for the organization CC-MKG03	B	Explain product mix and product bundling CC-MKG03.B
	C	Generate product ideas to contribute to ongoing business success (e.g., identify product opportunities and ideas, implement techniques to generate a product idea) CC-MKG03.C
	D	Position products/services to acquire desired business image (e.g., describe factors used by marketers to position products/services, explain the nature of product/service branding, describe the role of customer voice in branding) CC-MKG03.D
	E	Demonstrate how to position company to acquire desired business image (e.g., describe corporate branding and factors used by businesses to position corporate brands, identify customer touch points) CC-MKG03.E
	F	Explain and apply quality assurances to enhance product/service offerings (e.g., grades and standards, warranties and guarantees, consumer protection provisions of appropriate agencies) CC-MKG03.F
Demonstrate understanding of the concepts and processes needed to identify, select, monitor, and evaluate sales channels CC-MKG04	A	Acquire foundational knowledge of channel management to understand its role in marketing (e.g., explain the nature and scope of channel management, explain the nature of channels of distribution, describe the use of technology in the channel management function, explain legal considerations in channel management, describe ethical considerations in channel management) CC-MKG04.A
	B	Explain how to manage channel activities to minimize costs and to determine distribution strategies (e.g., describe how to coordinate channel management with other marketing activities, explain the nature of channel-member and affinity partner relationships) CC-MKG04.B
Demonstrate understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions CC-MKG05	A	Acquire foundational knowledge of marketing-information management to understand its nature and scope (e.g., describe the need for marketing data, identify data monitored for marketing decision making, explain the nature and scope of the marketing-information management function, explain the role of ethics in marketing-information management, describe the use of technology in the marketing-information management function, describe the regulation of marketing-information management) CC-MKG05.A
	B	Explain the nature of marketing research and its problems/issues CC-MKG05.B
	C	Interpret marketing information to test hypotheses and/or to resolve issues (e.g., explain techniques for processing marketing data, monitor/measure customer "buzz," explain the use of descriptive statistics in marketing decision making) CC-MKG05.C
	D	Demonstrate understanding of data-collection methods to evaluate their appropriateness for the research problem/issue (e.g., describe data-collection methods [e.g., observations, mail, diaries, telephone, Internet, discussion groups,

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	interviews, scanners, tracking tools], explain characteristics of effective datacollection instruments). Demonstrate understanding of marketing-research design considerations to evaluate their appropriateness for the research problem/issue (e.g., describe methods used to design marketing research studies [i.e., descriptive, exploratory, and causal], describe options businesses use to obtain marketing research data [i.e., primary and secondary research], discuss the nature of sampling plans [i.e., who, how many, how chosen]) CC-MKG05.D
	E Evaluate marketing research procedures and findings to assess their credibility (e.g., identify sources of error in a research project, evaluate questionnaire design, assess appropriateness of marketing research for the problem/issue) CC-MKG05.E
Demonstrate understanding of the concepts and tactics utilized to determine and target marketing strategies to a select audience CC-MKG06	**A** Explain the concept of marketing strategies CC-MKG06.A
	B Explain the concept of market and market identification CC-MKG06.B
	C Employ marketing-information to plan marketing activities (e.g., explain the nature of marketing planning and plans and sales forecasts, explain the role of situation analysis) CC-MKG06.C
Demonstrate understanding of concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value CC-MKG07	**A** Explain the nature and scope of the pricing function CC-MKG07.A
	B Explain factors affecting pricing decisions CC-MKG07.B
	C Describe the role of business ethics in pricing CC-MKG07.C
	D Explain the use of technology in the pricing function CC-MKG07.D
	E Explain legal considerations for pricing CC-MKG07.E
Demonstrate understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome CC-MKG08	**A** Acquire a foundational knowledge of promotion to understand its nature and scope (e.g., explain the role of promotion as a marketing function, explain the types of promotion, identify the elements of the promotional mix, describe the use of business ethics in promotion, describe the use of technology in the promotion function, describe the regulation of promotion) CC-MKG08.A
	B Explain promotional channels used to communicate with targeted audiences (e.g., types of advertising media, word-of-mouth channels used to communicate with targeted audiences, direct marketing channels, communications channels used in sales promotion, communications channels used in public-relations activities) CC-MKG08.B
	C Explain the components of advertisements and the importance of coordinating elements in advertisements CC-MKG08.C
	D Demonstrate understanding of the use of public-relations activities to communicate with targeted audiences (e.g., identify types of public-relations

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	activities, discuss internal and external audiences for public relations activities) CC-MKG08.D
Demonstrate understanding of the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities CC-MKG09	**A** Acquire a foundational knowledge of selling to understand its nature and scope (e.g., explain the nature and scope of the selling function, the role of customer service as a component of selling relationships, company selling policies, key factors in building a clientele, legal and ethical considerations in selling, the use of technology in the selling function) CC-MKG09.A
	B Analyze product knowledge to identify and communicate product features and benefits and to ensure appropriateness of product for the customer CC-MKG09.B
	C Demonstrate understanding of sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales (e.g., explain the selling process, discuss motivational theories that impact buying behavior) CC-MKG09.C
Apply verbal and internal and external business correspondence skills to obtain and convey information CC-MKG10	**A** Demonstrate the ability to communicate verbally (including on the phone), in writing, and using electronic communication tools in the context of marketing CC-MKG10.A
	B. Describe social platforms in depth CC-MKG10.B
	C Prepare day-to-day content for social platforms CC-MKG10.C
	D Write contact reports, white papers, pitch/sales letters, new business pitches, and marketing emails CC-MKG10.D
	E Plan and participate in mock-up client presentations (includes strategies and research findings) CC-MKG10.E