Virginia CTE

Marketing (2022)

Demonstrating Personal Qualities and Abilities	1	Demonstrate creativity and innovation. 1
	2	Demonstrate critical thinking and problem solving. 2
	3	Demonstrate initiative and self-direction. 3
	4	Demonstrate integrity. 4
	5	Demonstrate work ethic. 5
Demonstrating Interpersonal Skills	6	Demonstrate conflict-resolution skills. 6
	7	Demonstrate listening and speaking skills. 7
	8	Demonstrate respect for diversity. 8
	9	Demonstrate customer service skills. 9
	10	Collaborate with team members. 10
Demonstrating Professional Competencies	11	Demonstrate big-picture thinking. 11
	12	Demonstrate career- and life-management skills. 12
	13	Demonstrate continuous learning and adaptability. 13
	14	Manage time and resources. 14
	15	Demonstrate information-literacy skills. 15
	16	Demonstrate an understanding of information security. 16
	17	Maintain working knowledge of current information-technology (IT) systems. 17
	18	Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. 18
	19	Apply mathematical skills to job-specific tasks. 19
		Demonstrate professionalism. 20

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	21	**Demonstrate reading and writing skills.** 21
	22	**Demonstrate workplace safety.** 22
Examining All Aspects of an Industry	23	**Examine aspects of planning within an industry/organization.** 23
	24	**Examine aspects of management within an industry/organization.** 24
	25	**Examine aspects of financial responsibility within an industry/organization.** 25
	26	**Examine technical and production skills required of workers within an industry/organization.** 26
	27	**Examine principles of technology that underlie an industry/organization.** 27
	28	**Examine labor issues related to an industry/organization.** 28
	29	**Examine community issues related to an industry/organization.** 29
	30	**Examine health, safety, and environmental issues related to an industry/organization.** 30
Addressing Elements of Student Life	31	**Identify the purposes and goals of the student organization.** 31
	32	**Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult.** 32
	33	**Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects.** 33
	34	**Identify Internet safety issues and procedures for complying with acceptable use standards.** 34
Exploring Work-Based Learning	35	**Identify the types of work-based learning (WBL) opportunities.** 35
	36	**Reflect on lessons learned during the WBL experience.** 36
	37	**Explore career opportunities related to the WBL experience.** 37
	38	**Participate in a WBL experience, when appropriate.** 38
Examining Marketing and Business	39	**Analyze the marketing concept and its historical development.** 39
	40	**Explain the components of the marketing mix.** 40
	41	**Review the components of a marketing process/cycle.** 41
		Explain the functions involved in marketing goods and services. 42

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	43 Describe current trends in marketing. 43
	44 Compare the different types of organizations. 44
	45 Explain the nature of business activities. 45
Planning for Business Operations	46 Identify the parts of a business plan. 46
	47 Identify business resource partners. 47
	48 Identify the parts of a marketing plan. 48
	49 Explain basic financial statements. 49
Communicating in the Workplace	50 Describe the communication process. 50
	51 Demonstrate the effects of nonverbal communication on interactions with others. 51
	52 Write various types of professional communications. 52
	53 Demonstrate telephone etiquette. 53
	54 Demonstrate online etiquette. 54
	55 Explain concerns and opportunities related to electronic device use. 55
Examining Technology in Marketing	56 Analyze the effects of technology on marketing. 56
	57 Use technology to perform marketing tasks. 57
Developing Professionalism in the Workplace	58 Use feedback to improve performance. 58
	59 Explain the importance of diversity, opportunity, and inclusion within the work environment. 59
	60 Examine ethical behavior in the workplace. 60
	61 Demonstrate positive working relationships. 61
	62 Demonstrate professional workplace behavior. 62
Understanding Economics in Organizations	63 Describe the nature of economics, economic activities, and economic resources. 63
	64 Describe the effects of competition on for-profit and not-for-profit organizations. 64

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	65 Compare different types of business ownership. 65
	66 Analyze the role of profit in private enterprise. 66
	67 Evaluate multilevel marketing opportunities. 67
	68 Diagram supply and demand. 68
Introducing Data-Driven Marketing	69 Identify the role of marketing information. 69
	70 Explain qualitative and quantitative market research methods. 70
	71 Explain the role of ethics in marketing research. 71
Developing Product/Service Planning Skills	72 Identify the role of product/service/cause planning in marketing. 72
	73 Describe the types of product/service mix strategies. 73
	74 Describe the product/service life cycles. 74
	75 Describe the importance of branding in marketing. 75
	76 Explain the difference between brand name and brand. 76
	77 Explain the use of national and private brand names in marketing. 77
Examining Channel Management	78 Explain the concept of channel management. 78
	79 Describe the channels of distribution. 79
	80 Trace the channels of distribution for a selected product/service. 80
	81 Identify shipping and receiving processes. 81
Understanding Product/Service Positioning	82 Describe market identification and segmentation. 82
	83 Explain positioning and its relationship to target market. 83
	84 Develop a positioning map. 84
	85 Determine the competition for a selected product or service. 85
	86 Determine a product/service's position relative to the competition. 86
	87 Determine the target market of a selected product/service. 87
	Determine the most effective channels to position the selected product/service. 88

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Pricing Products and Services	89	**Explain key factors in determining selling price.** 89
	90	**Explain the differences between pricing a good and pricing a service.** 90
	91	**Describe the relationship between supply and demand and its effects on price.** 91
Promoting Products and Services	92	**Examine the concept of the promotional mix.** 92
	93	**Determine the promotional mix for an existing product or service.** 93
	94	**Compare the types of technology used to market goods and services.** 94
	95	**Compare various types of promotional media.** 95
	96	**Identify components of ads.** 96
	97	**Prepare an advertisement that encompasses knowledge of the marketing mix.** 97
	98	**Explain the concept of visual merchandising.** 98
	99	**Explain advertising campaigns.** 99
	100	**Create a press release and related media materials.** 100
	101	**Explain the concepts of push and pull as they apply to an existing product or service.** 101
	102	**Describe ethical issues related to promotion.** 102
Selling Products and Services	103	**Identify the types of selling and the tools used for each.** 103
	104	**Explain the function of a planogram in selling merchandise.** 104
	105	**Explain the importance of customer service.** 105
	106	**Describe how to receive and handle customer complaints and compliments.** 106
	107	**Explain customers' buying motives.** 107
	108	**Demonstrate the selling process for a selected product or service.** 108
	109	**Demonstrate how to process a sale.** 109
Understanding Risk Management	110	**Explain the nature and types of business risk.** 110
		Describe methods for managing risk. 111
		Explain security issues related to business. 112

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Developing a Career

113 Analyze personal interests, personality traits, skills, and aptitudes. 113

114 Research career opportunities in marketing. 114

115 Apply various job search strategies. 115

116 Develop a résumé. 116

117 Develop a digital portfolio. 117

118 Compose a cover letter. 118

119 Complete a job application. 119

120 Participate in a mock interview. 120

121 Write a follow-up letter after an interview. 121

122 Describe networking skills for professional development. 122

123 Develop a personal marketing plan. 123

124 Identify employment tests and personality profiles. 124

125 Identify the procedure to follow in resigning from a position. 125