Virginia CTE

Strategic Marketing (8130)

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	Examine current events and trends that affect marketing. 39
	40	Analyze the effects of marketing trends on a selected business or product. 40
	41	Describe the influence of environmental issues on marketing. 41
		Explain elements of ethical decision-making. 42

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	43 Present solutions to address unfair business practices. 43
Communicating in the Workplace	44 Explain the importance of follow-up communication. 44
	45 Report information/data in a written document. 45
	46 Report information/data in an oral presentation accompanied by visual aids. 46
	47 Demonstrate examples of professional communication skills. 47
	48 Present an electronic device policy for the workplace. 48
Developing Professionalism in the Workplace	49 Apply time-management strategies. 49
	50 Identify the steps in negotiation and their use in the workplace. 50
	51 Identify the characteristics of leaders. 51
	52 Identify the importance of continuing professional development activities for all employees. 52
	53 Propose changes to an employee handbook. 53
Understanding Entrepreneurship	54 Explain the concept of entrepreneurship. 54
	55 Describe the need for entrepreneurial innovation. 55
	56 Summarize challenges faced by entrepreneurs. 56
Understanding Economics	57 Explain the effects of economic change on business and employment. 57
	58 Analyze the role of government in business and the economy. 58
	59 Describe the effects of global marketing on businesses in the United States. 59
	60 Describe the phases of the business cycle. 60
	61 Explain productivity and its effects on individual businesses and the economy as a whole. 61
	62 Predict price changes based on supply and demand. 62
Developing Management Skills	63 Describe the functions and levels of management. 63
	64 Explain the process of hiring, orienting, and training employees. 64
	Identify strategies for motivating employees. 65

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	66 Explain appropriate methods of communicating with employees. 66
	67 Explain the importance of managing a diverse workforce. 67
	68 Explain the process of handling employee complaints. 68
	69 Explain the process of remedial action. 69
	70 Outline the procedure for conducting an employee evaluation. 70
	71 Describe legal aspects of personnel management. 71
	72 Apply decision-making skills to management situations. 72
	73 Describe benefits and challenges of managing a global business. 73
	74 Explain the importance of financial statements in decision-making. 74
	75 Interpret financial statements. 75
	76 Explain the importance of a marketing budget. 76
	77 Create a marketing budget. 77
Managing Marketing Information	78 Explain the importance of analyzing data. 78
	79 Explain the nature of sales forecasts. 79
	80 Explore opportunities for research and professional development. 80
	81 Conduct a marketing research project. 81
	82 Prepare a marketing research report. 82
	83 Present marketing research findings and recommendations. 83
Developing Product/Service Planning Skills	84 Analyze the life cycle of an existing product/service. 84
	85 Analyze a product line and a brand extension. 85
	86 Create a product extension for an existing product. 86
	87 Modify an existing branding strategy. 87
	88 Create a branding strategy for a fictitious business. 88
Understanding Pr Po	89 Describe the competitive positioning of an existing product/service. 89
	Analyze competitive strategies between similar businesses. 90

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	91 Conduct a strengths, weaknesses, opportunities, threats (SWOT) analysis. 91
	92 Develop a repositioning plan or a rationale for maintaining the existing positioning plan for an existing product/service. 92
Examining Channel Management	93 Explain the inventory handling process. 93
	94 Explain inventory control systems. 94
	95 Compare common shipping and storing methods. 95
Pricing Products and Services	96 Identify the psychological effects of pricing. 96
	97 Explain the effects of price on profitability. 97
	98 Explain the concept of markup/markdown and how it relates to profit and loss. 98
	99 Apply formulas for pricing to calculate markup and markdown. 99
	100 Calculate breakeven point in units and dollars. 100
	101 Calculate gross and net profit. 101
	102 Explain how pricing is determined in not-for-profit organizations. 102
	103 Describe the roles of laws and ethics in pricing. 103
Applying the Promotional Mix	104 Identify internal and external methods of promoting sales for a selected product/service. 104
	105 Identify communications channels to reinforce company image and support financial investment. 105
	106 Develop a promotional plan or campaign for a business-to-business (B2B) or consumer product/service. 106
	107 Explain strategies for developing media outreach and public relations. 107
	108 Identify social media platforms that can be used to promote a business or product. 108
	109 Create a plan for introducing social media promotion. 109
Purchasing Products and Services	110 Explain the role of a merchandising plan in purchasing products and services. 110
	Explain the elements of a merchandising plan. 111

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	112 Compare the merchandising strategies of two businesses with similar products and different target markets. 112
	113 Analyze forms used in purchasing. 113
Implementing Risk Management	114 Develop strategies for reducing shrinkage. 114
	115 Explain the importance of protecting intellectual property. 115
	116 Describe the legal aspects of marketing management. 116
Selling Products and Services	117 Use buying motives of businesses as the basis for sales presentations. 117
	118 Create a planogram for an identified business. 118
	119 Analyze methods used in developing long-term sales relationships. 119
	120 Explain key factors in building and retaining a clientele. 120
	121 Explain the uses of a prospect list. 121
	122 Analyze innovative customer service, using case studies. 122
Examining Financing	123 Identify legal considerations in extending credit. 123
	124 Identify the benefits and costs of extending credit. 124
	125 Explain cost analysis. 125
Preparing for Business Operations	126 Analyze the components of a business plan. 126
	127 Develop a business plan. 127
	128 Analyze the components of a marketing plan. 128
	129 Develop a marketing plan for a selected product or service. 129
Developing a Career	130 Research career trends and opportunities in marketing. 130
	131 Update a personal marketing plan. 131
	132 Prepare a career development plan. 132
	133 Explore postsecondary training and educational opportunities. 133
	134 Update an electronic résumé and portfolio. 134
	Update a cover letter. 135

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136 **Participate in a mock interview.** 136

137 **Describe the role of professional/trade organizations in career development.** 137

138 **Demonstrate networking skills for professional development.** 138