

# **Career & Technical Education (CTE) Standards Revision Project**

## **Cluster: Marketing**

**Pathways: Marketing Communications, Marketing Management, Marketing Research, Merchandising, Professional Sales/Sales Management**

### **Marketing Cluster Overview**

The Marketing Cluster prepares learners for careers in planning, management and performing marketing activities to reach organizational objectives.

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**Participation in this review and update included secondary business and marketing teachers and secondary language arts and math teachers.**

Updated June 2010

## Standards: Marketing Management

<b>Career Cluster/Cluster Grouping:</b>	<b>Marketing</b>
<b>Pathway(s):</b>	<b>Marketing Management</b>
<b>Prepared Completer Competencies:</b> <ul style="list-style-type: none"> <li>MKMN.01 Financial Analysis: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>MKMN.01.01 Implement accounting procedures to track money flow and to determine financial status.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Explain the financial implications of product cannibalization. PWR1.2.d-RWC01.01.e</li> <li>b. Determine product-line profitability. PWR1.2.d</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.01.e - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Choose specific words and word order for intended effect and meaning
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.2.d-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Apply knowledge of mathematics to problem solve, analyze issues, and make critical decisions that arise in everyday life
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>MKMN.01.02 Manage marketing finances to monitor and measure return on marketing investment (ROMI).</li> </ul>	

Evidence Outcomes - Students can:	21 <sup>st</sup> Century Skills and Readiness Competencies
<ul style="list-style-type: none"> <li>a. Allocate marketing budget. MAT01.02.a PWR1.2.b-</li> <li>b. Calculate return on marketing investment (ROMI). MAT03.04.a PWR1.2.b-</li> <li>c. Measure cost-effectiveness of marketing expenditures.</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation, and degree of precision</p> <p>MAT03.04.a - Data Analysis, Statistics, and Probability - Randomness is the foundation for using statistics to draw conclusions when testing a claim or estimating plausible values for a population characteristic - Define and explain the meaning of significance (both practical and statistical)</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.b-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Understand and apply algebraic and geometric concepts and techniques</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKMN.02 Human Resources Management: Understands the tools, techniques, and systems that businesses use to plan, lead, and organize its human resources.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.02.01 Implement organizational skills to facilitate work efforts.</li> </ul>	
Evidence Outcomes Students can:	21 <sup>st</sup> Century Skills and Readiness Competencies
<ul style="list-style-type: none"> <li>a. Determine internal/external resource requirements and responsibilities for projects.</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p>

	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.02.02 Utilize techniques to staff an organization or department within an organization.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Evaluate adequacy of staffing levels. MAT01.02.a</li> <li>b. Staff key marketing positions.</li> </ul>	<b>Academic Content Knowledge Alignment:</b> MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.02.03 Manage staff growth and development to increase productivity and employees satisfaction.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Ensure staff understanding of responsibilities, duties, functions, and authority levels. PWR2.9.d</li> <li>b. Supervise marketing positions. RWC01.02.e PWR2.9.d</li> <li>c. Determine adequacy of training courses. PWR2.9.d</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.02.e - Oral Expression and Listening - Effective collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal

<p>d. Assess marketing personnel's ability to react to market developments. PWR2.9.d</p>	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.9.d-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• MKMN.03 Information Management: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.</li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.03.01 Utilize information-technology tools to manage and perform work responsibilities.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p> <ul style="list-style-type: none"> <li>a. Analyze the impact of technology on marketing. RWC04.10.c PWR2.2.a-</li> <li>b. Use software to automate service. PWR2.2.a-</li> <li>c. Use Marketing Operations Management software (e.g., software that automates marketing operations processes).</li> <li>d. Determine types of technology needed by company/agency. PWR2.2.a-</li> </ul>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p> <p><b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.2.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• MKMN.04 Operations: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.04.01 Analyze security issues to protect the company.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Maintain data security.</li> <li>b. Explain security considerations in marketing management. RWC01.07.b</li> <li>c. Develop strategies to protect digital data. RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.04.02 Implement organizational skills to improve efficiency and work flow.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Coordinate activities with those of other departments. RWC01.02.d PWR2.9.d</li> <li>b. Manage cross-functional projects. RWC01.02.e</li> <li>c. Assign work to external partners. RWC01.02.e</li> <li>d. Develop an operational plan of marketing activities/initiatives. RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.02.d - Oral Expression and Listening - Effective collaborative groups accomplish goals - Participate in the preparations of the group activity or product, defining and assuming individual roles and responsibilities</p> <p>RWC01.02.e - Oral Expression and Listening - Effective</p>

	<p>collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.9.d-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.04.03 Implement purchasing activities to obtain business supplies, equipment, and resources.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Purchase marketing data. SST03.04.a PWR2.1.d-</p> <p>b. Purchase services. SST03.04 PWR2.1.d-</p>	<p><b>Academic Content Knowledge Alignment:</b> SST03.04.a-Social Studies, Economics, Design, analyze, and apply a financial plan based on short- and long-term financial goals (PFL) - Develop a financial plan including a budget based on short- and long- term goals</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.d-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.04.04 Utilize business systems to expedite workflow and enhance a business's image.</li> </ul>	

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Define uniform marketing processes to streamline communications. RWC03.03.d</li> <li>b. Manage systems for housing marketing assets (e.g., marketing collateral, promotional items, graphics, letterhead, logos).</li> <li>c. Standardize/automate marketing workflows.</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC03.03.d-Reading, Writing and Communicating, Writing and Composition, Manipulate the elements and structures of informational text to create persuasive, academic, and technical writing. - Select language appropriate to context (e.g., technical, formal)  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>• MKMN.04.05 Implement expense-control strategies to enhance a business's financial well being</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Track invoices.</li> <li>b. Track marketing budgets. PWR1.2.b-</li> <li>c. Adjust marketing budget in response to new market opportunities. RWC04.10.c PWR1.2.b-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.2.b-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Understand and apply algebraic and geometric concepts and techniques
<b>Prepared Completer Competencies:</b> <ul style="list-style-type: none"> <li>• MKMN.05 Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.05.01 Understand responsibilities in marketing to demonstrate ethical/legal behavior.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain the need for professional and ethical standards in marketing. RWC01.07.b</li> <li>b. Explain the responsibility of individuals to apply ethical standards in marketing. RWC01.07.b</li> <li>c. Explain consequences of unprofessional and/or unethical behavior in marketing. RWC01.07.b</li> <li>d. Discuss legal ramifications of breaching rules and regulations. RWC01.07.b</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.05.02 Acquire information about marketing management to aid in making career choices.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain the nature of marketing management. RWC01.07.b</li> <li>b. Explain career opportunities in marketing management. RWC01.07.b PWR2.7.f-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.7.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Demonstrate awareness of and evaluate career options

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.05.03 Utilize career-advancement activities to enhance professional development in marketing.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Assess the services of professional organizations in marketing. RWC04.10.c</li> <li>b. Utilize professional development opportunities in marketing (e.g., continuing education courses, certifications, journals, online activities/courses).</li> <li>c. Employ career-advancement strategies in marketing. PWR2.7.a-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.7.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Personal Responsibility - Balance self-advocacy with the consideration of others
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>MKMN.06 Strategic Management: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.</li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.06.01 Utilize planning tools to guide organization's/department's activities.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Align marketing activities with business objectives. RWC04.10.c</li> <li>b. Provide input into strategic planning. RWC01.03.a</li> <li>c. Conduct gap analysis to determine organization's capability.</li> <li>d. Develop departmental structure.</li> <li>e. Determine strategic marketing planning structure.</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.03.a - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Give informal talks using an appropriate level of formality of verbal language and nonverbal interaction with audience

	<p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.06.02 Control an organization’s/department’s activities to encourage growth and development.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Show the effect of marketing strategy on marketing goals/objectives MAT03.03.c</li> <li>b. Monitor achievement of marketing objectives. MAT01.02.a</li> <li>c. Set marketing policies.</li> <li>d. Establish a marketing cost-control system .MAT01.02.a PWR1.2.d-</li> <li>e. Select metrics for measuring success. MAT03.03.a PWR1.2.d-</li> <li>f. Design a marketing performance measurement system. MAT03.03.a PWR1.2.d-</li> <li>g. Modify marketing strategies based on performance results. RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT03.03.a - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for outliers when appropriate</p> <p>MAT03.03.c - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Describe the relationship between two categorical variables using percents</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.d-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Mathematical Sciences - Apply knowledge of mathematics to problem  solve, analyze issues, and make critical decisions that arise in everyday  life</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKMN.07 Channel Management: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.07.01 Develop channel-management strategies to minimize costs.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Establish distribution points. PWR1.1.a-</li> <li>b. Develop performance standards for suppliers.</li> <li>c. Develop new channels for products/services.</li> <li>d. Develop collaborative relationships with channel members.</li> <li>e. Develop channel-management strategies. PWR1.1.a-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.1.a-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Literacy - Read fiction and non-fiction, understanding conclusions  reached and points of view expressed</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.07.02 Assess channel-management strategies to improve their effectiveness and to minimize their costs.</li> </ul>	

<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Monitor distributors' performance standards. RWC04.10.c</li> <li>b. Evaluate buyer-seller relationships.</li> <li>c. Assess distribution channels. PWR1.1.a-</li> <li>d. Conduct total cost analysis of channel. MAT01.02.a PWR1.1.a-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.1.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Literacy - Read fiction and non-fiction, understanding conclusions reached and points of view expressed</p>
<b>Prepared Completer Competencies:</b> <ul style="list-style-type: none"> <li>• <b>MKMN.08 Marketing-Information Management: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</b></li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>• MKMN.08.01 Assess marketing-information needs to develop a marketing-information management system.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Assess marketing-information needs. RWC04.10.c</li> <li>b. Identify issues and trends in marketing-information management systems. PWR2.2.a-</li> <li>c. Develop marketing-information management system. PWR2.2.a-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.2.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.08.02 Analyze marketing-information to make informed marketing decisions.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Identify industry/economic trends that will impact business activities. RWC04.10.c</li> <li>b. Analyze market needs and opportunities. MAT03.02.c</li> <li>c. Anticipate market changes. MAT03.04.a PWR1.2.a-</li> <li>d. Determine current market position. MAT03.04.a</li> <li>e. Estimate market share. MAT01.02.a PWR1.2.a-</li> <li>f. Prepare trend analyses. MAT03.04.a PWR1.2.a-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT03.02.c - Data Analysis, Statistics, and Probability - The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Differentiate between the inferences that can be drawn in experiments versus observational studies</p> <p>MAT03.04.a - Data Analysis, Statistics, and Probability - Randomness is the foundation for using statistics to draw conclusions when testing a claim or estimating plausible values for a population characteristic - Define and explain the meaning of significance (both practical and statistical)</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.08.03 Employ marketing-information to aid in making and evaluating channel-management decisions.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Track cost data. MAT03.03.a PWR2.2.a-  b. Collect product quality data. RWC04.06.c PWR2.2.a-  c. Obtain and track information about domestic and foreign suppliers/manufactures. RWC04.06.c PWR2.2.a- PWR2.4.c</p>	<p><b>Academic Content Knowledge Alignment:</b>  MAT03.03.a - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for outliers when appropriate</p> <p>RWC04.06.c - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Identify and evaluate potential sources of information for accuracy, reliability, validity, and timeliness</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR2.2.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information</p> <p>PWR2.4.c-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Recognize the interdependent nature of our world</p>

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.08.04 Utilize marketing-information to predict/analyze consumer behavior.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Predict demand patterns. MAT03.03.c, RWC04.10.c PWR1.2.a-</li> <li>b. Conduct demand analysis. MAT01.02.a PWR1.2.a-</li> <li>c. Forecast changes in customer expectations. RWC04.10.c</li> <li>d. Evaluate product usage. RWC04.10.c</li> <li>e. Analyze purchasing behavior. MAT03.02.c, RWC04.10.c</li> <li>f. Estimate repeat purchase rate. MAT03.02.c PWR1.2.a-</li> <li>g. Estimate purchase cycle. RWC04.10.c</li> <li>h. Determine attitudes towards products and brands. MAT03.02.c</li> <li>i. Conduct customer-satisfaction studies. MAT03.02.a</li> <li>j. Analyze service sensitivity. RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT03.02.a - Data Analysis, Statistics, and Probability - The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Identify the characteristics of a well-designed and well-conducted survey</p> <p>MAT03.02.c - Data Analysis, Statistics, and Probability - The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Differentiate between the inferences that can be drawn in experiments versus observational studies</p> <p>MAT03.03.c - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Describe the relationship between two categorical variables using percents</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Mathematical Sciences - Think critically, analyze evidence, read graphs,  understand logical arguments, detect logical fallacies, test conjectures,  evaluate risks, and appreciate the role mathematics plays in the modern  world, i.e., be quantitatively literate</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.08.05 Apply pricing information to facilitate pricing decisions.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Determine price sensitivity. MAT03.03.c , RWC04.10.c</p>	<p><b>Academic Content Knowledge Alignment:</b>  MAT03.03.c - Data Analysis, Statistics, and Probability - Visual  displays and summary statistics condense the information in data  sets into usable knowledge - Describe the relationship between  two categorical variables using percents</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving  strategies require high-quality reasoning - Implement a purposeful  and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	

<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.08.06 Apply marketing information to facilitate product/service management decisions.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Conduct product analysis. MAT03.02.c PWR1.2.a-</li> <li>b. Conduct product/brand situation analysis. MAT03.02.c</li> <li>c. Conduct service-quality studies. MAT03.02.c</li> <li>d. Predict brand share. MAT03.02.c PWR1.2.a-</li> <li>e. Conduct brand audit. MAT03.02.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT03.02.c - Data Analysis, Statistics, and Probability - The design of an experiment or sample survey is of critical importance to analyzing the data and drawing conclusions - Differentiate between the inferences that can be drawn in experiments versus observational studies</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.08.07 Utilize marketing information to assess promotional activities.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Measure media audience. MAT01.02.a PWR1.2.a-</li> <li>b. Evaluate promotional activity. RWC04.10.c PWR1.2.a-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>
<b>High School Expectations</b>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.08.08 Report findings to communicate research information to others.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Display data in charts/graphs or in tables. MAT03.03.a, RWC01.01.c PWR1.2.a-</li> <li>b. Provide sales analysis reports. MAT03.03.a PWR1.2.a-</li> <li>c. Prepare and use presentation software to support reports. PWR2.2.a-</li> <li>d. Prepare written reports for decision-making.</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  MAT03.03.a - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for outliers when appropriate</p> <p>RWC01.01.c - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Use examples, illustrations, graphics, quotations, analogies, facts, and statistics to focus and support the content of a presentation</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p> <p>PWR2.2.a-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate</p>

	new information
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.08.09 Assess quality of marketing-research activities to determine needed improvements.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Evaluate quality of marketing research studies (e.g., sampling, validity/reliability, bias, etc. MAT03.03.b</li> <li>b. Assess quality of contracted research firms. RWC04.06.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b></p> <p>MAT03.03.b - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Define and explain how sampling distributions (developed through simulation) are used to describe the sample-to-sample variability of sample statistics</p> <p>RWC04.06.c - Research and Reasoning - Collect, analyze, and evaluate information obtained from multiple sources to answer a question, propose solutions, or share findings and conclusions - Identify and evaluate potential sources of information for accuracy, reliability, validity, and timeliness</p>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>MKMN.09 Pricing: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.</li> </ul>	

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN09.01 Employ pricing strategies to determine optimal prices.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Determine cost of product. MAT01.02.a PWR1.2.b-</li> <li>b. Calculate break-even point. MAT01.02.a PWR1.2.b-</li> <li>c. Establish pricing objectives. MAT01.02.a</li> <li>d. Select pricing policies. MAT01.02.a</li> <li>e. Determine discounts and allowances that can be used to adjust base prices. MAT01.02.a PWR1.2.b-</li> <li>f. Determine terms of trading. MAT01.02.a</li> <li>g. Set prices. MAT01.02.a</li> <li>h. Adjust prices to maximize profitability. PWR1.2.b-</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.2.b-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Understand and apply algebraic and geometric concepts and techniques</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.09.02 Assess pricing strategies to identify needed changes and to improve profitability.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Ensure price fairness. MAT01.02.a</li> <li>b. Evaluate pricing decisions. MAT03.03.c</li> <li>c. Determine price sensitivity. MAT03.03.c</li> <li>d. Assess changes in price structure. MAT03.03.c PWR1.2.b-</li> <li>e. Analyze variances to planned pricing. MAT03.03.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> MAT01.02.a - Number Sense, Properties, and Operations - Formulate, represent, and use algorithms with real numbers flexibly, accurately, and efficiently. - Use appropriate computation methods that encompass estimation and calculation</p> <p>MAT03.03.c - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Describe the relationship between two categorical variables using percents</p>

	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.b-Postsecondary &amp; Workforce Readiness, Content Knowledge ,  Mathematical Sciences - Understand and apply algebraic and geometric  concepts and techniques</p>
<p><b>Prepared Completer Competencies:</b></p> <ul style="list-style-type: none"> <li>• <b>MKMN.10 Product/Service Management: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.</b></li> </ul>	
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.10.01 Employ product-development processes to maintain up-to-date product pipeline.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Explain new product-development processes. RWC01.01.f</li> <li>b. Determine product-development objects.</li> <li>c. Evaluate and process innovations.</li> </ul>	<p>RWC01.01.f - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Select appropriate technical or specialized language</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.10.02 Employ product-mix strategies to meet customer expectations.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>

<ul style="list-style-type: none"> <li>a. Analyze product needs and opportunities. RWC04.10.c</li> <li>b. Adapt product range to needs of targeted market segments.</li> <li>c. Develop product search methods.</li> <li>d. Determine product priorities. RWC04.10.c</li> <li>e. Monitor market innovations.</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b></p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.10.03 Plan product/service management activities to facilitate product development.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<ul style="list-style-type: none"> <li>a. Create a product/brand plan. RWC04.08.a PWR2.1.d-</li> <li>b. Plan/manage product /brand lifecycle. RWC04.10.c</li> <li>c. Develop new-product launch plan. PWR2.1.d-</li> <li>d. Coordinate product launches. RWC01.02.e</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b> RWC01.02.e - Oral Expression and Listening - Effective collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal</p> <p>RWC04.08.a - Research and Reasoning - Informational materials, including electronic sources, need to be collected, evaluated, and analyzed for accuracy, relevance, and effectiveness for answering research questions - Integrate information from different sources to research and complete a project</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p>
	<p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.d-Postsecondary &amp; Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p>

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKMN.10.04 Assess product/service management activities to increase profitability.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Evaluate alternative marketing techniques and procedures for achieving product-development objectives. RWC04.10.c</li> <li>b. Evaluate product mix. RWC04.10.c</li> <li>c. Assess product-development activities. RWC04.10.c</li> <li>d. Evaluate product/service launches. RWC04.10.c</li> <li>e. Conduct product/brand audit.</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKMN.10.05 Assess product packaging to improve its function and to improve its brand recognition.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Assess product-packaging requirements. RWC04.10.c</li> <li>b. Evaluate graphic design on packages. RWC04.10.c</li> <li>c. Evaluate adequacy of product packaging. RWC04.10.c</li> <li>d. Conduct reviews of product packaging. PWR2.1.d-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR2.1.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKMN.10.06 Position products/services to acquire desired business image.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Develop positioning concept for a new product idea.</li> <li>b. Communicate core values of product/service. RWC01.07.b</li> <li>c. Identify product's/service's competitive advantage.</li> <li>d. Leverage product's/service's competitive advantage.</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>• MKMN.11.Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired.</li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>• MKMN.11.01 Participate in company's community outreach involvement to foster a positive company image and to meet other professionals.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain the importance of company involvement in community activities. RWC01.01.f PWR1.4.d-</li> <li>b. Propose community issues for company involvement. RWC01.07.b</li> <li>c. Participate in community outreach activities. PWR1.4.d-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> RWC01.01.f - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Select appropriate technical or specialized

	<p>language</p> <p>RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.4.d-Postsecondary &amp; Workforce Readiness, Content Knowledge , Social Studies and Social Sciences - Understand how government works in the United States and in other countries, the varying roles individuals may play in society, and the nature of civic responsibility</p>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b> <ul style="list-style-type: none"> <li>• MKMN.11.02 Plan and evaluate promotional activities to maximize return on promotional efforts.</li> </ul>	
<b>Evidence Outcomes</b> <b>Students can:</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<ul style="list-style-type: none"> <li>a. Develop communications objectives. RWC01.07.b</li> <li>b. Develop promotional-mix activities. RWC01.07.b PWR1.2.a-</li> <li>c. Develop advertising plans to achieve communications objectives. RWC01.07.b</li> <li>d. Develop sales promotion plan to achieve communications objectives. RWC01.07.b</li> <li>e. Develop public relations/publicity plan to achieve communications objectives. RWC01.07.b</li> <li>f. Evaluate allocation of promotional effort. RWC04.10.c</li> </ul>	<p><b>Academic Content Knowledge Alignment:</b>  RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>

<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.11.03 Utilize outside agency/consultant to aid in promotional planning and development.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Create written briefs for outside agencies/consultants.</li> <li>b. Assess outside agency/consultant relationships.</li> </ul>	<b>Academic Content Knowledge Alignment:</b>
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.11.04 Utilize metrics to measure effectiveness of marketing communications.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Identify ways to track marketing-communications activities. MAT03.03.a PWR2.2.a-</li> <li>b. Select metrics to measure effectiveness of marketing communications. MAT03.03.a PWR1.2.a-</li> <li>c. Apply metrics to measure effectiveness of marketing communications. MAT03.03.a PWR1.2.a-</li> </ul>	<b>Academic Content Knowledge Alignment:</b> MAT03.03.a - Data Analysis, Statistics, and Probability - Visual displays and summary statistics condense the information in data sets into usable knowledge - Identify and choose appropriate ways to summarize numerical or categorical data using tables, graphical displays, and numerical summary statistics (describing shape, center and spread) and accounting for outliers when appropriate
	<b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b> PWR1.2.a-Postsecondary & Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate

	PWR2.2.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Find and Use Information/Information Technology - Select, integrate, and apply appropriate technology to access and evaluate new information
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.11.05 Understand design principles used in advertising layouts to be able to communicate needs to designers.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Describe the use of color in advertising.</li> <li>b. Describe the elements of design.</li> <li>c. Discuss the use of illustrations in advertisements.</li> <li>d. Discuss the nature of typography.</li> <li>e. Explain type styles used in advertising.</li> <li>f. Describe effective advertising layouts.</li> <li>g. Identify types of drawing media.</li> <li>h. Explain the impact of color harmonies on composition.</li> <li>i. Describe digital color concept.</li> </ul>	<b>Academic Content Knowledge Alignment:</b>  <b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>
<b>Prepared Completer Competencies:</b>	
<ul style="list-style-type: none"> <li>MKMN.12 Selling: Understands 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.</li> </ul>	
<b>High School Expectations</b>	
<b>Concepts and skills students know include:</b>	
<ul style="list-style-type: none"> <li>MKMN.12.01 Guide sales staff to improve their success rate and to minimize staff turnover.</li> </ul>	
<b>Evidence Outcomes</b>	<b>21<sup>st</sup> Century Skills and Readiness Competencies</b>
<b>Students can:</b>	
<ul style="list-style-type: none"> <li>a. Explain the nature of the sales staff's induction program. RWC01.01.f</li> <li>b. Conduct knowledge gap analysis of sales staff. MAT03.01.c</li> </ul>	<b>Academic Content Knowledge Alignment:</b>

<p>c. Analyze sales staff activity and results. MAT03.01.c PWR1.2.a-</p>	<p>MAT03.01.c - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Explain how data might be analyzed to provide answers to a research question</p> <p>RWC01.01.f - Oral Expression and Listening - Effective speaking in formal and informal settings requires appropriate use of methods and audience awareness - Select appropriate technical or specialized language</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...)</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>
<p><b>High School Expectations</b></p>	
<p><b>Concepts and skills students know include:</b></p> <ul style="list-style-type: none"> <li>• MKMN.12.02 Influence sales procedures/activities to improve return on investment.</li> </ul>	
<p><b>Evidence Outcomes</b> <b>Students can:</b></p>	<p><b>21<sup>st</sup> Century Skills and Readiness Competencies</b></p>
<p>a. Monitor sales management’s ability to conduct customer-service operations.  b. Assess sales staff’s compensation package. MAT01.02.a PWR1.2.a-  c. Support sales operations.</p>	<p><b>Academic Content Knowledge Alignment:</b>  MAT01.02.a-Mathematics, Number Sense, Properties, and Operations, Application of computation and estimation. - Use appropriate computation methods that encompasses estimation, calculation, and degree of precision</p> <p><b>Learning &amp; Behavioral Skills (Inquiry, Application in Society &amp; Technology &amp; Nature of...):</b>  PWR1.2.a-Postsecondary &amp; Workforce Readiness, Content Knowledge , Mathematical Sciences - Think critically, analyze evidence, read graphs, understand logical arguments, detect logical fallacies, test conjectures, evaluate risks, and appreciate the role mathematics plays in the modern world, i.e., be quantitatively literate</p>