

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: Merchandising

Career Cluster/Cluster Grouping:	Marketing
Pathway(s):	Merchandising
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKME.01 Economics: Understands the economic principles and concepts fundamental to business operations. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.01.01 Understand global trade's impact to aid business decision-making. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify the effects of global trade on retailing. PWR2.4.c, RWC04.04.a RWC04.10.c b. Explain current retail trends driven by global trade. RWC01.07.b 	<p>Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC04.04.a - Research and Reasoning - Complex situations require critical thinking across multiple disciplines - Analyze the logic of complex situations by questioning the purpose, question at issue, information, points of view, implications and consequences inferences, assumptions and concepts</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.4.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Recognize the interdependent nature of our world</p>

Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKME.02 Human Resources Management: Understands the tools, techniques, and systems that businesses use to plan, staff, lead, and organize its human resources. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKM.02.01 Manage staff growth and development to increase productivity and employee satisfaction. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Conduct product “show and tell.” b. Conduct contests to motivate employees. RWC01.06.e , RWC01.02.e c. Foster “right” environment for employees. RWC01.02.c, RWC01.02.d d. Hold special events for employees. e. Involve staff in company activities. RWC01.06.e 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.02.c - Oral Expression and Listening - Effective collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</p> <p>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 collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal</p> <p>RWC01.06.e - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Support others in discussions, activities, and presentations through active listening</p>
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):

<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.03 Information Management: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.03.01 Utilize information-technology tools to manage and perform merchandising responsibilities. 	
<p>Evidence Outcomes</p> <p>Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Analyze the impact of technology on retailing. RWC04.10.c</p> <p>b. Utilize merchandising software. PWR2.2.a</p> <p>c. Obtain information from retail databases to aid in product planning and control. MAT03.01.a, MAT03.01.b, MAT03.01.c, PWR1.2.a, PWR2.2.a</p>	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.01.a - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Formulate appropriate research questions that can be answered with statistical analysis</p> <p>MAT03.01.b - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a research question</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>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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>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</p>

	<p>world, i.e., be quantitatively literate</p> <p>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</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.03.02 Maintain marketing information to facilitate merchandising activities. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Maintain purchase orders. MAT01.02.a b. Maintain order logs. MAT01.02.a 	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKME.04 Marketing: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.04.01 Acquire an understanding of marketing's role and function in business to facilitate work among departments. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	

<ul style="list-style-type: none"> a. Distinguish between retailing and marketing. RWC03.02.g b. Explain the importance of merchandising to retailers. RWC01.07.e 	<p>Academic Content Knowledge Alignment: RWC01.07.e - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use effective audience and oral delivery skills to persuade an audience</p> <p>RWC03.02.g - Writing and Composition - Ideas, evidence, structure, and style create persuasive, academic, and technical texts for particular audiences and specific purposes - Draw a conclusion by synthesizing information</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.05 Operations: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required to continued business functioning. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.05.01 Implement security measures to minimize loss. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain policies/procedures for handling shoplifters. RWC01.07.b b. Devise/enact merchandising security measures to minimize inventory shrinkage. MAT03.01.a, MAT03.01.b, MAT03.01.c 	<p>Academic Content Knowledge Alignment: MAT03.01.a - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Formulate appropriate research questions that can be answered with statistical analysis</p> <p>MAT03.01.b - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a</p>

	<p>research question</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>RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKM.05.02 Implement organizational skills to improve efficiency and workflow. 	
<p>Evidence Outcomes</p> <p>Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Follow up orders.</p> <p>b. Coordinate activities with those of other departments/stores. PWR2.9.d, RWC01.06.e</p>	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.06.e - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Support others in discussions, activities, and presentations through active listening</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
<p>High School Expectations</p>	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.05.03 Prepare registers/terminals for sales operations. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> Prepare cash drawers/banks. MAT01.02.a Open/close register/terminal. MAT01.02.a 	Academic Content Knowledge Alignment: 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
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKME.06 Professional Development: Understands concepts, tools, and strategies used to explore, obtain, and develop in a merchandising career. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKM.06.01 Acquire information about merchandising to aid in making career choices. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> Explain the evolution of retailing. RWC01.07.b Describe the role of merchandisers in retailing. RWC01.07.b 	Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.06.02 Understand career opportunities in retailing to make informed career decisions. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify career opportunities in retailing. RWC04.03.c b. Explain career opportunities. RWC01.07.b 	Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information RWC04.03.c - Research and Reasoning - Self-designed research provides insightful information, conclusions, and possible solutions - Evaluate quality, accuracy, and completeness of information and the bias, credibility and reliability of the sources
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKME.07 Distribution: Understands the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.07.01 Acquire foundational knowledge of distribution to understand its role in retailing. 	

Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain distribution issues and trends. RWC01.07.b b. Discuss the use of electronic data interchange. RWC01.07.b 	Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKME.07.02 Utilize order-fulfillment processes to move product through the supply chain. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the relationship between customer service and distribution. RWC01.07.b b. Use an information system for order fulfillment. c. Fulfill orders. RWC04.10.c d. Analyze capabilities of electronic business systems to facilitate order fulfillment. PWR2.2.a e. Assess order fulfillment processes. RWC04.10.c 	Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information RWC04.10.c - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Implement a purposeful and articulated process to solve a problem Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.07.03 Implement receiving processes to ensure accuracy and quality of incoming shipments. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the receiving process. RWC01.07.b b. Explain stock-handling techniques used in receiving deliveries. RWC01.07.b c. Process incoming merchandise. RWC04.10.c d. Resolve problems with incoming shipments. PWR2.1.f , RWC04.10.c e. Establish receiving schedules. RWC04.10.c 	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.f - Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.07.04 Utilize stock-handling procedures to process incoming merchandise. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Attach source and anti-theft tags. b. Price mark merchandise. MAT01.02.a c. Make and record price changes. MAT01.02.a d. Identify hand-tag needs. e. Assign codes to each product item. f. Route stock to sales floor. g. Rotate stock. h. Process returned/damaged product. i. Transfer stock to/from branches. j. Enter product descriptions into a PoS system. k. Manage markdown process. MAT01.02.a 	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.07.05 Utilize warehousing procedures to store merchandise until needed. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Explain storing considerations. RWC01.07.b b. Explain the nature of warehousing. RWC01.07.b c. Store merchandise. d. Select appropriate storage equipment. e. Plan storage space. MAT04.01.c 	<p>Academic Content Knowledge Alignment: MAT04.01.c - Shape, Dimension, and Geometric Relationships - Attributes of two- and three-dimensional objects are measurable and can be quantified - Solve for unknown quantities in relationships involving perimeter, area, surface area, and volume</p> <p>RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p>
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.07.06 Understand transportation processes to move products through the supply chain. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Explain shipping processes. RWC01.07.b b. Identify factors considered when selecting best shipping method. RWC04.10.c 	<p>Academic Content Knowledge Alignment: 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>

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKME.07.07 Utilize inventory-control method to minimize costs and to meet customer demand. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Maintain inventory levels. MAT01.02.a b. Report out-of-stocks. c. Complete inventory counts. MAT01.02.a d. Monitor merchandise classification system. e. Allocate merchandise to stores/regions. f. Track stock by location for department/class/vendor level. MAT01.02.a g. Describe inventory control systems. RWC01.07.b h. Explain types of unit inventory-control systems. MAT03.01.a, MAT03.01.b, MAT03.01.c i. Determine inventory shrinkage. MAT01.02.a j. Maintain inventory-control systems. MAT01.02.a k. Implement category management process. MAT01.02.a l. Plan merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.). MAT01.02.a m. Develop inventory-control systems. MAT03.01.a, MAT03.01.b, MAT03.01.c 	Academic Content Knowledge Alignment: 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. MAT03.01.a - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Formulate appropriate research questions that can be answered with statistical analysis MAT03.01.b - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a research question 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 RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.07.08 Manage distribution activities to minimize costs and to determine distribution strategies. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Ensure timely delivery of advertised merchandise. MAT01.02.a b. Allocate shelf space. c. Develop collaborative relationships with channel members. PWR2.9.c , RWC01.02.c d. Interpret channel strategies. RWC04.10.c e. Establish system for processing dead/excess merchandise. RWC04.10.c 	<p>Academic Content Knowledge Alignment:</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>RWC01.02.c - Oral Expression and Listening - Effective collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.07.09 Assess distribution strategies to improve their effectiveness and to minimize their costs. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies

Students can:	
<ul style="list-style-type: none"> a. Evaluate buyer-seller relationships. RWC04.10.c b. Identify new vendors. RWC04.10.c c. Assess sales and stock performance. PWR1.2.a , RWC04.10.c d. Conduct inventory valuation. (LIFO, FIFO) MAT01.02.a e. Evaluate inventory status/performance (stock, turnover, gross margin, return on inventory, open to buy, etc.). PWR1.2.a 	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p>
Prepared Completer Competencies:	
<ul style="list-style-type: none"> • MKME.08 Marketing-Information Management: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making merchandising decisions. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.08.01 Utilize marketing information to drive merchandising activities. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Analyze information from suppliers. RWC04.10.c b. Scan marketplace to identify factors that could influence merchandising decisions. MAT03.02.c c. Analyze competitors' offerings. MAT03.03.c d. Reconcile marketing plans with assortment and financial plans. PWR2.1.a e. Assess trading area. RWC04.10.c f. Determine price sensitivity. MAT03.03.c 	<p>Academic Content Knowledge Alignment: 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</p>

	<p>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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Apply logical reasoning and analytical skills</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.09 Market Planning: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience and to facilitate merchandising activities. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.09.01 Employ marketing information to determine and meet customer needs. 	
<p>Evidence Outcomes</p> <p>Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Profile target customers. RWC04.10.c</p> <p>b. Determine market needs. MAT03.01.a, MAT03.01.b, MAT03.01.c, MAT03.02.c, PWR1.2.a</p> <p>c. Determine customer demand for merchandise. MAT03.01.a, MAT03.01.b, MAT03.01.c, MAT03.02.c MAT03.04.a, PWR1.2.a</p>	<p>Academic Content Knowledge Alignment:</p> <p>MAT03.01.a - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Formulate appropriate research questions that can be answered with statistical analysis</p> <p>MAT03.01.b - Data Analysis, Statistics, and Probability - Statistical methods take variability into account, supporting informed decision-making through quantitative studies designed to answer specific questions - Determine appropriate data collection methods to answer a research question</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>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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.10 Pricing: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customer’ perceptions of value. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.10.01 Employ pricing strategies to determine prices. 	
<p>Evidence Outcomes</p>	<p>21st Century Skills and Readiness Competencies</p>

<p>Students can:</p>	
<p>a. Select approach for setting a base price (cost, demand, competition). MAT02.04.a, PWR1.2.a</p> <p>b. Determine cost of product (breakeven, ROI, markup). PWR1.2.d</p> <p>c. Calculate break-even point. PWR1.2.d</p> <p>d. Describe pricing strategies. RWC01.07.b</p> <p>e. Select pricing strategies. MAT02.04.a, PWR1.2.a</p> <p>f. Set prices. MAT01.02.a, PWR1.2.d</p> <p>g. Adjust prices to maximize profitability. PWR1.2.a, PWR1.2.d</p> <p>h. Develop seasonal pricing strategies. MAT02.04.a, PWR1.2.a, PWR1.2.d</p>	<p>Academic Content Knowledge Alignment:</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>MAT02.04.a - Patterns, Functions, and Algebraic Structures - Expressions, equations, and inequalities can be expressed in multiple, equivalent forms - Perform and justify steps in generating equivalent expressions by identifying properties used including the commutative, associative, inverse, identity, and distributive properties</p> <p>RWC01.07.b-Reading, Writing and Communicating, Oral Expression and Language Study, Deliver and apply skills in preparing a planned formal and informal oral presentations to various audiences using appropriate communication skills. - Use verbal and nonverbal techniques to communicate information</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>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</p> <p>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</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.10.02 Assess pricing strategies to identify needed changes and to improve profitability. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>

<ul style="list-style-type: none"> a. Ensure price fairness. PWR1.2.a b. Assess changes in price structure. MAT03.02.c c. Analyze variances to planned pricing. MAT02.02.d d. Evaluate pricing decisions. MAT03.02.c, PWR1.2.d 	<p>Academic Content Knowledge Alignment: MAT02.02.d - Patterns, Functions, and Algebraic Structures - Graphs and tables are used to describe the qualitative behavior of common types of functions - Make qualitative statements about the rate of change of a function, based on its graph or table</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p> <p>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</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.11 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. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.11.01 Utilize assortment-mix strategies to create maximum mix of products at minimum cost. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Obtain samples. b. Determine quality of merchandise to offer. PWR2.1.d , RWC02.02.c , 	<p>Academic Content Knowledge Alignment: RWC02.02.c - Reading for All Purposes - Interpreting and evaluating</p>

<p>RWC04.10.c</p> <p>c. Determine width and depth of assortment strategies. RWC04.10.c</p> <p>d. Select mix of brands.</p> <p>e. Plan merchandise assortment (e.g., styling, sizes, quantities, colors). RWC04.10.c</p> <p>f. Identify new private brand opportunities. PWR2.1.f , RWC04.10.c</p>	<p>complex informational texts require the understanding of rhetoric, critical reading, and analysis skills - Obtain and use information from text and text features (index, bold or italicized text, subheadings, graphics) to answer questions, perform specific tasks, or identify and solve problems</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.1.d - Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Collect and analyze quantitative and qualitative data and research</p> <p>PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.11.02 Develop merchandise plans (budgets) to guide selection of retail products. 	
<p>Evidence Outcomes</p> <p>Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Explain the nature of merchandise plans (budgets). RWC01.07.b</p> <p>b. Calculate open-to-buy. MAT01.02.a</p> <p>c. Create/maintain daily sales plan. MAT01.02.a, PWR2.6.a</p> <p>d. Identify emerging trends. PWR1.2.a, RWC04.10.c</p> <p>e. Plan stock. MAT01.02.a</p> <p>f. Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages). MAT01.02.a</p> <p>g. Plan purchases. MAT01.02.a</p> <p>h. Compare and contrast buying from domestic sources with that of foreign sources. PWR2.4.c</p> <p>i. Determine final cost of purchases from domestic and international sources. MAT01.02.a</p> <p>j. Plan gross margin. MAT01.02.a</p> <p>k. Prepare merchandising plans (budgets). MAT01.02.a</p>	<p>Academic Content Knowledge Alignment:</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>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 strategies. - Analyze and interpret information</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p> <p>PWR2.4.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Global and Cultural Awareness - Recognize the interdependent nature of our world</p> <p>PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.11.03 Perform buying activities to obtain products for resale. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Write purchase orders. RWC03.05.b b. Analyze the use of central buying. c. Determine stock turnover. MAT01.02.a d. Determine what to buy/reorder. MAT01.02.a, PWR1.2.d e. Determine quantities to buy/reorder. MAT01.02.a, PWR1.2.d f. Determine when to buy/reorder. MAT01.02.a, PWR1.2.d g. Establish reorder points. MAT01.02.a, PWR1.2.d</p>	<p>Academic Content Knowledge Alignment: 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>RWC03.05.b - Writing and Composition - Elements of informational and persuasive texts can be refined to inform or influence an audience - Locate and select appropriate information that clearly supports a definite purpose, topic, or position</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.11.04 Analyze vendor performance to choose vendors and merchandise. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Evaluate vendors' merchandise. RWC04.10.c b. Choose vendors. RWC04.10.c c. Negotiate terms with vendors. PWR2.9.a , PWR2.9.c , PWR2.9.d, RWC01.06.e, RWC01.02.c, RWC01.02.e 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.02.c - Oral Expression and Listening - Effective collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</p> <p>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>RWC01.06.e - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Support others in discussions, activities, and presentations through active listening</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p> <p>PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.11.05 Position products/services to acquire desired business image. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify components of a retail image. RWC01.06.e, RWC01.02.d, RWC01.02.e b. Implement techniques to increase customer's product exposure. RWC01.02.d, RWC01.02.e, RWC01.06.e c. Obtain product exclusives. RWC01.02.d, RWC01.02.e, RWC01.06.e 	<p>Academic Content Knowledge Alignment:</p> <p>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 collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal</p> <p>RWC01.06.e - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Support others in discussions, activities, and presentations through active listening</p>
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKME.12 Promotion: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. 	
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.12.01 Advertise to communicate promotional messages to targeted audiences. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies

<ul style="list-style-type: none"> a. Proof ads. b. Analyze ad performance. RWC04.10.c 	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.12.02 Utilize special events to increase sales. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Plan special events. PWR2.3.b, PWR2.9.a , PWR2.9.c , PWR2.9.d b. Prepare store/department for special event. PWR2.9.a , PWR2.9.c , PWR2.9.d 	<p>Academic Content Knowledge Alignment:</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p> <p>PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
<p>High School Expectations</p>	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.12.03 Employ visual merchandising techniques to increase interest in product offerings. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Explain the use of visual merchandising in retailing. RWC01.07.b b. Distinguish between visual merchandising and display. c. Place merchandise for impact. PWR1.5.a d. Determine on-floor assortments. e. Use cross-merchandising techniques. f. Read/implement planograms. RWC02.02.d g. Create planograms. 	<p>Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC02.02.d - Reading for All Purposes - Interpreting and evaluating complex informational texts require the understanding of rhetoric, critical reading, and analysis skills - Explain and interpret the visual components supporting the text (maps, complex tables and diagrams, and transitional devices, such as use of white space)</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.5.a-Postsecondary & Workforce Readiness, Content Knowledge , Arts and Humanities - Understand and appreciate how the arts and humanities (expressions of culture and identity through language, movement, sound, and visual representation) contribute to and shape culture and our understanding of culture</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.12.04 Implement display techniques to attract customers and increase sales potential. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Explain types of display arrangements. PWR1.5.a , RWC01.07.b b. Maintain displays. c. Dismantle/store displays/display fixtures/forms. d. Create promotional signs. PWR2.3.b e. Select and use display fixtures/forms. PWR1.5.a f. Use lighting to highlight products. g. Set up point-of-sale displays and handouts. h. Create displays. RWC03.01.d 	<p>Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>RWC03.01.d - Writing and Composition - Style, detail, expressive language, and genre create a well-crafted statement directed at an intended audience and purpose - Manipulate elements of style, imagery, tone, and point of view to appeal to the senses and emotions of the reader</p>

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR1.5.a - Postsecondary & Workforce Readiness, Content Knowledge , Arts and Humanities - Understand and appreciate how the arts and humanities (expressions of culture and identity through language, movement, sound, and visual representation) contribute to and shape culture and our understanding of culture</p> <p>PWR2.3.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.12.05 Manage promotional activities to maximize return on promotional efforts. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Develop promotional calendar. PWR2.6.a b. Plan/schedule displays/themes with management. RWC01.02.c, RWC01.02.d, RWC01.02.e c. Execute seasonal vendor co-op participation plans. PWR2.6.a d. Develop visual presentation guidelines. e. Plan promotional strategy (promotional objectives, budget, promotional mix, etc.). MAT01.02.a, RWC04.10.c, PWR2.3.b, PWR2.6.a f. Measure success of promotional efforts. MAT01.02.a, RWC04.10.c 	<p>Academic Content Knowledge Alignment: 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>RWC01.02.c - Oral Expression and Listening - Effective collaborative groups accomplish goals - Analyze differences in group perspectives to help bring the group to consensus or to solve a perceived problem</p> <p>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 collaborative groups accomplish goals - Assume a leadership role in a group that is collaboratively working to accomplish a goal</p> <p>RWC01.06.d - Oral Expression and Listening - Effectively operating in small and large groups to accomplish a goal requires active listening - Facilitate (or lead) a group by developing an agenda designed to accomplish a specified 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.3.b - Postsecondary & Workforce Readiness, Learning and Behavior Skills, Creativity and Innovation - Generate, evaluate, and implement new ideas and novel approaches</p> <p>PWR2.6.a - Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
<p>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKME.13 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. 	
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.13.01 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Explain the use of brand names in selling. RWC01.07.b</p>	<p>Academic Content Knowledge Alignment: RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</p> <p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>

High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKME.13.02 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Establish relationship with customer/client. PWR2.9.a, PWR2.9.c, PWR2.9.d, RWC01.03.b b. Determine customer/client needs. RWC04.06.c, RWC04.10.a, RWC04.10.c c. Recommend specific product. PWR2.8.a, PWR2.8.b, RWC01.01.c, RWC01.03.b, RWC01.07.c RWC01.07.d d. Demonstrate good/service. PWR2.9.a, PWR2.9.c, RWC01.01.c, RWC01.03.b e. Convert customer/client objections into selling points. PWR2.8.a, PWR2.8.b, RWC01.01.c , RWC01.03.d, RWC04.10.c f. Close the sale. PWR2.8.a, PWR2.8.b, RWC01.03.d g. Demonstrate suggestions selling. PWR2.8.a, PWR2.8.b, RWC01.01.c , RWC04.10.c h. Plan follow-up strategies for use in selling. PWR2.9.a, RWC04.10.c 	<p>Academic Content Knowledge Alignment:</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>RWC01.03.b - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Deliver formal oral presentations for intended purpose and audience, using effective verbal and nonverbal communication</p> <p>RWC01.03.d - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Analyze audience responses to evaluate how effectively the talk or presentation met the purpose</p> <p>RWC01.07.c - Oral Expression and Listening - Oral presentations require effective preparation strategies - Define a position and select evidence to support that position</p> <p>RWC01.07.d - Oral Expression and Listening - Oral presentations require effective preparation strategies - Develop a well-organized presentation to defend a position</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 timelines</p> <p>RWC04.10.a - Research and Reasoning - Effective problem-solving strategies require high-quality reasoning - Analyze the purpose, question at issue, information, points of view, implications and consequences, inferences, assumptions and concepts inherent in thinking</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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p> <p>PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p> <p>PWR2.8.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Construct clear, coherent, and persuasive arguments</p> <p>PWR2.9.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Work effectively with others</p> <p>PWR2.9.c-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Cooperate for a common purpose</p> <p>PWR2.9.d-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Collaboration - Use teamwork and leadership skills effectively</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.13.03 Implement support activities to facilitate the selling process. 	
<p>Evidence Outcomes</p> <p>Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Arrange delivery of purchases. b. Pack and wrap purchases. c. Process special orders. d. Sell gift certificates. RWC01.03.b, RWC01.07.e e. Process telephone orders. f. Process returns/exchanges. g. Process sales documentation. 	<p>Academic Content Knowledge Alignment:</p> <p>RWC01.03.b - Oral Expression and Listening - Verbal and nonverbal cues impact the intent of communication - Deliver formal oral presentations for intended purpose and audience, using effective verbal and nonverbal communication</p> <p>RWC01.07.e - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use effective audience and oral delivery skills to persuade an audience</p>

	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.13.04 Collect payment from customer to complete customer transaction. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Calculate miscellaneous charges. MAT01.02.a b. Process sales transactions. MAT01.02.a c. Accept checks from customers. d. Operate register/terminal. MAT01.02.a 	Academic Content Knowledge Alignment: 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
	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKME.13.05 Guide sales staff to improve their success rate and to minimize staff turnover. 	
Evidence Outcomes	21st Century Skills and Readiness Competencies
Students can:	
<ul style="list-style-type: none"> a. Provide information about incoming merchandise to sales staff. PWR2.8.a b. Monitor on-floor selling activities. RWC01.02.g 	Academic Content Knowledge Alignment: RWC01.02.g - Oral Expression and Listening - Effective collaborative groups accomplish goals - Critique and offer suggestions for improving presentations given by own group and other groups

	<p>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.8.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Communication - Read, write, listen and speak effectively</p>
<p>High School Expectations</p>	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKME.13.06 Control sales activities to meet sales goals/objectives. 	
<p>Evidence Outcomes Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<p>a. Analyze sales performance. MAT01.02.a, PWR1.2.d</p>	<p>Academic Content Knowledge Alignment: 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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): 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</p>