

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.

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Standards: Professional Sales/Sales Management

Career Cluster/Cluster Grouping:	Marketing
Pathway(s):	Professional Sales/Sales Management
Prepared Completer Competencies: <ul style="list-style-type: none"> • MKPS.01 Professional Development: Understand concepts, tools, and strategies used to explore, obtain, and develop in a professional selling career. 	
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKPS.01.01 Acquire information about the sales industry to aid in making career choices. 	
Evidence Outcomes Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the nature of professional selling. RWC01.07.b b. Explain employment opportunities in professional selling. RWC01.07.b c. Discuss the economic and social effects of professional selling. RWC01.07.b, PWR2.1.f 	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...): PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKPS.01.02 Utilize career-advancement activities to enhance professional development in professional selling. 	

Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Identify professional certification requirements available for professional salespeople. RWC04.06.c b. Assess the services provided by professional organizations in selling. RWC04.10.c 	<p>Academic Content Knowledge Alignment: 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>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>Prepared Completer Competencies:</p> <ul style="list-style-type: none"> • MKPS.02 Marketing Information Management: Gather, access, synthesize, evaluate, and disseminate information to aid in making sales. 	
High School Expectations	
<p>Concepts and skills students know include:</p> <ul style="list-style-type: none"> • MKPS.02.01 Process marketing information to test hypotheses and/or to resolve issues. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Analyze market information. RWC04.06.c, RWC04.10.c, PWR2.1.f 	<p>Academic Content Knowledge Alignment: 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>

	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...): PWR2.1.f-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Discern bias, pose questions, marshal evidence, and present solutions
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKPS.02.02 Employ marketing information to plan marketing activities. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
a. Describe the use of target marketing in professional selling. 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...):
Prepared Completer Competencies:	
<ul style="list-style-type: none"> MKPS.03 Selling: Understand the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future sales opportunities. 	
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> • MKPS.03.01 Describe the nature and scope of sales activities. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
a. Explain the impact of sales cycles. 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"> • MKPS.03.02 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
a. Differentiate between consumer and organizational buying behavior. RWC04.10.c	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
b. Identify emerging trends. RWC04.10.c, PWR2.1.b	Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...): PWR2.1.b-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Conduct research using acceptable research methods
High School Expectations	

Concepts and skills students know include:	
<ul style="list-style-type: none"> MKPS.03.03 Perform pre-sales activities to facilitate sales presentation. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Explain the use of marketing research information in professional selling. RWC01.07.b, PWR2.1.e b. Prospect for customers. RWC04.10.c c. Qualify customers/clients. RWC04.10.c d. Conduct pre-visit research (e.g., customer's markets/ products, customer's competitors, and competitors' offerings). RWC04.10.a e. Determine sales strategies. f. Book appointments with prospective clients. g. Prepare sales presentation. RWC01.03.b h. Create a presentation software package to support sales presentation. RWC01.01.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>RWC01.07.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</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>PWR2.1.e-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Critical Thinking and Problem Solving - Evaluate the credibility and relevance of information, ideas, and arguments</p>
High School Expectations	
Concepts and skills students know include:	
<ul style="list-style-type: none"> MKP.03.04 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. 	

Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Establish relationship with client/customer. b. Address needs of individual personalities. c. Determine customer/client needs. RWC04.10.c d. Qualify customer's buying motives for use in selling. RWC04.10.a , PWR2.1.f e. Facilitate customer buying decisions. RWC01.03.d f. Assess customer/client needs. RWC04.10.a g. Recommend specific product. RWC04.10.c h. Demonstrate product. RWC01.03.b i. Prescribe solution to customer/client needs. RWC04.10.c j. Convert customer/client objections into selling points. RWC04.10.c k. Close the sale. RWC01.01.e l. Demonstrate suggestion selling. RWC01.01.c m. Negotiate sales terms. RWC01.01.c, RWC01.07.b n. Maintain sales standards. o. Sell good/service/idea to individuals. RWC01.01.e, RWC01.03.b p. Sell good/service/idea to groups. RWC01.01.e, RWC01.03.b 	<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>RWC01.01.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</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.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</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>PWR2.1.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"> • MKPS.03.05 Process the sale to complete the exchange. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Calculate miscellaneous charges. MAT01.02.a b. Process special orders. MAT01.02.a c. Process telephone orders. d. Process sales documentation. 	<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"> • MKPS.03.06 Conduct post-sales follow-up activities to foster ongoing relationships with customers. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Plan follow-up strategies for use in selling. RWC04.02.a PWR2.1.f b. Prepare sales reports. MAT01.02.a, RWC04.04.a c. Provide post-sales service. RWC04.10.c d. Gather customer/client feedback to improve service. MAT03.01.a, MAT03.01.b, MAT03.01.c, RWC04.10.c e. Conduct self-assessment of sales performance. MAT03.02.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>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.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>RWC04.02.a - Research and Reasoning - Logical arguments distinguish facts from opinions, and evidence defines reasoned judgment - Synthesize information to support a logical argument</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...): PWR2.1.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"> • MKPS.03.07 Plan sales activities to increase sales efficiency and effectiveness. 	

Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Plan strategies for meeting sales quotas. RWC04.10.c b. Develop strategies to win back former customers. RWC04.10.c c. Develop a sales-call pattern. RWC04.10.c d. Establish sales terms. MAT01.02.a e. Explain the nature of key account management. RWC01.07.b f. Identify key accounts. MAT03.03.a g. Design/Implement a key account plan. RWC04.10.c h. Prepare and implement sales plans. RWC04.10.c, PWR2.6.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>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>RWC01.07.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...): PWR2.6.a-Postsecondary & Workforce Readiness, Learning and Behavior Skills, Work Ethic - Plan and prioritize goals</p>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKPS.03.08 Staff sales force to meet customer and organizational objectives. 	
Evidence Outcomes - Students can:	21 st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Determine structure of sales department/unit. RWC04.10.c b. Determine sales force size. RWC04.10.c, MAT01.02.a c. Recruit/Hire salespeople. RWC01.07.e d. Establish sales territories. 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>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>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"> • MKPS.03.09 Guide sales staff to improve their success rate and to minimize staff turnover. 	
<p>Evidence Outcomes - Students can:</p>	<p>21st Century Skills and Readiness Competencies</p>
<ul style="list-style-type: none"> a. Explain the nature of sales management. RWC01.07.b b. Adapt leadership style for salesperson. RWC01.02.e c. Identify sales-training needs. RWC04.10.c d. Conduct sales training. RWC01.03.b e. Determine strategies to motivate sales staff. RWC01.07.e f. Conduct field accompaniments. g. Conduct sales meetings. RWC01.01.c, RWC01.03.b, RWC01.07.e 	<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>RWC01.02.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>RWC01.03.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.b - Oral Expression and Listening - Oral presentations require effective preparation strategies - Use verbal and nonverbal techniques to communicate information</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> <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>
High School Expectations	
Concepts and skills students know include: <ul style="list-style-type: none"> • MKPS.03.10 Control sales activities to meet sales goals/objectives. 	
Evidence Outcomes - Students can:	21st Century Skills and Readiness Competencies
<ul style="list-style-type: none"> a. Set sales quotas. MAT03.04.a b. Analyze sales reports. MAT03.01.c, PWR1.2.a c. Monitor sales performance. d. Manage salesperson's underperformance. e. Design incentive programs. f. Control sales plans. MAT01.02.a 	<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>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>MAT03.04.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>Learning & Behavioral Skills (Inquiry, Application in Society & Technology & Nature of...):</p>
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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