



OREGON
DEPARTMENT OF
EDUCATION



BUSINESS AND MANAGEMENT

Statewide Program of Study Framework: Marketing Career Cluster

Knowledge and Skill Statements/Performance Indicators

Employability

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Career Cluster

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Focus Areas

Marketing Management

Professional Sales

Table of Contents

Overview	1
Marketing Career Cluster Knowledge and Skill Statements.....	3
Employability Knowledge and Skills	3
Career Cluster-Level Knowledge and Skills	3
Employability Knowledge and Skill Statements with Suggested Performance Indicators	6
Marketing Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators	8
Marketing Management Knowledge and Skill Statements with Suggested Performance Indicators	13
Professional Sales Knowledge and Skill Statements with Suggested Performance Indicators	17

Overview

This document details the Knowledge and Skill Statements comprising the Programs of Study for the (1) Marketing Management and (2) Professional Sales Focus Areas. These statements, developed with input by employers, define the career readiness expectations of entry-level workers.

Community college faculty were asked to provide feedback on each Knowledge and Skill Statement and rate the importance of each Suggested Performance Indicator using the following scale:

- **Critically important.** This skill would be expected of students entering a community college after having completed a CTE Program of Study at the high school level
- **Somewhat important.** This skill would be useful but not necessary for students entering a community college after having completed a CTE Program of Study at the high school level
- **Not important.** This skill would NOT be expected of students entering a community college after having completed a CTE Program of Study at the high school level (i.e., it will be taught at the college level)

To gather district perspectives, high school CTE instructors with approved programs were asked to rate the importance of high school graduates in related CTE programs of study mastering these skills upon completing their secondary CTE studies.

Feedback from survey respondents was analyzed to produce a core set of Knowledge and Skill Statements and Suggested Performance Indicators that secondary educators should consider when designing CTE programs and formulating their CTE program approval applications.

These Knowledge and Skill Statements and Suggested Performance Indicators are intended to provide educators with guidance in establishing program standards and assessments and designing curriculum and instructional activities. *Performance indicators are offered as suggestions, not requirements, for addressing the Knowledge and Skill Statements comprising a Program of Study.*

How to Use This Document

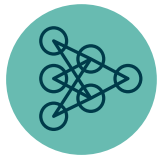
Educators offering a CTE Program of Study in the Marketing Career Cluster should review the Knowledge and Skill statements and Suggested Performance Indicators in this document. Ideally, skills marked as Foundational will be taught during a student's high school CTE Program of Study experience, with educators determining how and when instruction occurs. Three types of skills and indicators are provided:

Three types of skills and indicators are provided:



Employability Knowledge and Skills – *Applicable to all Career Clusters*

All learners are expected to master these basic skills to function in the workplace. These cross-cutting abilities, found in all jobs in all industries, encompass a broad range of communication, critical thinking, interpersonal, and organizational skills considered imperative for career success.



Career Cluster Knowledge and Skills – *Applicable to all careers in the Marketing Cluster*

All workers in the marketing industry are expected to have a broad understanding of the field. These cross-cutting skills prepare workers to succeed in a range of jobs in the cluster. High school students mastering these skills are prepared to enter community college or the workforce with an understanding of their career options and training needs.



Focus Area Knowledge and Skills – *Applicable to a specific career*

Field-specific knowledge that an entry-level worker would be expected to possess. High school students mastering these skills are prepared to enter employment or enroll in a community college to pursue advanced training. Postsecondary graduates would be prepared to enter employment with a credential, certificate, or degree.

These skills have been classified based on their level of knowledge required for their mastery:

- **Foundational Skills** describe technical skills that all high school students completing a Program of Study would be expected to master. Ideally, these skills would be taught within a high school CTE Program of Study (or in collaboration with a postsecondary partner if it is not feasible within high school).
- **Intermediate Skills** describe more technically advanced skills that high school instructors are encouraged to teach, though some might be taught by community college faculty due to equipment or time constraints.
- ▲ **Advanced Skills** describe highly technical skills that high school instructors may choose to teach with the understanding that, due to their complexity, most will be taught by community college faculty as part of the postsecondary component of a CTE Program of Study.

Marketing Career Cluster Knowledge and Skill Statements

Employability Knowledge and Skills

These Knowledge and Skill statements apply to all Career Clusters in Oregon.

Code number	Knowledge and Skill Statement
E-01	Adhere to workplace practices
E-02	Exhibit personal responsibility and accountability
E-03	Practice cultural competence
E-04	Demonstrate teamwork and conflict resolution
E-05	Communicate clearly and effectively
E-06	Employ critical thinking to solve problems
E-07	Demonstrate creativity and innovative thinking
E-08	Demonstrate fluency in workplace technologies
E-09	Plan, organize, and manage work
E-10	Make informed career decisions

Career Cluster-Level Knowledge and Skills

These Knowledge and Skill statements apply to all Marketing Programs of Study in Oregon.

Code number	Knowledge and Skill Statement
CC-MKG01	Describe the individuals and organizations that collaborate to provide marketing services
CC-MKG02	Demonstrate understanding of concepts and strategies used to explore, obtain, and develop in a marketing career
CC-MKG03	Demonstrate understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and/or to build brand for the organization
CC-MKG04	Demonstrate understanding of the concepts and processes needed to identify, select, monitor, and evaluate sales channels
CC-MKG05	Demonstrate understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
CC-MKG06	Demonstrate understanding of the concepts and tactics utilized to determine and target marketing strategies to a select audience

Code number	Knowledge and Skill Statement
CC-MKG07	Demonstrate understanding of concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value
CC-MKG08	Demonstrate understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
CC-MKG09	Demonstrate understanding of 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
CC-MKG10	Apply verbal and internal and external business correspondence skills to obtain and convey information

Focus Area Level Knowledge and Skills

These are updated Knowledge and Skill Statements for the three Focus Area Programs of Study in the Marketing Career Cluster.

MARKETING MANAGEMENT

Code number	Knowledge and Skill Statement
FA-MM01	Demonstrate an understanding of techniques, strategies, and systems used to foster self-understanding and enhance relationships with others
FA-MM02	Demonstrate an understanding of the techniques and systems that businesses use to plan, staff, lead, and organize its human resources
FA-MM03	Demonstrate an understanding of technology-related tools needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making
FA-MM04	Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning
FA-MM05	Demonstrate an understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization
FA-MM06	Demonstrate an understanding of the concepts, systems, and strategies needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
FA-MM07	Demonstrate an understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

PROFESSIONAL SALES

Code number	Knowledge and Skill Statement
FA-PS01	Demonstrate an understanding of the techniques and strategies used to foster positive, ongoing relationships with customers
FA-PS02	Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning
FA-PS03	Demonstrate an understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions
FA-PS04	Demonstrate an understanding of 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
FA-PS05	Demonstrate an understanding of sale completion, support, follow-up, and planning

Employability Knowledge and Skill Statements with Suggested Performance Indicators

● **Foundational** - Basic skills that **should be taught** within high school or, if not feasible, at a partnering college

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational
E-01 <i>Adhere to workplace practices</i>	<ul style="list-style-type: none"> A. Explain and follow workplace standards, rules, and regulations B. Show up on time and prepared to work C. Demonstrate the ability to take direction, be proactive, and work independently 	●
E-02 <i>Exhibit personal responsibility and accountability</i>	<ul style="list-style-type: none"> A. Apply professional and ethical standards of the industry to personal conduct B. Maintain integrity and promote personal and professional integrity in co-workers C. Take responsibility and carry out work assignments 	●
E-03 <i>Practice cultural competence</i>	<ul style="list-style-type: none"> A. Demonstrate awareness of issues related to diversity, equity, and inclusion B. Work effectively with colleagues of differing abilities, cultures, and backgrounds C. Describe issues relating to workplace harassment D. Model behaviors that are respectful and sensitive of others 	●
E-04 <i>Demonstrate teamwork and conflict resolution</i>	<ul style="list-style-type: none"> A. Demonstrate the ability to collaborate and contribute to the work of a diverse team B. Explain when it is appropriate to lead and when to follow another's lead C. Demonstrate strategies for resolving issues with coworkers 	●
E-05 <i>Communicate clearly and effectively</i>	<ul style="list-style-type: none"> A. Listen attentively, and speak and write clearly to convey information correctly B. Interpret information and instructions presented in verbal and written form C. Demonstrate effective communication with colleagues, supervisors, customers, and suppliers D. Demonstrate the ability to communicate verbally, in writing, and using electronic communication tools 	●

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational
E-06 <i>Employ critical thinking to solve problems</i>	A. Recognize problems in the workplace and diagnose their root causes B. Develop well-reasoned plans to solve identified challenges C. Apply and follow through on plans to ensure that problems are resolved	●
E-07 <i>Demonstrate creativity and innovative thinking</i>	A. Develop ideas to solve problems in new and different ways B. Investigate one's own and others' ideas to find those with greatest applicability C. Develop and deploy plans to implement new ideas in the workplace	●
E-08 <i>Demonstrate fluency in workplace technologies</i>	A. Demonstrate knowledge and application of general technology skills, including hardware and software commonly used in the industry B. Use online communication, networking tools and social networks to access, manage, evaluate, and create information to successfully function in a knowledge economy C. Describe and demonstrate a fundamental understanding of the ethical, legal, and security issues surrounding access to and use of information technologies	●
E-09 <i>Plan, organize, and manage work</i>	A. Identify an intended project outcome including available inputs, materials, labor, timeline for producing work, and job-site obligations B. Effectively plan, monitor, and complete projects on time and within budget using available resources and materials C. Demonstrate ability to write coherent reports and project summaries to communicate the progress of project work and its adherence to schedule	●
E-10 <i>Make informed career decisions</i>	A. Identify job and entrepreneurial opportunities in the industry and the required education and credentials to obtain employment B. Set short- and long-term career goals based on personal interests and aptitudes C. Maintain a project portfolio D. Develop a professional resume E. Explain and demonstrate how to cultivate and maintain a professional presence in an online environment, including the appropriate use of social media and networking platforms	●

Marketing Career Cluster Knowledge and Skill Statements with Suggested Performance Indicators

- **Foundational** - Basic skills that **should be taught** within high school or, if not feasible, at a partnering college
- **Intermediate** - Advanced skills **encouraged to be taught** within high school, with some offered at a partnering college
- ▲ **Advanced** - Highly technical skills that **may be taught** within high school, with most offered at a partnering college

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
CC-MKG01 <i>Describe the individuals and organizations that collaborate to provide marketing services</i>	<p>A. Describe how individuals from different disciplines collaborate to provide marketing services (e.g., marketing, advertising, product management, public/customer relations, customer service, media & entertainment, social media, graphic design, finance, and accounting)</p> <p>B. Identify the roles and responsibilities of employees in the marketing field (e.g., marketing assistants; marketing specialists; marketing, product marketing, sales, communications, and digital media managers; brand ambassadors; content marketing, public relations, and search engine optimization specialists; market research analysts; social media coordinators; graphic designers; sales representatives; fundraisers; marketing teachers)</p> <p>C. Identify the types of organizations that are engaged in marketing (e.g., non-profits, small companies, corporations, financial services providers, political groups)</p>	A. ●	B. ■ C. ■	
CC-MKG02 <i>Demonstrate understanding of concepts and strategies used to explore, obtain, and develop in a marketing career</i>	<p>A. Demonstrate understanding of responsibilities in marketing to demonstrate ethical/legal behavior</p> <p>B. Explain the need for professional and ethical standards</p> <p>C. Explain employment opportunities in marketing</p> <p>D. Describe career pathways in marketing</p> <p>E. Describe networking strategies</p>	A. ● B. ● C. ●	D. ■ E. ■	

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>CC-MKG03</p> <p><i>Demonstrate understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and/or to build brand for the organization</i></p>	<p>A. Acquire a foundational knowledge of product/service management to understand its nature and scope (e.g., explain the nature and scope of the product/service management function, the management of product/service profitability, the impact of product life cycles on marketing decisions, the use of technology in the product/service management function, and/or business ethics in product/service management)</p> <p>B. Explain product mix and product bundling</p> <p>C. Generate product ideas to contribute to ongoing business success (e.g., identify product opportunities and ideas, implement techniques to generate a product idea)</p> <p>D. Position products/services to acquire desired business image (e.g., describe factors used by marketers to position products/services, explain the nature of product/service branding, describe the role of customer voice in branding)</p> <p>E. Demonstrate how to position company to acquire desired business image (e.g., describe corporate branding and factors used by businesses to position corporate brands, identify customer touch points)</p> <p>F. Explain and apply quality assurances to enhance product/service offerings (e.g., grades and standards, warranties and guarantees, consumer protection provisions of appropriate agencies)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p> <p>D. ●</p> <p>E. ●</p>	<p>F. ■</p>	
<p>CC-MKG04</p> <p><i>Demonstrate understanding of the concepts and processes needed to identify, select, monitor, and evaluate sales channels</i></p>	<p>A. Acquire foundational knowledge of channel management to understand its role in marketing (e.g., explain the nature and scope of channel management, explain the nature of channels of distribution, describe the use of technology in the channel management function, explain legal considerations in channel management, describe ethical considerations in channel management)</p> <p>B. Explain how to manage channel activities to minimize costs and to determine distribution strategies (e.g., describe how to coordinate channel management with other marketing activities, explain the nature of channel-member and affinity partner relationships)</p>	<p>A. ●</p>	<p>B. ■</p>	

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>CC-MKG05</p> <p><i>Demonstrate understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions</i></p>	<p>A. Acquire foundational knowledge of marketing-information management to understand its nature and scope (e.g., describe the need for marketing data, identify data monitored for marketing decision making, explain the nature and scope of the marketing-information management function, explain the role of ethics in marketing-information management, describe the use of technology in the marketing-information management function, describe the regulation of marketing-information management)</p> <p>B. Explain the nature of marketing research and its problems/issues</p> <p>C. Interpret marketing information to test hypotheses and/or to resolve issues (e.g., explain techniques for processing marketing data, monitor/measure customer “buzz,” explain the use of descriptive statistics in marketing decision making)</p> <p>D. Demonstrate understanding of data-collection methods to evaluate their appropriateness for the research problem/issue (e.g., describe data-collection methods [e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools], explain characteristics of effective data-collection instruments). Demonstrate understanding of marketing-research design considerations to evaluate their appropriateness for the research problem/issue (e.g., describe methods used to design marketing research studies [i.e., descriptive, exploratory, and causal], describe options businesses use to obtain marketing research data [i.e., primary and secondary research], discuss the nature of sampling plans [i.e., who, how many, how chosen])</p> <p>E. Evaluate marketing research procedures and findings to assess their credibility (e.g., identify sources of error in a research project, evaluate questionnaire design, assess appropriateness of marketing research for the problem/issue)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p>	<p>D. ■</p> <p>E. ■</p>	
<p>CC-MKG06</p> <p><i>Demonstrate understanding of the concepts and tactics utilized to determine and target marketing strategies to a select audience</i></p>	<p>A. Explain the concept of marketing strategies</p> <p>B. Explain the concept of market and market identification</p> <p>C. Employ marketing-information to plan marketing activities (e.g., explain the nature of marketing planning and plans and sales forecasts, explain the role of situation analysis)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p>		

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
CC-MKG07 <i>Demonstrate understanding of concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value</i>	A. Explain the nature and scope of the pricing function B. Explain factors affecting pricing decisions C. Describe the role of business ethics in pricing D. Explain the use of technology in the pricing function E. Explain legal considerations for pricing	A. ● B. ● C. ● D. ● E. ●		
CC-MKG08 <i>Demonstrate understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</i>	A. Acquire a foundational knowledge of promotion to understand its nature and scope (e.g., explain the role of promotion as a marketing function, explain the types of promotion, identify the elements of the promotional mix, describe the use of business ethics in promotion, describe the use of technology in the promotion function, describe the regulation of promotion) B. Explain promotional channels used to communicate with targeted audiences (e.g., types of advertising media, word-of-mouth channels used to communicate with targeted audiences, direct marketing channels, communications channels used in sales promotion, communications channels used in public-relations activities) C. Explain the components of advertisements and the importance of coordinating elements in advertisements D. Demonstrate understanding of the use of public-relations activities to communicate with targeted audiences (e.g., identify types of public-relations activities, discuss internal and external audiences for public relations activities)	A. ● B. ● C. ● D. ●		

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>CC-MKG09</p> <p><i>Demonstrate understanding of 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</i></p>	<p>A. Acquire a foundational knowledge of selling to understand its nature and scope (e.g., explain the nature and scope of the selling function, the role of customer service as a component of selling relationships, company selling policies, key factors in building a clientele, legal and ethical considerations in selling, the use of technology in the selling function)</p> <p>B. Analyze product knowledge to identify and communicate product features and benefits and to ensure appropriateness of product for the customer</p> <p>C. Demonstrate understanding of sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales (e.g., explain the selling process, discuss motivational theories that impact buying behavior)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p>		
<p>CC-MKG10</p> <p><i>Apply verbal and internal and external business correspondence skills to obtain and convey information</i></p>	<p>A. Demonstrate the ability to communicate verbally (including on the phone), in writing, and using electronic communication tools in the context of marketing</p> <p>B. Describe social platforms in depth</p> <p>C. Prepare day-to-day content for social platforms</p> <p>D. Write contact reports, white papers, pitch/sales letters, new business pitches, and marketing emails</p> <p>E. Plan and participate in mock-up client presentations (includes strategies and research findings)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p> <p>D. ●</p>	<p>E. ■</p>	

Marketing Management Knowledge and Skill Statements with Suggested Performance Indicators

- **Foundational** - Basic skills that *should be taught* within high school or, if not feasible, at a partnering college
- **Intermediate** - Advanced skills *encouraged to be taught* within high school, with some offered at a partnering college
- ▲ **Advanced** - Highly technical skills that *may be taught* within high school, with most offered at a partnering college

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
FA-MM01 <i>Demonstrate an understanding of techniques, strategies, and systems used to foster self-understanding and enhance relationships with others</i>	A. Manage internal and external business relationships to foster positive interactions (e.g., explain the impact of business customs and practices on global trade, describe the nature of business customs and practices in the North American market and regions of the world) B. Describe the concept of lifetime value of a customer (retention vs. turnover)		A. ■	B. ▲
FA-MM02 <i>Demonstrate an understanding of the techniques and systems that businesses use to plan, staff, lead, and organize its human resources</i>	A. Explain how to manage staff growth and development to increase productivity and employee satisfaction (e.g., how to ensure staff understanding of responsibilities, duties, functions, and authority levels, supervise marketing positions, determine adequacy of training courses, assess marketing personnel's ability to react to market developments) B. Describe techniques to staff an organization or a department within an organization (e.g., staff key marketing positions) C. Explain how to implement organizational skills to facilitate others' work efforts (e.g., how to determine internal/external resource requirements and responsibilities for projects).		A. ■ B. ■	C. ▲

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
FA-MM03 <i>Demonstrate an understanding of technology-related tools needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making</i>	<p>A. Explain how or demonstrate ability to use information-technology tools to manage and perform work responsibilities (e.g., analyze the impact of technology on marketing, automate services, analytical tracking guide business decision-making)</p> <p>B. Describe strategy to remain current as technology use in marketing evolves (e.g., artificial intelligence, ecommerce, video production)</p>		A. ■	B. ▲
FA-MM04 <i>Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</i>	<p>A. Implement (or explain how to implement) basic expense-control strategies to enhance a business's financial wellbeing (e.g., track invoices)</p> <p>B. Implement (or explain how to implement) purchasing activities to obtain business supplies, equipment, resources, and services (e.g., determine sources of relevant, new marketing data, evaluate options to purchase or sell marketing data)</p> <p>C. Describe or determine technology security strategies needed to protect customer information and company image (e.g., describe how to maintain security of marketing data, explain security considerations in marketing management)</p> <p>D. Describe or apply operational policies to perform procedures and activities that ensure marketing's efficiency and effectiveness (e.g., cleanse existing marketing data to maintain relevancy, apply marketing analytics)</p> <p>E. Describe how to or utilize business systems to expedite workflow and enhance a business's image (e.g., document marketing processes)</p> <p>F. Demonstrate understanding of corporate social responsibility (e.g., pollution, impact of marketing decisions on the environment)</p>	<p>A. ●</p> <p>B. ●</p> <p>C. ●</p> <p>D. ●</p>	E. ■	F. ▲

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>FA-MM05 <i>Demonstrate an understanding of the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization</i></p>	<p>A. Assess product packaging to improve its function and to improve its brand recognition (e.g., assess product-packaging requirements, evaluate graphic design on packages, evaluate adequacy of product packaging)</p> <p>B. Position products/services to acquire desired business image (e.g., develop positioning concept for a new product idea, communicate core values of product/service, identify product's/service's competitive advantage)</p> <p>C. Apply quality assurances to enhance product/service offerings (e.g., determine the impact of product standards' issues associated with global business)</p> <p>D. Employ product-development processes to maintain up-to-date product pipeline (e.g., explain new product-development processes)</p>	<p>A. ●</p>	<p>B. ■ C. ■</p>	<p>D. ▲</p>
<p>FA-MM06 <i>Demonstrate an understanding of the concepts, systems, and strategies needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions</i></p>	<p>A. Report findings to communicate research information to others (e.g., provide sales analysis reports)</p> <p>B. Manage marketing information to guide and assess promotional activities (e.g., measure media audience, leverage data to recommend personalized, relevant campaigns and support real-time customization of customer interactions)</p> <p>C. Employ marketing-information to aid in making and evaluating channel-management decisions (e.g., track channel management cost data, collect product quality data to aid in making channel-management decisions, obtain and track information about domestic and foreign suppliers/manufacturers)</p>	<p>A. ●</p>	<p>B. ■ C. ■</p>	

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>FA-MM07</p> <p><i>Demonstrate an understanding of the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome</i></p>	<p>A. Plan marketing communications to maximize effectiveness and to minimize costs (e.g., explain the nature of a promotional plan, coordinate activities in the promotional mix)</p> <p>B. Identify ways to track marketing-communications activities</p> <p>C. Demonstrate understanding of design principles to be able to communicate needs to designers (e.g., describe the use of color in advertisements, describe the elements of design, explain the use of illustrations in advertisements, discuss the nature of typography explain type styles used in advertisements, describe effective advertising layouts, identify types of drawing media, explain the impact of color harmonies on composition, describe digital color concepts)</p> <p>D. Participate in company’s community outreach involvement to foster a positive company image and to meet other professionals (e.g., explain the importance of company involvement in community activities, propose community issues for company involvement, participate in community outreach activities)</p> <p>E. Create written briefs for outside agencies/consultants to aid in promotional planning and development</p>	<p>A. ●</p> <p>B. ●</p>	<p>C. ■</p> <p>D. ■</p>	<p>E. ▲</p>

Professional Sales Knowledge and Skill Statements with Suggested Performance Indicators

- **Foundational** - Basic skills that **should be taught** within high school or, if not feasible, at a partnering college
- **Intermediate** - Advanced skills **encouraged to be taught** within high school, with some offered at a partnering college
- ▲ **Advanced** - Highly technical skills that **may be taught** within high school, with most offered at a partnering college

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
FA-PS01 <i>Demonstrate an understanding of the techniques and strategies used to foster positive, ongoing relationships with customers</i>	A. Foster positive relationships with customers to enhance sales (e.g., use digital media to enhance customer post-sales experience)	A. ●		
FA-PS02 <i>Demonstrate an understanding of the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning</i>	A. Acquire foundational knowledge of distribution to understand its role and function (e.g., explain the nature and scope of distribution, explain the relationship between customer service and distribution)	A. ●		
FA-PS03 <i>Demonstrate an understanding of the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions</i>	A. Employ marketing information to plan marketing activities (e.g., describe the use of target marketing in professional selling) B. Process marketing information to test hypotheses and/or to resolve issues (e.g., analyze market information)	A. ●	B. ■	

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>FA-PS04</p> <p><i>Demonstrate an understanding of 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</i></p>	<p>A. Demonstrate understanding of sales activities to show command of their nature and scope (e.g., explain the impact of sales and buying cycles, describe the impact that digital communication is having on selling)</p> <p>B. Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer (e.g., identify emerging trends for use in selling, differentiate between consumer and organizational buying behavior)</p> <p>C. Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales (e.g., build rapport and credibility with prospect, respond appropriately to prospect's individual personality type, determine prospect's buying motives for use in selling, facilitate prospect's buying decisions, question/probe to acquire understanding of prospect [priorities, problems, trends, issues, corporate aims and objectives, processes, buying process and criteria, and trading preferences], assess prospect's needs in relation to product offering, propose solution to prospect's needs/challenges [sales talk, sales proposal presentation], demonstrate product solution for prospect's needs, convert customer/client objections into selling points, close the sale, negotiate sales terms/agreement, oversee fulfillment/completion of sale, sell good/service/idea to individuals, sell good/service/idea to groups)</p> <p>D. Perform pre-sales activities to facilitate sales presentation (e.g., explain the use of marketing-research information in professional selling, prospect for customers, conduct preliminary customer/client qualification, conduct pre-visit research [e.g., customer's markets/products, customer's competitors, and competitors' offerings], determine sales strategies, book appointments with prospective clients, prepare sales presentation prepare and/or assemble sales materials)</p>	<p>A. ●</p>	<p>B. ■</p> <p>C. ■</p> <p>D. ■</p>	

Code and Knowledge and Skill Statement	Suggested Performance Indicators	Foundational	Intermediate	Advanced
<p>FA-PS05 <i>Demonstrate an understanding of sale completion, support, follow-up and planning</i></p>	<p>A. Explain how to or conduct post-sales follow-up activities to foster ongoing relationships with customers (e.g., plan follow-up strategies for use in selling, prepare sales reports, provide post-sales service, gather customer/client feedback to improve service, conduct self-assessment of sales performance)</p> <p>B. Describe how to or plan sales activities to increase sales efficiency and effectiveness (e.g., plan strategies for meeting sales quotas, develop strategies to win back former customers)</p> <p>C. Describe or conduct sales-support activities to meet prospect’s needs/ requirements (e.g., write product/service proposal, present proposal)</p> <p>D. Explain how to or process the sale to complete the exchange (e.g., calculate miscellaneous charges, process special orders, process telephone orders, process sales documentation)</p>		<p>A. ■</p> <p>B. ■</p> <p>C. ■</p>	<p>D. ▲</p>