

MARKETING, SALES, AND SERVICE

D. Professional Sales and Marketing Career Pathway

D1.0 Students understand the key concepts of professional sales and marketing.

BENCHMARKS	COURSE TITLES				
D1.1 Know the characteristics of a successful salesperson.					
D1.2 Understand how various types of selling are applied in wholesale and retail environments.					
D1.3 Know the steps of the selling process.					
D1.4 Know the techniques used by salespeople to enhance selling potential and increase customer satisfaction.					
D1.5 Understand the impact of a salesperson’s knowledge of the product and its effect on potential sales.					
D1.6 Understand buying motives and the customer’s decision-making process.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

D. Professional Sales and Marketing Career Pathway

D2.0 Students understand the theories and basic functions of sales management.

BENCHMARKS	COURSE TITLES				
D2.1 Understand the utility of strategic planning (including setting goals and planning activities) in guiding a sales force.					
D2.2 Know methods of motivating and evaluating sales staff.					
D2.3 Know various approaches for organizing and leading a sales force to maximize effectiveness.					
D2.4 Understand the importance of tracking sales figures and preparing sales reports to guide sales force activities.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

D. Professional Sales and Marketing Career Pathway

D3.0 Students understand how to access and use marketing information to enhance sales opportunities and activities.

BENCHMARKS	COURSE TITLES				
D3.1 Analyze and use data for identifying potential customers and clients.					
D3.2 Track trends and analyze data to forecast sales, predict economic conditions, and guide business activities.					
D3.3 Research consumers' needs and wants to develop, maintain, and improve a product or service.					
D3.4 Use Sales information to guide business activities.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

B. Entrepreneurship Career Pathway

B1.0 Students understand the basic aspects of entrepreneurship.

BENCHMARKS	COURSE TITLES				
B1.1 Analyze the characteristics of successful entrepreneurs.					
B1.2 Understand the different types of business ownership and the advantages and disadvantages of owning and managing a small business.					
B1.3 Apply principles and procedures of accounting and finance to the operation of a small business.					
B1.4 Know the risk management principles associated with small business ownership.					
B1.5 Formulate pricing strategies for goods and services for a small business.					
B1.6 Know how the various channels of distribution and inventory control systems are important to the marketing process of a small business.					
B1.7 Know the elements of effective human resources management and how these practices benefit small businesses.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

B. Entrepreneurship Career Pathway

B2.0 Students understand the elements and purpose of a business plan.

BENCHMARKS	COURSE TITLES				
B2.1 Understand the reasons a small business develops a business plan.					
B2.2 Conduct market research by using a variety of methods.					
B2.3 Analyze market research to develop a marketing plan.					
B2.4 Develop a financial plan that outlines sources of capital and projects income and expenses.					
B2.5 Analyze a proposed business situation and its potential market.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

B. Entrepreneurship Career Pathway

B3.0 Students understand how to use technology in a small business to gain a competitive advantage.

BENCHMARKS	COURSE TITLES				
B3.1 Know how technology and electronic media can be used to manage work flow and provide feedback for operational efficiency.					
B3.2 Know key technologies affecting small businesses and how they impact operations.					
B3.3 Understand the software technologies used to make a Web site effective for small business needs.					

Primary Delivery - **P**
Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

B. Entrepreneurship Career Pathway

B4.0 Students understand effective marketing of small businesses.

BENCHMARKS	COURSE TITLES				
B4.1 Know the selling techniques used to aid customers and clients in making buying decisions.					
B4.2 Know the components of a promotional plan (e.g., advertising, public relations, sales promotion) and how the plan is used to achieve a stated outcome.					
B4.3 Understand how products and services are conceived, developed, maintained, and improved in response to market opportunities.					
B4.4 Understand how market research is used to develop strategies for marketing products or services in a small business.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

B. Entrepreneurship Career Pathway

B5.0 Students understand the key economic concepts that affect small business ownership.

BENCHMARKS	COURSE TITLES				
B5.1 Understand the role and importance of entrepreneurship and the small business in the economy.					
B5.2 Understand common ways in which fiscal and monetary policies affect the economy (e.g., the availability of money and credit and business decisions).					
B5.3 Understand the role of government in the free enterprise system and its impact on small businesses.					
B5.4 Understand the relationship between supply and demand and pricing and production.					
B5.5 Know how scarcity and allocation affect small businesses.					
B5.6 Understand the importance of economic measurement and the factors used to calculate it.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

C. International Trade Career Pathway

C1.0 Students understand the fundamental concepts of international business.

BENCHMARKS	COURSE TITLES				
C1.1 Know the measures used to evaluate the economic conditions of a country and how economic development levels are determined.					
C1.2 Know the risks associated with various methods of entering the global marketplace.					
C1.3 Understand how trade agreements and barriers affect free trade.					
C1.4 Know how the technology base of various countries affects trade.					
C1.5 Know common financing sources and the payment methods used for international business transactions.					
C1.6 Understand the effect of imports and exports on production and manufacturing.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

C. International Trade Career Pathway

C2.0 Students understand how geographic, cultural, political, legal, historical, and economic factors influence international trade.

BENCHMARKS	COURSE TITLES				
C2.1 Understand the ways in which cultural factors affect the marketing of goods and services.					
C2.2 Understand international variations in business ethics and customs.					
C2.3 Analyze how international business is impacted by climate, distance, time zones, and topography.					
C2.4 Understand the impact of organized labor on international business.					
C2.5 Understand the ways in which a country's natural, financial, and human resources influence international business.					
C2.6 Analyze factors that affect currency and exchange rates.					
C2.7 Know how laws and regulations influence international trade.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

C. International Trade Career Pathway

C3.0 Students understand the role of information technology in modern global trade.

BENCHMARKS	COURSE TITLES				
C3.1 Use technology to buy and sell products and services online.					
C3.2 Know various methods used to promote a product or service online in the global marketplace.					
C3.3 Use technology to research international trade opportunities.					
C3.4 Analyze security measures used to protect businesses and consumers engaging in international e-commerce.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

C. International Trade Career Pathway

C4.0 Students understand the logistics of importing and exporting products and services.

BENCHMARKS	COURSE TITLES				
C4.1 Explain direct and indirect distribution channels by identifying various distribution intermediaries and discussing their functions in international trade.					
C4.2 Explain how products are prepared for international distribution, including packing and documentation.					
C4.3 Know the most appropriate methods of transporting various products internationally.					

Primary Delivery - **P**
Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

A. E-Commerce Career Pathway

A1.0 Students understand the fundamental concepts of e-commerce

BENCHMARKS	COURSE TITLES				
A1.1 Explain how e-commerce is similar to and different from traditional commerce, including comparing the competitive environment of online models with traditional business models.					
A1.2 Understand the economic impact of the partnership between the Internet and business.					
A1.3 Understand the role of the Internet in expanding business options and creating diverse marketplace opportunities.					
A1.4 Analyze information gained through e-market research to make decisions about marketing goods and services online.					
A1.5 Identify common e-market research activities and the type of information each provides.					
A1.6 Know appropriate methods of product or service delivery in an e-commerce environment.					

Primary Delivery - **P**

Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

A. E-Commerce Career Pathway

A2.0 Students understand the decisions an e-commerce business makes in the development of products and services:

BENCHMARKS		COURSE TITLES				
A2.1	Understand how e-commerce has affected traditional branding strategies.					
A2.2	Know how an e-commerce Web site must label products to meet legal and ethical business requirements.					
A2.3	Understand the importance of appropriate and attractive presentation of goods and services sold electronically.					
A2.4	Know the techniques used by marketers in an online environment to position products and services.					
A2.5	Know the procedures involved in product planning for an online business.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

A. E-Commerce Career Pathway

A3.0 Students understand important promotional strategies for communicating information about products, services, images, and ideas in an e-commerce environment.

BENCHMARKS	COURSE TITLES				
A3.1 Understand the benefits of online communication channels, such as chat rooms, news groups, list serves, and message boards, as they pertain to online advertising.					
A3.2 Understand the function of Internet hyperlinks and their potential usefulness to e-business marketing strategies.					
A3.3 Know the essential components of an effective e-commerce Web site.					
A3.4 Know public relations strategies and techniques for online businesses.					
A3.5 Know how to use keywords and register Web sites to make them easily accessible through online searches.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

A. E-Commerce Career Pathway

A4.0 Students understand the purpose, process, and components of effective online sales and purchasing.

BENCHMARKS	COURSE TITLES				
A4.1 Understand what motivates consumers to buy online.					
A4.2 Understand the relationship between business ethics and consumer confidence in an e-commerce environment and its impact on the techniques used to build customer relationships.					
A4.3 Know various payment options for online purchases and their relative advantages and disadvantages for consumers and businesses					
A4.4 Understand the methods used to provide Internet customers with product and service knowledge.					
A4.5 Know the key components of relationship marketing in an e-commerce environment.					

Primary Delivery - **P**
 Secondary Delivery - **S**

MARKETING, SALES, AND SERVICE

A. E-Commerce Career Pathway

A5.0 Students understand the role of technology as it relates to e-commerce.

BENCHMARKS	COURSE TITLES				
A5.1 Understand the role of e-mail in an e-commerce environment.					
A5.2 Know the key components of Web hosting packages and how they fit various business needs.					
A5.3 Analyze the effectiveness of various methods available for making online purchases and payments.					
A5.4 Know common security measures used to protect businesses and consumers engaging in e-commerce.					
A5.5 Know how various tools used in e-commerce (e.g., Web authoring programs, database solutions) contribute to Web site effectiveness.					

Primary Delivery - **P**
 Secondary Delivery - **S**