

Marketing

ACADEMIC SKILLS

AA SPEAKING AND LISTENING

AA1 Utilize effective verbal and non-verbal communication skills

AA2 Participate in conversation, discussion and group presentations

AA3 Communicate and follow directions/procedures

AA4 Utilize speaking and listening skills to communicate effectively with customers and co-workers

AB READING AND WRITING

AB1 Locate and interpret written information

AB2 Read and interpret workplace documents, e.g., reports, manuals, schematics, flowcharts, tables, graphs

AB3 Identify relevant details, facts and specifications

AB4 Record information accurately and completely

AB5 Demonstrate competence in organizing, writing and editing using correct vocabulary, spelling, grammar and punctuation

AB6 Demonstrate the ability to write clearly and concisely using industry-specific terminology

AC CRITICAL THINKING AND PROBLEM SOLVING

AC1 Utilize critical-thinking skills to determine best options/outcomes, e.g., analyze reliable/unreliable sources of information, use previous experiences, implement crisis management, develop contingency planning

AC2 Utilize innovation and problem-solving skills to arrive at the best solution for the current situation

AC3 Implement effective decision-making skills

AD MATHEMATICS

AD1 Perform basic and higher-level math operations, e.g., addition, subtraction, multiplication, division, decimals, fractions, units of conversion, averaging, percentage, proportion, ratios, numbering systems

AD2 Solve problems using measurement skills, e.g., distance, weight, area, volume

AD3 Make reasonable estimates

AD4 Use tables, graphs, diagrams and charts to obtain or convey information

AD5 Use reasoning and problem-solving skills in mathematics

AE FINANCIAL LITERACY

AE1 Locate, evaluate and apply personal financial information

AE2 Identify the components of a budget and how one is created

AE3 Set personal financial goals and develop a plan for achieving them

AE4 Describe types of financial service providers and considerations in selecting a provider

AE5 Demonstrate ability to meet financial obligations

AF INTERNET USE AND SECURITY

AF1 Recognize the potential risks associated with internet and social media use

AF2 Identify and apply internet security practices, e.g., password security, login, logout, log off, lock computer

AF3 Practice safe, legal and responsible use of technology in the workplace

AG INFORMATION TECHNOLOGY

AG1 Use technology appropriately to enhance professional presentations

AG2 Demonstrate effective, appropriate and ethical use of social media

AG3 Identify ways social media can be used as marketing, advertising and data gathering tools

AH TELECOMMUNICATIONS

AH1 Select and utilize the appropriate environment, devices, services and applications to complete workplace tasks

AH2 Demonstrate appropriate etiquette when using telecommunications, e.g., cell phone, e-mail, messaging services, online meetings, conference calls

EMPLOYABILITY SKILLS

EA POSITIVE WORK ETHIC

EA1 Explain the importance of pride and confidence about work and learning new tasks

EA2 Demonstrate consistent and punctual attendance

EA3 Demonstrate initiative in assuming tasks

EA4 Exhibit dependability in the workplace

EA5 Take and provide direction in the workplace

EA6 Accept responsibility for personal decisions and actions

EB INTEGRITY

EB1 Abide by workplace policies and procedures, e.g., safety, internet and cell phone use, code of conduct

EB2 Demonstrate honesty and reliability

EB3 Demonstrate ethical characteristics and behaviors

EB4 Maintain confidentiality and integrity of company information

EB5 Support the mission and vision of the company

EC SELF-REPRESENTATION

EC1 Demonstrate appropriate dress and hygiene in the workplace

EC2 Use language and manners suitable for the workplace

EC3 Demonstrate polite and respectful behavior toward others

ED TIME, TASK AND RESOURCE MANAGEMENT

ED1 Plan and follow a work schedule

ED2 Complete work tasks successfully with minimal supervision

ED3 Work successfully within budgetary constraints

ED4 Demonstrate ability to stay on task to produce high-quality deliverables on time

EE DIVERSITY AWARENESS

EE1 Define and differentiate diversity, equity, inclusion, discrimination and harassment

EE2 Work effectively with all customers and co-workers

EE3 Explain the benefits of diversity within the workplace

EE4 Explain the importance of respect for the feelings, values and beliefs of others

EE5 Identify strategies to bridge cultural/generational differences and use differing perspectives to increase the overall quality of work

EE6 Illustrate techniques for eliminating bias and stereotyping in the workplace

EE7 Identify ways tasks can be structured to accommodate the diverse needs of workers

EE8 Recognize the challenges and advantages of a global workforce

EF TEAMWORK

EF1 Recognize the characteristics of a team environment and conventional workplace

EF2 Demonstrate effective team skills, e.g., setting goals, listening, following directions, questioning, dividing work, conflict resolution, meeting facilitation, and evaluate their importance in the workplace

EG CREATIVITY AND RESOURCEFULNESS

EG1 Explain the importance of contributing and conveying new ideas in the workplace

EG2 Describe the importance of posing questions when developing ideas

EG3 Explain the value of varying ideas and opinions

EG4 Locate and verify information during the creative process

EH CONFLICT RESOLUTION

EH1 Identify conflict resolution skills to enhance productivity and improve workplace relationships

EH2 Implement conflict resolution strategies and problem-solving skills

EH3 Explain the use of documentation and its role as a component of conflict resolution

EI CUSTOMER/CLIENT SERVICE

EI1 Recognize the importance of and demonstrate how to properly greet/approach customers and clients

EI2 Identify and address needs of customers/clients

EI3 Provide helpful, courteous and knowledgeable service

EI4 Identify appropriate channels of communication with customers/clients, e.g., online, phone call, face-to-face

EI5 Identify techniques to seek and use customer/client feedback to improve company services

EI6 Explain the relationship between customer/client satisfaction and company success

EJ ORGANIZATIONS, SYSTEMS AND CLIMATES

EJ1 Define profit and identify factors affecting the profitability of a business

EJ2 Identify "big picture" issues in conducting business, e.g., forecasting, global market, risk management

EJ3 Identify roles in fulfilling the mission of the workplace

EJ4 Identify the rights of workers, e.g., adult and child labor laws, and other equal employment opportunity laws

EJ5 Recognize the chain of command, organizational flow chart system and hierarchy of management within an organization

EK JOB ACQUISITION AND ADVANCEMENT

EK1 Recognize the importance of maintaining a job and pursuing a career

EK2 Define jobs associated with a specific career path or profession

EK3 Identify and seek various work experience opportunities, e.g., volunteerism, internships, co-op, part-time/full-time employment

EK4 Prepare a resume, cover letter and job application

EK5 Prepare for and participate in a job interview, e.g., research company, highlight personal strengths, prepare questions, conduct a mock interview, dress appropriately

EK6 Explain the components of a successful job interview

EK7 Identify key factors to evaluate employment offers, e.g., salary, benefits packages

EK8 Explain the proper procedure for leaving a job

EL LIFELONG LEARNING

EL1 Acquire current and emerging industry-related information

EL2 Demonstrate commitment to learning as a life-long process and recognize learning opportunities

EL3 Identify various self-improvement opportunities

EL4 Explain the importance of adaptability in career planning and self-management, e.g., diverse portfolio, credentials, professional development

EL5 Employ leadership skills to achieve workplace objectives, e.g., personal vision, adaptability, change, shared vision

EL6 Recognize the importance of job performance evaluation and coaching as it relates to career advancement

EL7 Accept and provide constructive criticism

EL8 Describe the impact of the global economy on jobs and careers

EM JOB SPECIFIC TECHNOLOGIES

EM1 Identify the value of new technologies and their impact on driving continuous change and the need for lifelong learning

EM2 Research and identify emerging technologies for specific careers

EM3 Select appropriate technological resources to accomplish work

EN HEALTH AND SAFETY

EN1 Identify and assume responsibility for the safety of self and others

EN2 Follow safety guidelines in the workplace, e.g., OSHA, CDC

EN3 Explain the impact of personal health and wellness on job performance

OCCUPATIONAL SKILLS

OA BUSINESS LAW

OA1 Acquire foundational knowledge of business laws and regulations to understand their nature and scope

OA2 Apply knowledge of business ownership to establish and continue business operations

OB CHANNEL MANAGEMENT

OB1 Acquire foundational knowledge of channel management to understand its role in marketing

OC COMMUNICATION SKILLS

OC1 Read to acquire meaning from written material and to apply the information to a task

OC2 Apply active listening skills to demonstrate understanding of what is being said

OC3 Apply verbal skills to obtain and convey information

OC4 Record information to maintain and present a report of business activity

OC5 Write internal and external business correspondence to convey and obtain information effectively

OC6 Use social media to communicate with a business's stakeholders

OC7 Communicate with staff to clarify workplace objectives

OD CUSTOMER RELATIONS

OD1 Foster positive relationships with customers to enhance company image

OD2 Resolve conflicts with/for customers to encourage repeat business

OD3 Reinforce company's image to exhibit the company's brand promise

OD4 Understand the nature of customer relationship management to show its contributions to a company

OE ECONOMICS

OE1 Understand fundamental economic concepts to obtain a foundation for employment in business

OE2 Understand the nature of business to show its contributions to society

OE3 Understand economic systems to be able to recognize the environments in which businesses function

OE4 Acquire knowledge of the impact of government on business activities to make informed economic decisions

OE5 Analyze cost/profit relationships to guide business decision-making

OE6 Understand economic indicators to recognize economic trends and conditions

OF EMOTIONAL INTELLIGENCE

OF1 Foster self-understanding to recognize the impact of personal feelings on others

OF2 Develop personal traits to foster career advancement

OF3 Apply ethics to demonstrate trustworthiness

OF4 Exhibit techniques to manage emotional reactions to people and situations

OF5 Identify with others' feelings, needs and concerns to enhance interpersonal relations

OF6 Use communication skills to foster open honest communications

OF7 Use communication skills to influence others

OF8 Manage stressful situations to minimize potential negative impact

OF9 Implement teamwork techniques to accomplish goals

OF10 Employ leadership skills to achieve workplace objectives

OF11 Manage internal and external business relationships to foster positive interactions

OG FINANCIAL ANALYSIS

OG1 Understand the fundamental principles of money needed to make financial exchanges

OG2 Analyze financial needs and goals to determine financial requirements

OG3 Manage personal finances to achieve financial goals

OG4 Use investment strategies to ensure financial well-being

OG5 Acquire a foundational knowledge of accounting to understand its nature and scope

OG6 Implement accounting procedures to track money flow and to determine financial status

OG7 Maintain cash controls to track cash flow

OH INFORMATION MANAGEMENT

OH1 Acquire a foundational knowledge of information management to understand its nature and scope

OH2 Utilize information-technology tools to manage and perform work responsibilities

OH3 Maintain business records to facilitate business operations

OH4 Acquire information to guide business decision-making

OI MARKETING

OI1 Understand marketing's role and function in business to facilitate economic exchanges with customers

OI2 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making

OI3 Acquire an understanding of marketing's role and function in business to facilitate work among departments

OJ MARKETING INFORMATION MANAGEMENT

OJ1 Acquire foundational knowledge of marketing-information management to understand its nature and scope

OJ2 Understand marketing-research activities to show command of their nature and scope

OJ3 Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue

OJ4 Understand data-collection methods to evaluate their appropriateness for the research problem/issue

OK MARKET PLANNING

OK1 Develop marketing strategies to guide marketing tactics

OK2 Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI)

OK3 Employ marketing-information to plan marketing activities

OL OPERATIONS

OL1 Understand operation's role and function in business to value its contribution to a company

OL2 Adhere to health and safety regulations to support a safe work environment

OL3 Implement safety procedures to minimize loss

OL4 Implement security policies/procedures to minimize chance for loss

OL5 Comply with security rules, regulations and codes, e.g., property, privacy, access, confidentiality to protect customer and company information, reputation and image

OL6 Acquire a foundational knowledge of project management to understand its nature and scope

OL7 Utilize project management skills to improve workflow and minimize costs

OL8 Implement purchasing activities to obtain business supplies, equipment, resources and services

OL9 Understand production's role and function in business to recognize its need in an organization

OL10 Implement receiving processes to ensure accuracy and quality of incoming shipments

OL11 Utilize stock-handling procedures to process incoming inventory

OL12 Utilize warehousing procedures to store inventory until needed

OM PRICING

OM1 Develop a foundational knowledge of pricing to understand its role

OM2 Employ pricing strategies to determine optimal pricing

ON PRODUCT/SERVICE MANAGEMENT

ON1 Acquire a foundational knowledge of product/service management to understand its nature and scope

ON2 Generate product ideas to contribute to ongoing business success

ON3 Apply quality assurances to enhance product/service offerings

ON4 Employ product-mix strategies to meet customer expectations

ON5 Position company to acquire desired business image

ON6 Position products/services to acquire desired business image

OO PROFESSIONAL DEVELOPMENT

OO1 Acquire self-development skills to enhance relationships and improve efficiency in the work environment

OO2 Understand and follow company rules and regulations to maintain employment

OO3 Utilize critical thinking skills to determine best options/outcomes

OO4 Participate in career planning to enhance job success potential

OO5 Implement job seeking skills to obtain employment

OO6 Utilize career advancement activities to enhance professional development

OO7 Understand responsibilities in marketing to demonstrate ethical/legal behavior

OO8 Explain employment opportunities in marketing

OP PROMOTION

OP1 Acquire a foundational knowledge of promotion to understand its nature and scope

OP2 Understand promotional channels used to communicate with targeted audiences

OP3 Understand the use of an advertisement's components to communicate with targeted audiences

OQ SELLING

OQ1 Acquire a foundational knowledge of selling to understand its nature and scope

OQ2 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer

OQ3 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

OQ4 Perform pre-sales activities to facilitate sales presentation

OQ5 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

OR STRATEGIC MANAGEMENT

OR1 Recognize management's role to understand its contribution to business success

OR2 Utilize planning tools to guide organization's/department's activities