

Indiana CTE

# Marketing and Sales

## Marketing and Sales

### I Principles of Business Management 4562

- a Domain: Introduction to Business 4562.D1
  - 1 Identify the social, legal, economic, and ethical challenges of the business environment. 4562.D1.1
  - 2 Identify management and leadership functions, and the relationship to operations and supply chain management. 4562.D1.2
  - 3 Relate the characteristics of organizational structures to legal forms of business ownership including small business and entrepreneurship. 4562.D1.3
  - 4 Examine the principles of short- and long-range financial planning, as well as the role of the stock exchanges in the financial markets. 4562.D1.4
  - 5 Analyze business issues and events related to strategic decision-making in an international and global context. 4562.D1.5
  - 6 Describe the marketing mix/marketing concept and its relationship to purchasing, production, distribution, and quality. 4562.D1.6
  - 7 Interpret the importance of communication and technology to the success of the organization. 4562.D1.7
  - 8 List and describe the human resource functions in business. 4562.D1.8
  - 9 Examine career opportunities in business. 4562.D1.9
- b Business Software Applications 4562.D2
  - 1 Explain the purpose of information systems to support organizations and enhance productivity. 4562.D2.1
  - 2 Explain the physical components and operation of microcomputers. 4562.D2.2
  - 3 Use word processing, spreadsheet, database, and presentation applications to perform key business tasks. 4562.D2.3
  - 4 Explain the difference between computer operating systems and user software programs. 4562.D2.4
  - 5 Identify when to use appropriate features within a software application. 4562.D2.5
  - 6 Utilize internet applications and “cloud” technologies in business situations. 4562.D2.6
  - 7 Utilize collaboration technologies. 4562.D2.7
  - 8 Explain security goals, response to threats, and safeguards. 4562.D2.8
  - 9 Discuss issues related to the ethical use of information technology. 4562.D2.9

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## II Marketing Fundamentals 5914

### a Domain: Marketing 5914.D1

- 1 Analyze the nature of marketing in a competitive market, and how it functions in domestic and global economies. 5914.D1.1
- 2 Describe the various environmental factors affecting marketing decisions. 5914.D1.2
- 3 Explain how mission, situational analysis, objectives, positioning, and product and market analysis affect planning, forecasting and overall marketing strategy. 5914.D1.3
- 4 Explain the process of marketing research and its influences on marketing strategy. 5914.D1.4
- 5 Apply market segmentation, describe its relationship to selecting a target market, and discuss its effect on the success of the marketing plan. 5914.D1.5
- 6 Explain the purchase decision process and influences that affect consumer behavior. 5914.D1.6
- 7 Discuss and explain how logistics, marketing channels, and supply chain management create utility. 5914.D1.7
- 8 Discuss pricing strategy as it relates to markets, segments, and profitability. 5914.D1.8
- 9 Explain the correlation between marketing metrics and customer relationship management in providing feedback to identify gaps in meeting marketing objectives. 5914.D1.9
- 10 Construct an integrated marketing plan. 5914.D1.10

### b Domain: Selling 5914.D2

- 1 Discuss the relationship between personal selling and the marketing concept/marketing mix. 5914.D2.1
- 2 List the characteristics of industrial buying behavior and consumer buying behavior. 5914.D2.2
- 3 List or state personal attributes and performance characteristics of successful salespersons. 5914.D2.3
- 4 Understand and utilize varieties of communication forms to adapt to the buyer/seller relationship. 5914.D2.4
- 5 Describe the importance of knowledge of the company, the competition, and the product and its impact on selling activities. 5914.D2.5
- 6 List the stages of the selling process. 5914.D2.6
- 7 Discuss managerial concerns that affect salespersons' performance appraisals. 5914.D2.7
- 8 Develop and deliver a prepared tailored presentation. 5914.D2.8

### c Domain: Promotions 5914.D3

- 1 Explain the role of promotion as a marketing function 5914.D3.1
- 2 Compare and contrast the types of promotion 5914.D3.2
- 3 Identify the elements of the promotional mix 5914.D3.3
- 4 Describe the use of business ethics in promotion 5914.D3.4
- 5 Differentiate types of advertising media, both traditional and digital 5914.D3.5

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### III Digital Marketing 7145

#### a Domain: Digital Marketing 7145.D1

- 1 Identify the real-time informational value of digital media. 7145.D1.1
- 2 Execute digital marketing tactics in an integrated marketing strategy to facilitate organizational goals, including but not limited to an integrated digital marketing plan, differentiation, positioning, and branding. 7145.D1.2
- 3 Discuss the ethical and legal issues for digital marketing. 7145.D1.3
- 4 Select correct digital media channels for desired communication objectives. 7145.D1.4
- 5 Describe the most common digital media tactics (i.e., Website, Search Engine Marketing (SEM), Email, Social Media, Paid Ads, Blogs, etc.) and the effective use of each. 7145.D1.5
- 6 Identify how an integrated digital marketing plan can improve brand recognition, expand the customer base, generate loyalty, and build relationships. 7145.D1.6
- 7 Describe the impact of digital media in delivering the marketing mix to the target market. 7145.D1.7
- 8 Discuss methods for soliciting and utilizing Voice of Customer. 7145.D1.8
- 9 Create and maintain company blogs as a method to engage in interactive conversations with customers to maintain or enhance customer experience and engagement with your brand, building trust, credibility, and loyalty. 7145.D1.9
- 10 Use professional social networking applications for recruitment and B-to-B communication (i.e., industry discussion groups, company buzz, polls of network and target groups). 7145.D1.10
- 11 Discuss the role of mobile technology and location-based marketing tools to bring the Internet to point of sale and connect with customers where they are. 7145.D1.11
- 12 Create personalized online video marketing content and channels. 7145.D1.12
- 13 Develop familiarity with social media aggregators to manage various media efficiently and effectively. 7145.D1.13
- 14 Discuss digital media from a global marketing perspective. 7145.D1.14
- 15 Track effectiveness and return-on-investment (ROI) of digital marketing tactics using digital analytics tools. 7145.D1.15

#### b Domain: Digital Marketing Management 7145.D2

- 1 Describe the impact of the internet and digital tools on marketing management. 7145.D2.1
- 2 Identify methods of employing digital marketing for demand generation. 7145.D2.2
- 3 Apply marketing concepts (i.e., 4P's, integrated marketing strategy, adopter categories, product life cycle, market segmentation, and decision-making

process) to digital marketing. 7145.D2.3

- 4 Discuss the use of the Internet for primary and secondary marketing research. 7145.D2.4
- 5 Judge digital product strategies including differentiation, branding, and positioning. 7145.D2.5
- 6 Distinguish the factors putting downward pressure on online pricing and general pricing strategies for digital marketing. 7145.D2.6
- 7 Explain how the Internet has both shortened and lengthened distribution channels and changed channel leadership and power. 7145.D2.7
- 8 Compare the advantages and disadvantages of e-commerce. 7145.D2.8
- 9 Propose the implications of the Internet and digital media for sales promotion, advertising, personal selling, public relations, customer service, and relationship marketing. 7145.D2.9
- 10 Evaluate website effectiveness, plan a website, and measure return-on-investment (ROI) of a website. 7145.D2.10
- 11 Discuss the major ethical, legal, and security issues of digital marketing and e-commerce. 7145.D2.11
- 12 Describe global marketing environmental factors for digital marketing and e-commerce. 7145.D2.12
- 13 Examine the importance of tracking online user behavior and identify the latest digital tracking methods. 7145.D2.13
- 14 Integrate an organization's goals and values into an integrated digital organization by transforming the organizational culture, attitudes and proficiencies toward digital media. 7145.D2.14
- 15 Evaluate and explain the effectiveness and return-on-investment (ROI) of an integrated digital marketing strategy using digital analytics tools. 7145.D2.15

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## **IV Strategic Marketing** 5918

### **a** Domain: Marketing Research 5918.D1

- 1 Define market research and its importance in the marketplace. 5918.D1.1
- 2 Analyze the marketing research process. 5918.D1.2
- 3 Create effective questionnaires. 5918.D1.3
- 4 Distinguish between data collection techniques. 5918.D1.4
- 5 Evaluate different tabulation techniques. 5918.D1.5
- 6 Demonstrate proper proposal and report writing. 5918.D1.6

### **b** Domain: Consumer Behavior 5918.D2

- 1 Define consumer behavior and examine its relationship to the marketing mix. 5918.D2.1
- 2 Summarize the factors that affect consumer behavior including consumer motivation, lifestyle, product quality, economics, advertising, and buying habits. 5918.D2.2
- 3 Interpret the consumer decision process in relation to consumer buying habits. 5918.D2.3
- 4 Discuss and analyze the buyer's psychological and social psychological actions and reactions. 5918.D2.4
- 5 Explain how consumer behavior principles can be applied practically to the professional practice of marketing. 5918.D2.5
- 6 Apply the concepts of consumer behavior that affect marketing management decisions. 5918.D2.6
- 7 Explain the ethical and societal implications of consumer behavior in marketing. 5918.D2.7

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## V Business Management Capstone 7201

- a Domain: Define management, managers, and the basic management functions. 7201.D1
  - 1 Evaluate classical, behavioral, quantitative, and contemporary management theories in regard to process, motivation, and expected outcomes. Distinguish between the external, task, and 7201.D1.1
  - 2 internal environments of organizations. 7201.D1.2
  - 3 Discuss social responsibility, the meaning of ethics in the business setting, and the social audit. 7201.D1.3
  - 4 Assess the roles of goals and goal setting in the planning process and identify barriers that may interfere with goal setting. 7201.D1.4
  - 5 Appraise the strategic planning process and the process of strategy implementation. 7201.D1.5
  - 6 Structure and support the steps in the decision-making process. 7201.D1.6
  - 7 Identify and describe the major purposes for and types of forecasting techniques. 7201.D1.7
  - 8 Discuss the nature of work specialization, departmentalization, and scheduling within the scope of management. 7201.D1.8
  - 9 Discuss how organizational activities are coordinated and describe the management of organizational conflict. 7201.D1.9
  - 10 Appraise international business practices and evaluate against cultural and political values. 7201.D1.10
- b Domain: Business Law 7201.D2
  - 1 Discuss state and federal judicial systems and jurisdictions. 7201.D2.1
  - 2 Identify the sources of laws as applied to business. 7201.D2.2
  - 3 Apply appropriate legal principles to contractual obligations. 7201.D2.3
  - 4 Understand the parameters of the various business structures. 7201.D2.4
  - 5 Apply the laws of agency and debt adjustment to factual situations. 7201.D2.5
  - 6 Recognize the obligations and rights of parties to negotiate instruments. 7201.D2.6
  - 7 Recognize the rights and obligations of parties as regards personal and real property. 7201.D2.7
  - 8 Recognize the rights and obligations of the parties to sales and lease of goods contracts. 7201.D2.8
  - 9 Apply the Uniform Commercial Code to sales contracts and differentiate common law and Uniform Commercial Code situations. 7201.D2.9
  - 10 Understand the application of consumer protection laws. 7201.D2.10
  - 11 Recognize the importance of both Federal and State employment laws to effective organizational leadership. 7201.D2.11

12 Understand the importance of protecting intellectual property rights. 7201.D2.12

c Domain: Accounting 7201.D3

- 1 Recognize the meaning and function of accounting, its importance, and basic US accounting rules and the body most responsible for their development. 7201.D3.1
- 2 Use the accounting cycle, including analyzing and recording transactions and preparing basic financial statements in accordance with accrual accounting principles. 7201.D3.2
- 3 Account for buying and selling merchandise, including using LIFO, FIFO, and weighted average to assign values to cost of goods sold and ending inventory. 7201.D3.3
- 4 Recognize the purpose, advantages, disadvantages, and limitations of internal controls. Prepare a bank reconciliation. 7201.D3.4
- 5 Account for uncollectible accounts receivable using the allowance method. 7201.D3.5
- 6 Account for notes receivable, including interest accruals. 7201.D3.6
- 7 Account for notes payable, including interest accruals. Recognize acceptable accounting for basic payroll and other short-term liabilities. Recognize the cost of a plant asset and use accepted method(s) to depreciate a plant asset. 7201.D3.7
- 8 Account for the disposal of a plant asset. Recognize acceptable accounting for other non-current assets. 7201.D3.8
- 9 Calculate the present value of bonds at issuance and account for borrowing by issuing bonds. 7201.D3.9
- 10 Account for issuing common and preferred stock, treasury stock transactions, and for dividends. 7201.D3.10
- 11 Prepare a multi-step income statement and a classified balance sheet. Given cash pieces, prepare a statement of cash flows 7201.D3.11
- 12 Analyze a set of financial statements for profitability and liquidity. 7201.D3.12
- 13 Communicate effectively both orally and in writing, using professional, business English. 7201.D3.13