

Marketing Career Cluster

Performance Indicators

The Marketing Career Cluster Performance Indicators are used for the following competitive events:

- Advertising Campaign
- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Team Decision Making
- DECA Quiz Bowl
- Fashion Merchandising Promotion Plan
- Food Marketing Series
- Marketing Management Series
- Retail Merchandising Series
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Technical Sales Event

Draft Performance Indicators
2009 - 2010 DECA Competitive Events

Performance Indicators for this competitive event are used to define the parameters of the written exam and other activities that are part of the overall competition. These performance indicators are a draft of the final document planned for release in the summer of 2010 for the 2011 events. This draft is the basis of events for the 2010 DECA ICDC only.

This draft list was compiled by *MBAResearch* and Curriculum Center and DECA Inc. and represents preliminary efforts to support all DECA competitive events within the overall framework of the National Marketing Education Standards. Individual indicators are based on a review of prior research and on extensive review of available online and print literature—both from industry and education. Over the next year, *MBAResearch* and DECA Inc. will refine the list, edit, and evaluate individual indicators and validate the entire list with the national business community.

For additional information on these Performance Indicators, the National Curriculum Framework, or the National Marketing Education Standards, please visit the *MBAResearch* web site at www.MBAResearch.org. Questions may be e-mailed to betho@MBAResearch.org

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Note: *Performance Indicators with * in front will only be used for role-plays and case studies. Performance Indicators without * in front will be used for comprehensive exam questions, role-plays and case studies.*

Instructional Area: Business Law

Knowledge and Skill Statement: Understands business’s responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions

Performance Element: Acquire foundational knowledge of business laws and regulations to understand their nature and scope.

Performance Indicators:

- Discuss the nature of law and sources of law in the United States
- Describe the United States’ judicial system
- Describe legal issues affecting businesses

Performance Element: Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts.

Performance Indicators:

- Identify the basic torts relating to business enterprises
- Describe the nature of legally binding contracts

Performance Element: Explore the regulatory environment of United States’ businesses to understand the diversity of regulations.

Performance Indicators:

- Describe the nature of legal procedure
- Discuss the nature of debtor-creditor relationships
- Explain the nature of agency relationships
- Discuss the nature of environmental law
- Discuss the role of administrative law

Performance Element: Apply knowledge of business ownership to establish and continue business operations.

Performance Indicators:

- Explain types of business ownership

Performance Element: Adhere to commerce laws and regulations to establish and continue business operations.

Performance Indicators:

- *Explain the nature of trade regulations.
- *Explain the nature of environmental regulations.

Performance Element: Understand human-resource laws and regulations to facilitate business operations.

Performance Indicators:

- *Explain the nature of personnel regulations.
- *Explain the nature of workplace regulations (including OSHA, ADA).

Performance Element: Additional specialized performance indicators.

Performance Indicators:

- *Discuss the role of government agencies in the food marketing industry
- *Discuss food safety laws and regulations
- *Explain the nature of health and sanitation laws affecting food marketing
- *Describe country of origin labeling requirements
- *Describe the role of governing bodies in the sport industry
- *Describe legal issues affecting the marketing of sport/event products

Instructional Area: Communication Skills

Knowledge and Skill Statement: Understands the concepts, strategies, and systems used to obtain and convey ideas and information

Performance Element: Read to acquire meaning from written material and to apply the information to a task.

Performance Indicators:

- Identify sources that provide relevant, valid written material
- Extract relevant information from written materials
- Apply written directions to achieve tasks
- Analyze company resources to ascertain policies and procedures

Performance Element: Apply active listening skills to demonstrate understanding of what is being said.

Performance Indicators:

- Explain communication techniques that support and encourage a speaker
- Follow oral directions
- Demonstrate active listening skills

Performance Element: Apply verbal skills to obtain and convey information.

Performance Indicators:

- Explain the nature of effective verbal communications
- Ask relevant questions
- Interpret others' nonverbal cues
- Provide legitimate responses to inquiries
- Give verbal directions
- Employ communication styles appropriate to target audience
- Defend ideas objectively
- Handle telephone calls in a businesslike manner
- Participate in group discussions
- Make oral presentations

Performance Element: Record information to maintain and present a report of business activity.

Performance Indicators:

- Utilize note-taking strategies
- Organize information
- Select and use appropriate graphic aids

Performance Element: Write internal and external business correspondence to convey and obtain information effectively.

Performance Indicators:

- Explain the nature of effective written communications
- Select and utilize appropriate formats for professional writing
- Edit and revise written work consistent with professional standards
- Write professional e-mails
- Write business letters
- Write informational messages
- Write inquiries
- Write persuasive messages
- Write executive summaries
- Prepare simple written reports
- *Prepare complex written reports
- *Write proposals

Performance Element: Communicate with staff to clarify workplace objectives.

Performance Indicators:

- Explain the nature of staff communication
- Choose appropriate channel for workplace communication
- Participate in a staff meeting
- *Provide directions for completing job tasks
- *Conduct a staff meeting

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Handle customer inquiries
- *Explain the role of communication ethics in the provision of business services

Instructional Area: Customer Relations

Knowledge and Skill Statement: Understands the techniques and strategies used to foster positive, ongoing relationships with customers

Performance Element: Foster positive relationships with customers to enhance company image.

Performance Indicators:

- Explain the nature of positive customer relations
- Demonstrate a customer-service mindset
- Reinforce service orientation through communication
- Respond to customer inquiries
- Adapt communication to the cultural and social differences among clients
- Interpret business policies to customers/clients

Performance Element: Resolve conflicts with/for customers to encourage repeat business.

Performance Indicators:

- Handle difficult customers
- Handle customer/client complaints

Performance Element: Reinforce company's image to exhibit the company's brand promise.

Performance Indicators:

- Identify company's brand promise
- Determine ways of reinforcing the company's image through employee performance

Performance Element: Understand the nature of customer relationship management to show its contributions to a company.

Performance Indicators:

- Discuss the nature of customer relationship management
- Explain the role of ethics in customer relationship management
- Describe the use of technology in customer relationship management

Instructional Area: Economics

Knowledge and Skill Statement: Understands the economic principles and concepts fundamental to business operations

Performance Element: Understand fundamental economic concepts to obtain a foundation for employment in business.

Performance Indicators:

- Distinguish between economic goods and services
- Explain the concept of economic resources
- Describe the concepts of economics and economic activities
- Determine economic utilities created by business activities
- Explain the principles of supply and demand
- Describe the functions of prices in markets
- *Describe the concept of price
- *Describe the concepts of economic scarcity

Performance Element: Understand the nature of business to show its contributions to society.

Performance Indicators:

- Explain the role of business in society
- Describe types of business activities
- Explain the organizational design of businesses
- Discuss the global environment in which businesses operate
- Describe factors that affect the business environment
- Explain the nature of business ethics
- Explain how organizations adapt to today's markets

Performance Element: Understand economic systems to be able to recognize the environments in which businesses function.

Performance Indicators:

- Explain the types of economic systems
- Explain the concept of private enterprise
- Identify factors affecting a business's profit
- Determine factors affecting business risk
- Explain the concept of competition
- *Describe businesses' market structures

Performance Element: Acquire knowledge of the impact of government on business activities to make informed economic decisions.

Performance Indicators:

- Determine the relationship between government and business
- Describe the nature of taxes

Performance Element: Analyze cost/profit relationships to guide business decision-making.

Performance Indicators:

- Explain the concept of productivity
- Analyze impact of specialization/division of labor on productivity
- Explain the concept of organized labor and business
- Explain the impact of the law of diminishing returns
- *Describe the concept of economies of scale
- *Describe the nature of cost/benefit analysis
- *Determine relationships among total revenue, marginal revenue, output, and profit
- *Analyze the effects of government expenditures and tax policies on productivity

Performance Element: Understand economic indicators to recognize economic trends and conditions.

Performance Indicators:

- Discuss the measure of consumer spending as an economic indicator
- Describe the economic impact of inflation on business
- Explain the concept of Gross Domestic Product (GDP)
- Discuss the impact of a nation's unemployment rates
- Explain the economic impact of interest-rate fluctuations
- Determine the impact of business cycles on business activities
- *Describe the concept of price as an economic measure
- *Explain measures used to analyze economic conditions

Performance Element: Determine global trade's impact on business decision-making.

Performance Indicators:

- Explain the nature of global trade
- Describe the determinants of exchange rates and their effects on the domestic economy
- Discuss the impact of cultural and social environments on global trade

Performance Element: Additional specialized performance indicators

Performance Indicator:

- *Explain the effect of international trade on the food marketing industry
- *Describe the economic effects of technology on the food marketing industry
- *Describe the evolution of retail competition
- *Identify the effects of international trade on automotive services marketing
- *Describe the impact of unions on the sport/event industries
- *Explain international trade considerations for sport/event industries (customs, exchange rates, use of financial institutions, trade regulations, foreign distributors, government regulation, cultural/value differences)
- *Identify the effects of international trade on buying and merchandising
- *Describe factors that influence the demand for business services
- *Explain the nature of a service-based economy
- *Discuss the nature of service productivity
- *Explain how to measure service productivity

Instructional Area: Emotional Intelligence

Knowledge and Skill Statement: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others

Performance Element: Foster self-understanding to recognize the impact of personal feelings on others.

Performance Indicators:

- Describe the nature of emotional intelligence
- Explain the concept of self esteem
- Recognize personal biases and stereotypes
- Assess personal strengths and weaknesses

Performance Element: Develop personal traits to foster career advancement.

Performance Indicators:

- Identify desirable personality traits important to business
- Exhibit self-confidence
- Demonstrate interest and enthusiasm
- Demonstrate initiative

Performance Element: Apply ethics to demonstrate trustworthiness.

Performance Indicators:

- Demonstrate responsible behavior
- Demonstrate honesty and integrity
- Demonstrate ethical work habits

Performance Element: Exhibit techniques to manage emotional reactions to people and situations.

Performance Indicators:

- Exhibit a positive attitude
- Demonstrate self control
- Explain the use of feedback for personal growth
- Adjust to change
- *Maintain positive attitude
- *Lead change
- *Explain the nature of stress management

Performance Element: Use communication skills to foster open, honest communications.

Performance Indicators:

- Explain the nature of effective communications
- Explain ethical considerations in providing information

Performance Element: Identify with others' feelings, needs, and concerns to enhance interpersonal relations.

Performance Indicators:

Respect the privacy of others

Show empathy for others

*Exhibit cultural sensitivity

*Explain the nature of positive customer/client relations

*Explain the impact of political relationships within an organization

*Explain management's role in customer relations

Performance Element: Use communication skills to influence others.

Performance Indicators:

Persuade others

Demonstrate negotiation skills

Performance Element: Manage stressful situations to minimize negative workplace interactions.

Performance Indicators:

Use appropriate assertiveness

Use conflict-resolution skills

Explain the nature of stress management

Performance Element: Implement teamwork techniques to accomplish goals.

Performance Indicators:

Participate as a team member

Use consensus-building skills

Motivate team members

Performance Element: Employ leadership skills to achieve workplace objectives.

Performance Indicators:

Explain the concept of leadership

Determine personal vision

Demonstrate adaptability

Develop an achievement orientation

Lead change

Enlist others in working toward a shared vision

Coach others

Performance Element: Manage internal and external business relationships to foster positive interactions.

Performance Indicators:

Treat others fairly at work

Foster positive working relationships

Maintain collaborative partnerships with colleagues

Explain the impact of political relationships within an organization

*Reinforce service orientation through communication

*Respond to customer inquiries

*Handle difficult customers

*Handle customer/client complaints

*Recognize/Reward others for their efforts and contributions

*Interpret business policies to customers/clients

*Use consensus-building skills

*Persuade others

*Explain ethical considerations in providing information

*Use conflict-resolution skills

*Encourage team building

*Handle situations when the customer is at fault

Performance Element: Additional specialized performance indicators

Performance Indicators :

*Motivate staff to provide quality service

Instructional Area: Financial Analysis

Knowledge and Skill Statement: Understands tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources

Performance Element: Understand the fundamental principles of money needed to make financial exchanges.

Performance Indicators:

Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.)

Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)

Describe functions of money (medium of exchange, unit of measure, store of value)

Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)

Explain the time value of money

Explain the purposes and importance of credit

Explain legal responsibilities associated with financial exchanges

*Explain the nature and scope of financing

Performance Element: Analyze financial needs and goals to determine financial requirements.

Performance Indicators:

Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)

Set financial goals

Develop personal budget

*Determine profitability of business services

Performance Element: Manage personal finances to achieve financial goals.

Performance Indicators:

Explain the nature of tax liabilities

Interpret a pay stub

Prepare bank account documents (e.g., checks, deposit/withdrawal slips, endorsements, etc.)

Maintain financial records

Read and reconcile bank statements

Demonstrate the wise use of credit

Validate credit history

Protect against identity theft

Prepare personal income tax forms (i.e., 1040 EZ form)

Performance Element: Understand the use of financial-services providers to aid in financial-goal achievement.

Performance Indicators:

Describe types of financial-services providers

Discuss considerations in selecting a financial-services provider

Performance Element: Use investment strategies to ensure financial well-being.

Performance Indicators:

Explain types of investments

*Establish investment goals and objectives

Performance Element: Identify potential business threats and opportunities to protect a business's financial well-being.

Performance Indicators:

Describe the concept of insurance

Explain the nature of risk management

Performance Element: Acquire a foundational knowledge of accounting to understand its nature and scope.

Performance Indicators:

Explain the concept of accounting

Explain the need for accounting standards

Discuss the role of ethics in accounting

Explain the use of technology in accounting

Explain legal considerations for accounting

Performance Element: Implement accounting procedures to track money flow and to determine financial status.

Performance Indicators:

Describe the nature of cash flow statements

Explain the nature of balance sheets

Describe the nature of income statements

*Describe the nature of profit-and-loss statements

*Explain the nature of balance sheets

*Describe the nature of profit-and-loss statements

Performance Element: Understand payroll requirements to facilitate the payroll process.

Performance Indicators:

*Explain issues associated with the payroll process

Performance Element: Acquire a foundational knowledge of finance to understand its nature and scope.

Performance Indicators:

Explain the role of finance in business

Discuss the role of ethics in finance

Explain legal considerations for finance

Performance Element: Manage financial resources to ensure solvency.

Performance Indicators:

Describe the nature of budgets

- *Forecast sales
- *Calculate financial ratios
- *Develop company's/department's budget
- *Conduct break-even analysis
- *Interpret financial statements
- *Describe the nature of budgets
- *Explain the nature of operating budgets
- *Analyze cash-flow patterns

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Identify legal considerations for granting credit
- *Determine creditworthiness of customers/clients
- *Establish collection procedures
- *Explain the importance of business credit
- *Identify risks associated with obtaining business credit
- *Recognize sources of business financing
- *Explain procedures for reducing bad-check losses
- *Discuss costs associated with providing quality service
- *Determine profitability of business services
- *Explain the nature and scope of financing
- *Describe the use of technology in the financing function

Instructional Area: Human Resources Management

Knowledge and Skill Statement: Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources

Performance Element: Employ skills needed to organize and facilitate work efforts

Performance Indicators:

- *Describe ethics in personnel issues
- *Explain the nature of wage and benefit programs

Performance Element: Utilize techniques to staff an organization or a department within an organization

Performance Indicators:

- *Determine hiring needs
- *Select and hire new employees
- *Conduct exit interviews
- *Determine whether to dismiss/fire employees
- *Maintain personnel records

Performance Element: Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.

Performance Indicators:

- Discuss the nature of human resources management
- Explain the role of ethics in human resources management
- Describe the use of technology in human resources management

Performance Element: Manage staff growth and development to increase productivity and employee satisfaction.

Performance Indicators:

- Orient new employees
- *Coach employees
- *Recognize/reward employees
- *Handle employee complaints and grievances
- *Ensure equitable opportunities for employees
- *Assess employee performance
- *Explain the nature of remedial action
- *Explain the role of training and human resource development
- *Explain the nature of management/supervisory training

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Coordinate efforts of multifunctional teams
- *Coordinate activities with other departments/stores
- *Explain management's role in the achievement of quality
- *Update staff on business and economic trends

Instructional Area: Information Management

Knowledge and Skill Statement: Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making

Performance Element: Use information literacy skills to increase workplace efficiency and effectiveness.

Performance Indicators:

- Assess information needs
- Obtain needed information efficiently
- Evaluate quality and source of information
- Apply information to accomplish a task
- Store information for future use

Performance Element: Acquire a foundational knowledge of information management to understand its nature and scope.

Performance Indicators:

- Discuss the nature of information management
- Explain the role of ethics in information management
- Explain legal issues associated with information management

Performance Element: Utilize information-technology tools to manage and perform work responsibilities.

Performance Indicators:

- Identify ways that technology impacts business
- Explain the role of information systems
- Discuss principles of computer systems
- Use basic operating systems
- Describe the scope of the Internet
- Demonstrate basic e-mail functions
- Demonstrate personal information management/productivity applications
- Demonstrate basic web-search skills
- Demonstrate basic word processing skills
- Demonstrate basic presentation applications
- Demonstrate basic database applications
- Demonstrate basic spreadsheet applications
- Use an integrated business software application package
- Demonstrate collaborative/groupware applications
- Create and post basic web page
- *Describe the role of technology in risk management

Performance Element: Maintain business records to facilitate business operations.

Performance Indicators:

- Describe the nature of business records
- Maintain customer records
- *Develop strategies to protect digital data

Performance Element: Acquire information to guide business decision-making.

Performance Indicators:

Describe current business trends

Monitor internal records for business information

Conduct an environmental scan to obtain business information

Interpret statistical findings

Performance Element: Additional specialized performance indicators

Performance Indicators:

*Identify reasons for changes occurring in retailing

*Analyze the impact of technology on retailing

*Explain ways that technology impacts food marketing

Instructional Area: Marketing

Knowledge and Skill Statement: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives

Performance Element: Understand marketing's role and function in business to facilitate economic exchanges with customers.

Performance Indicators:

Explain marketing and its importance in a global economy
Describe marketing functions and related activities

Performance Element: Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

Performance Indicators:

Explain customer/client/business buying behavior
Discuss actions employees can take to achieve the company's desired results
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

Performance Element: Understand company's unique selling proposition to recognize what sets the company apart from its competitors.

Performance Indicators:

Identify company's unique selling proposition
Identify internal and external service standards

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Distinguish between merchandising and marketing
- *Explain the importance of merchandising to retailers and to e-tailers
- *Explain the concept of merchandising
- *Describe the growth and development of vehicle and petroleum marketing
- *Explain the nature of business-services marketing

Instructional Area: Operations

Knowledge and Skill Statement: Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning

Performance Element: Understand operation's role and function in business to value its contribution to a company.

Performance Indicators:

Explain the nature of operations
Discuss the role of ethics in operations
Describe the use of technology in operations

Performance Element: Adhere to health and safety regulations to support a safe work environment.

Performance Indicators:

Describe health and safety regulations in business
Report noncompliance with business health and safety regulations

Performance Element: Implement safety procedures to minimize loss.

Performance Indicators:

Follow instructions for use of equipment, tools, and machinery
Follow safety precautions
Maintain a safe work environment
Explain procedures for handling accidents
Handle and report emergency situations
*Establish safety policies and procedures

Performance Element: Implement security policies/procedures to minimize chance for loss.

Performance Indicators:

Explain routine security precautions
Follow established security procedures/policies
Protect company information and intangibles
*Identify the key loss prevention methods used by retailers to reduce shrinkage
*Explain procedures for dealing with workplace threats

Performance Element: Understand production's role and function in business to recognize its need in an organization.

Performance Indicators:

Explain the concept of production
Describe production activities

Performance Element: Utilize project-management skills to improve workflow and minimize costs.

Performance Indicators:

- Explain the nature of project management
- Identify resources needed for project
- Develop project plan
- Apply project-management tools to monitor project progress
- Evaluate project results

Performance Element: Implement purchasing activities to obtain business supplies, equipment, and services.

Performance Indicators:

- Explain the nature and scope of purchasing
- Place orders/reorders
- Maintain inventory of supplies
- Manage the bid process in purchasing
- Select vendors
- Evaluate vendor performance

Performance Element: Implement quality-control processes to minimize errors and to expedite workflow.

Performance Indicators:

- Identify quality-control measures
- Utilize quality control methods at work
- Describe crucial elements of a quality culture
- *Describe the role of management in the achievement of quality
- *Analyze business systems and procedures

Performance Element: Implement expense-control strategies to enhance a business's financial wellbeing.

Performance Indicators:

- Explain the nature of overhead/operating costs
- Explain employee's role in expense control
- *Negotiate service and maintenance contracts
- *Negotiate lease or purchase of facility
- *Develop expense-control plans
- *Use budgets to control operations

Performance Element: Maintain property and equipment to facilitate ongoing business activities.

Performance Indicators:

- Identify routine activities for maintaining business facilities and equipment
- *Identify resources needed for project

Performance Element: Implement organizational skills to improve efficiency and workflow

Performance Indicators:

- *Use time-management principles
- *Develop project plan
- *Manage projects
- *Schedule employees

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Negotiate terms with vendors
- *Describe loss prevention issues in food marketing
- *Explain the relationship between product storage/display and product safety
- *Explain types of accidents in retail food marketing businesses
- *Explain security considerations in retail food marketing businesses
- *Explain the nature of the buying process
- *Analyze the use of central buying
- *Choose vendors
- *Evaluate performance of vendors
- *Identify policies and procedures for handling shoplifters
- *Determine what to buy
- *Determine quantities to buy
- *Determine when to buy
- *Establish policies/procedures for preventing internal theft
- *Establish policies/procedures for preventing vendor theft
- *Develop procedures for safeguarding cash
- *Conduct risk assessments
- *Explain the need for sport/event insurance
- *Conduct risk assessment of an event
- *Develop contingency plans for events (personnel, weather, power outage, damage control)
- *Schedule tournaments
- *Develop production schedules for events
- *Identify strategies for protecting business-service ideas from competitors

Instructional Area: Professional Development

Knowledge and Skill Statement: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

Performance Element: Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

Performance Indicators:

Maintain appropriate personal appearance

Set personal goals

*Demonstrate orderly and systematic behavior

*Determine vision

*Demonstrate negotiation skills

*Demonstrate appropriate creativity

*Demonstrate problem-solving skills

Performance Element: Utilize critical-thinking skills to determine best options/outcomes.

Performance Indicators:

Explain the need for innovation skills

Make decisions

Demonstrate problem-solving skills

Demonstrate appropriate creativity

Use time-management skills

Performance Element: Participate in career-planning to enhance job-success potential.

Performance Indicators:

Assess personal interests and skills needed for success in business

Analyze employer expectations in the business environment

Explain the rights of workers

Identify sources of career information

Identify tentative occupational interest

Explain employment opportunities in business

Explain career opportunities in marketing

Explain career opportunities in entrepreneurship

Performance Element: Implement job-seeking skills to obtain employment.

Performance Indicators:

Utilize job-search strategies

Complete a job application

Interview for a job

Write a follow-up letter after job interviews

Write a letter of application

Prepare a résumé

Use networking techniques to identify employment opportunities

Performance Element: Utilize career-advancement activities to enhance professional development.

Performance Indicators:

- Describe techniques for obtaining work experience (e.g., volunteer activities, internships)
- Explain the need for ongoing education as a worker
- Explain possible advancement patterns for jobs
- Identify skills needed to enhance career progression
- Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)
- *Use networking techniques for professional growth

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Explain the role and responsibilities of retail merchandisers
- *Identify merchandising activities
- *Explain the nature of the merchandising cycle
- *Describe classifications of retailers
- *Explain the growth of non-store retailing
- *Discuss the use of catalogs in non-store retailing
- *Describe types of businesses in the food-marketing industry
- *Identify types of retail food marketing businesses
- *Explain the types of departments found in retail food marketing businesses
- *Determine customer demand for merchandise
- *Identify factors to consider when selecting a store site
- *Conduct a location feasibility study
- *Identify factors affecting pricing of sport/event products (lead time, market demand, market segmentation, smoothing, responding to competitors)
- *Describe pricing issues associated with sport/event products (cost, value, objectives)
- *Establish price objectives for sport/event products
- *Calculate break-even point
- *Select pricing strategies
- *Set ticket/event prices
- *Explain the apparel segment of the fashion industry
- *Explain the importance of merchandising to retailers and to e-tailers
- *Identify merchandising activities
- *Explain the nature of the merchandising cycle
- *Describe classifications of retailers
- *Explain the growth of non-store retailing
- *Discuss the use of catalogs in non-store retailing
- *Describe traits important to the success of business-services employees
- *Assess membership in business-services professional organizations

Instructional Area: Strategic Management

Knowledge and Skill Statement: Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department

Performance Element: Recognize management's role to understand its contribution to business success.

Performance Indicators:

Explain the concept of management

*Explain the nature of managerial ethics

*Explain the nature of organizational culture

*Describe the nature and scope of risk management

*Identify the various types of business risk

Performance Element: Control an organization's/department's activities to encourage growth and development

Performance Indicators:

*Describe the nature of managerial control (control process, types of control, what is controlled)

*Analyze operating results in relation to budget/industry

Performance Element: Utilize planning tools to guide organization's/department's activities.

Performance Indicators:

*Explain the nature of business plans

*Explain the external planning considerations

*Identify factors that affect planning

Instructional Area: Channel Management

Knowledge and Skill Statement: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing.

Performance Indicators:

- Explain the nature and scope of channel management
- Explain the relationship between customer service and 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

Performance Element: Manage channel activities to minimize costs and to determine distribution strategies.

Performance Indicators:

- Coordinate channel management with other marketing activities
- Explain the nature of channel-member relationships
- *Explain the nature of channel strategies
- *Select channels of distribution
- *Evaluate channel members

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Explain distribution issues and trends
- *Explain stock-handling techniques used in receiving deliveries
- *Select best shipping method
- *Monitor merchandise classification system
- *Describe inventory control systems
- *Determine inventory shrinkage
- *Maintain inventory-control systems
- *Explain the location of department and products in a retail food marketing business
- *Explain the roles and functions of intermediaries in the food marketing industry
- *Describe the impact of technology on the receiving function
- *Discuss shipping methods used with food products
- *Explain the role of distribution centers
- *Discuss the role of wholesaling in the food distribution process
- *Explain trends and regulations affecting wholesale food marketing
- *Explain the storage process in warehouse operations
- *Explain distribution issues and trends
- *Plan storage space
- *Explain distribution systems for the sport/event industries
- *Explain in the nature of ticket distribution systems
- *Select vending locations
- *Explain the concept of place in business services
- *Discuss the nature of intermediaries in business services

Instructional Area: Marketing-Information Management

Knowledge and Skill Statement: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions

Performance Element: Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Performance Indicators:

Describe the need for marketing information

Identify information 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

*Develop marketing-information management system

*Assess marketing-information needs

Performance Element: Understand marketing-research activities to show command of their nature and scope.

Performance Indicators:

Explain the nature of marketing research

Discuss the nature of marketing research problems/issues

Performance Element: Collect marketing information to ensure accuracy and adequacy of data for decision-making

Performance Indicators:

*Identify information monitored for marketing decision-making

*Collect marketing information from others

*Explain the nature of marketing research in a marketing-information management system

Performance Element: Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Performance Indicators:

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)

Performance Element: Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Performance Indicators:

Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)

Explain characteristics of effective data-collection instruments

Performance Element: Interpret marketing information to test hypotheses and/or to resolve issues.

Performance Indicators:

Describe techniques for processing marketing information
Explain the use of descriptive statistics in marketing decision making
*Interpret descriptive statistics for marketing decision- making

Performance Element: Assess marketing research briefs to determine comprehensiveness and clarity.

Performance Indicators:

Explain the nature of marketing research briefs

Performance Element: Evaluate marketing research procedures and findings to assess their credibility.

Performance Indicators:

Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design)
Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)
Assess information sources on basis of strengths and weaknesses
Assess timeliness of research information
Assess appropriateness of research methods for problem/issue

Performance Element: Employ marketing information to plan marketing activities

Performance Indicators:

- *Explain the concept of marketing strategies
- *Explain the concept of market and market identification
- *Explain the nature of marketing planning
- *Explain the nature of marketing plans
- *Explain the role of situational analysis in the marketing-planning process
- *Explain the nature of sales forecasts
- *Identify considerations in implementing international marketing strategies
- *Identify market segments
- *Select target market
- *Conduct market analysis
- *Conduct SWOT analysis for use in marketing planning process
- *Assess global trends and opportunities
- *Conduct competitive analysis
- *Set marketing goals and objectives
- *Set a marketing budget
- *Develop marketing plan
- *Describe measures used to control marketing planning
- *Monitor and evaluate performance of marketing plan
- *Conduct marketing audits

Performance Element: Additional specialized performance indicators.

Performance Indicators:

- *Determine customer demand for merchandising
- *Describe factors affecting consumer choice of a retail food marketing business
- *Explain the need for sport/event marketing information
- *Explain sources of secondary sport/event information
- *Search the Internet for sport/event marketing information
- *Monitor internal record for marketing information
- *Maintain a database of competitor information
- *Explain types of primary sport/event market information
- *Describe the nature of target marketing in sport/event marketing
- *Identify ways to segment sport/event markets
- *Collect marketing information from others
- *Use database for information analysis
- *Interpret descriptive statistics for marketing decision making
- *Present report findings and recommendations
- *Establish and maintain sport/event marketing information system
- *Measure economic impact of sport/event
- *Identify sport/event target-market segments
- *Select target market
- *Conduct market analysis (market size, area, potential, etc.)
- *Forecast sales
- *Explain the nature of sport marketing
- *Describe the nature of event marketing
- *Identify research methods used to evaluate the quality of business services
- *Describe the nature of business-services marketing strategies
- *Explain the nature of target marketing in business services
- *Determine customer needs for business services
- *Determine the value systems of customers

Instructional Area: Market Planning

Knowledge and Skill Statement: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

Performance Element: Develop marketing strategies to guide marketing tactics.

Measurement Criteria:

Explain the concept of marketing strategies

Performance Element: Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Measurement Criteria:

Explain the concept of market and market identification

Performance Element: Employ marketing-information to develop a marketing plan.

Performance Indicators:

Explain the nature of marketing plans

Explain the role of situation analysis in the marketing planning process

Explain the nature of sales forecasts

Instructional Area: Pricing

Knowledge and Skill Statement: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

Performance Element: Develop a foundational knowledge of pricing to understand its role in marketing.

Performance Indicators:

- Explain the nature and scope of the pricing function
- Describe the role of business ethics in pricing
- Explain the use of technology in the pricing function
- Explain legal considerations for pricing
- Explain factors affecting pricing decisions

Performance Element: Additional specialized performance indicators**Performance Indicators:**

- *Explain the effect of pricing on seasonal promotional activities
- *Describe the impact of loss leader pricing on promotional activities
- *Describe pricing strategies
- *Select approach for setting a base price (cost, demand, competition)
- *Determine cost of product (breakeven, ROI, markup)
- *Calculate break-even
- *Select pricing strategies
- *Determine discounts and allowances that can be used to adjust base prices
- *Set prices
- *Adjust prices to maximize profitability
- *Evaluate pricing decisions
- *Explain the concept of prices in business services
- *Describe considerations for pricing business services
- *Establish prices of business services

Instructional Area: Product/Service Management

Knowledge and Skill Statement: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities

Performance Element: Acquire a foundational knowledge of product/service management to understand its nature and scope.

Performance Indicators:

Explain the nature and scope of the product/service management function
Identify the impact of product life cycles on marketing decisions
Describe the use of technology in the product/service management function
Explain business ethics in product/service management

Performance Element: Generate product ideas to contribute to ongoing business success.

Performance Indicators:

Identify product opportunities
Identify methods/techniques to generate a product idea
Generate product ideas
*Determine initial feasibility of product idea
*Create processes for ongoing opportunity recognition

Performance Element: Apply quality assurances to enhance product/service offerings.

Performance Indicators:

Describe the uses of grades and standards in marketing
Explain warranties and guarantees
Identify consumer protection provisions of appropriate agencies
*Evaluate customer experience

Performance Element: Employ product-mix strategies to meet customer expectations.

Performance Indicators:

Explain the concept of product mix
Describe the nature of product bundling
*Identify product to fill customer need
*Plan product mix
*Determine services to provide customers

Performance Element: Position company to acquire desired business image.

Performance Indicators:

Explain the nature of corporate branding
Describe factors used by businesses to position corporate brands

Performance Element: Position products/services to acquire desired business image.

Performance Indicators:

Describe factors used by marketers to position products/services

Explain the nature of product/service branding

*Explain the role of customer service in positioning/image

*Develop strategies to position product/business

*Build brand

Performance Element: Additional specialized performance indicators

Performance Indicators:

*Explain the nature of merchandise plans (budgets)

*Plan stock

*Plan reductions

*Plan purchases

*Compare and contrast buying from domestic sources with that of foreign sources

*Determine final cost of purchases from domestic and international sources

*Explain the effect of pricing on seasonal promotional activities

*Describe the impact of loss leader pricing on promotional activities

*Discuss product categories and classifications of products in food marketing departments

*Maintain product quality

*Explain grades and standards used in automotive services marketing

*Describe the role of warranties and guarantees used in automotive services marketing

*Establish merchandise standards

*Develop strategies to position product/business

*Determine space requirements and allocation

*Design store's layout

*Plan gross margin

*Prepare merchandise plan (budget)

*Explain the influence of economic/demographic/social/political/geographic/psychological factors on buying products

*Explain the nature of seasonal buying

*Explain the nature of sport/event brand/branding

*Explain the use of licensing in sport/event marketing

*Explain the role of endorsements in sport/event marketing

*Identify elements that enhance venue attractiveness (facility-accessibility, trade area/drawing radius, parking; surrounding area-design/layout, amenities, personnel, sense of security)

*Explain the use of naming rights in sport/event marketing

*Determine merchandising opportunities for a sport/event

*Determine goods and services required for an event

*Bundle/Package extra amenities with tickets

*Develop ticket-sales program

*Select hospitality options

*Select admission and seating plans

*Develop a licensing program

*Develop customer-service program to attract sport/event customers

*Develop sport/event product positioning strategies

*Identify strategies to create value for sponsors

*Build sport/event brand equity

*Evaluate sponsorship proposals

*Select venues

- *Explain the nature of the fashion cycle
- *Identify fashion market centers
- *Explain the role of fashion designers
- *Discuss the quality dimensions of business services
- *Describe the nature of a service culture
- *Explain service recovery processes
- *Describe new-service planning processes and tools
- *Explain trends in new-service development
- *Discuss the nature of service standards
- *Describe considerations affecting client perceptions of value/quality
- *Create service-brand relationships
- *Develop company image
- *Develop internal marketing process

Instructional Area: Promotion

Knowledge and Skill Statement: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Performance Element: Acquire a foundational knowledge of promotion to understand its nature and scope.

Performance Indicators:

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

Performance Element: Understand promotional channels used to communicate with targeted audiences.

Performance Indicators:

Explain types of advertising media
Describe word-of-mouth channels used to communicate with targeted audiences
Explain the nature of direct marketing channels
Identify communications channels used in sales promotion
Explain communications channels used in public-relations activities
*Explain components of advertisements
*Explain the nature of direct advertising strategies
*Describe considerations in using databases in advertising

Performance Element: Understand the use of an advertisement's components to communicate with targeted audiences.

Performance Indicators:

Explain the components of advertisements
Explain the importance of coordinating elements in advertisements

Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.

Performance Indicators:

Identify types of public-relations activities
Discuss internal and external audiences for public-relations activities

Performance Element: Understand the use of trade shows/expositions to communicate with targeted audiences.

Performance Indicators:

Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences
Explain considerations used to evaluate whether to participate in trade shows/expositions

Performance Element: Manage promotional activities to maximize return on promotional efforts.

Performance Indicators:

Explain the nature of a promotional plan
Coordinate activities in the promotional mix

Performance Element: Additional specialized performance indicators

Performance Indicators:

- *Plan special events
- *Explain the use of visual merchandising in retailing
- *Create promotional signs
- *Create displays
- *Plan/schedule displays/themes with management
- *Plan visual merchandising activities
- *Explain the nature of sponsorship in the sport/event industries
- *Explain the advertising media used in the sport/event industries
- *Explain the nature of online advertisements
- *Describe the nature of e-mail marketing
- *Describe sport/event industries' utilization of electronic media
- *Determine advertising reach of sport/event media
- *Calculate media costs
- *Choose appropriate media vehicles for sport/event
- *Explain media relations in the sport/event industries
- *Identify "out-of-the-box" sales promotion ideas for sport/events
- *Implement ticket sales campaign (Internet, contests/giveaways, pre-promotion of campaign, video scoreboard announcements, sports/sponsorship partnerships)
- *Maximize/Capitalize on celebrity's appearance at event
- *Select strategies for maintaining/building fan support
- *Coordinate community outreach projects
- *Identify ambush strategies to use at other events
- *Develop viral sport/event marketing strategies
- *Explain considerations in using special events as a sales-promotion strategy
- *Explain considerations in designing a frequency/loyalty marketing program
- *Design frequency/loyalty marketing program
- *Develop promotional calendar of events
- *Assess community-relations opportunities for sport/event
- *Create a public-relations campaign for a sport/event
- *Develop a public-relations plan
- *Analyze use of specialty promotions
- *Develop a sales-promotion plan
- *Prepare promotional budget
- *Manage promotional allowances
- *Explain the use of advertising agencies
- *Set sponsorship objectives
- *Develop an advertising campaign
- *Develop promotional plan for business
- *Explain the use of wall space to display merchandise
- *Describe steps used in designing and preparing displays
- *Describe the concept of promotion in business services
- *Explain the nature of integrated marketing communications
- *Capitalize on word of mouth

Instructional Area: Selling

Knowledge and Skill Statement: Understands 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

Performance Element: Acquire a foundational knowledge of selling to understand its nature and scope.

Performance Indicators:

Explain the nature and scope of the selling function
Explain the role of customer service as a component of selling relationships
Explain key factors in building a clientele
Explain company selling policies
Explain business ethics in selling
Describe the use of technology in the selling function
Describe the nature of selling regulations

Performance Element: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Performance Indicators:

Acquire product information for use in selling
Analyze product information to identify product features and benefits
*Demonstrate product knowledge

Performance Element: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Performance Indicators:

Explain the selling process
Discuss motivational theories that impact buying behavior

Performance Element: Manage sales activities to meet sales goals/objectives

Performance Indicators:

*Explain the nature of sales management

Performance Element: Additional specialized performance indicators

Performance Indicators:

*Explain the use of brand names in selling
*Establish relationship with client/customer
*Determine customer/client needs
*Convert customer/client objections into selling points
*Recommend specific product
*Close the sale
*Demonstrate suggestion selling
*Calculate miscellaneous charges
*Analyze product information to identify product features and benefits
*Handle dealer changeovers

- *Explain the concept of product bundling
- *Explain the concept of add-on sales
- *Plan follow-up strategies for use in selling
- *Analyze and interpret sales reports
- *Determine sport/event features and benefits
- *Identify sales methodologies used in sport/event marketing
- *Prepare for the sales presentations
- *Establish relationships with sport/event clients/customer/fans
- *Describe factors that motivate people to participate in/attend sport/events
- *Sell advertising space in printed and electronic materials (e.g., program, yearbook, media guide, fan guide, team photo cards, etc.)
- *Cultivate group sales
- *Explain fashion-brand images
- *Describe the use of technology in delivery of business services
- *Discuss risks perceived by customers when purchasing business services
- *Describe the customer buying process for business services
- *Differentiate between consumer and organizational buying behavior
- *Analyze customer needs
- *Maintain quality control when providing service
- *Establish relationship with customer