

MARKETING (formerly Professional Sales and Marketing), 52.1800.20

An Industry Standards Validation Committee approved these standards on October 28, 2015. Standard 1.0 is aligned with Arizona's High School Social Studies Standard, Strand 5: Economics. The Arizona Career and Technical Education Quality Commission, the validating authority for the Arizona Skills Standards Assessment System and the end-of-program assessments, certificates, and transcripts, endorsed these standards on May 12, 2016. The first testing date for the end-of-program assessment for Professional Sales and Marketing using the new standards is Fall 2017.

STANDARD 1.0 ANALYZE ECONOMIC PRINCIPLES AND CONCEPTS FUNDAMENTAL TO BUSINESS OPERATIONS

- 1.1 Explain the principles of supply and demand
- 1.2 Discuss the concept of competition
- 1.3 Explain the concept of productivity
- 1.4 Describe economic indicators and trends (e.g., GDP, CPI, etc.)
- 1.5 Explain the impact of business cycles on business activities
- 1.6 Explain the influence of global trade on retailing
- 1.7 Explain the role of e-commerce as relates to retailing

STANDARD 2.0 EVALUATE OPTIMAL PRICES TO MAXIMIZE RETURN AND MEET CUSTOMERS' PERCEPTION OF VALUE

- 2.1 Define pricing model
- 2.2 Explain legal considerations for pricing
- 2.3 Determine the cost and sale price of a product and select an approach
- 2.4 Explain factors affecting pricing decisions
- 2.5 Identify strategies for pricing new products

STANDARD 3.0 EXAMINE CONCEPTS AND PROCESSES OF DISTRIBUTION

- 3.1 Explain the nature and scope of distribution
- 3.2 Explain channels of distribution
- 3.3 Explain the shipping process
- 3.4 Explain the receiving process
- 3.5 Distinguish between warehouse and stock handling techniques and technologies
- 3.6 Explore distribution management
- 3.7 Identify the types of technology used in inventory control systems

STANDARD 4.0 EXAMINE CONCEPTS AND INFORMATION USED IN MARKETING AND BRANDING

- 4.1 Define the seven functions of marketing
- 4.2 Explain methods and sources of prospecting for new customers (e.g., cold-calling, email marketing, inbound marketing, networking, trade shows, direct mail, social networking, referrals)
- 4.3 Explain the facets of branding (e.g., visual, emotional, functional, social)
- 4.4 Describe the use of positioning to support product branding
- 4.5 Explain the nature and scope of marketing information management (e.g., CRM)
- 4.6 Identify systems used in gathering marketing information (e.g., social media, buying data, chat, online/in-person surveys, loyalty cards)
- 4.7 Use information analysis techniques (e.g., data modeling) to forecast future sales, increase revenue, and cut costs

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- 4.8 Describe the impact of quality business communications on the success of a marketing organization (e.g., branding, B2B)
- 4.9 Explore the nature of product/service management (e.g., evolution of brand)
- 4.10 Explain the management of a product mix from the perspective of the distributor/ wholesaler vs. the retailer

STANDARD 5.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES FOR THE CREATION OF A MARKETING PLAN OR PITCH DECK

- 5.1 Describe the purpose of marketing plans and pitch decks
- 5.2 Explain the steps in marketing research
- 5.3 Determine the marketing objective or problem as the first step of marketing research
- 5.4 Select appropriate marketing research options (e.g., focus groups, surveys, crowdsourcing, buying patterns, demographic data) to address a particular objective or problem
- 5.5 Select tools and technologies (e.g., online survey, questionnaire, tracking buying patterns) to gather, analyze, interpret, and present data
- 5.6 Analyze and interpret data collected through marketing research
- 5.7 Research pricing based on competition and costs

STANDARD 6.0 DEMONSTRATE PAYMENT SYSTEMS AND TRANSACTIONS

- 6.1 Practice proper cash register Point of Sale (POS) system
- 6.2 Describe proper cash handling skills
- 6.3 Explain various payment systems (e.g., credit, debit, peer-to-peer, mobile payment)
- 6.4 Discuss fraud and security issues related to retail sales (e.g., PIN theft, credit card skimming, coupon fraud, reward gaming)

STANDARD 7.0 EXAMINE SELLING CONCEPTS TO BUILD CUSTOMER RELATIONSHIPS

- 7.1 Explain the importance of sales forecasting
- 7.2 Determine key factors in building a customer base
- 7.3 Analyze product information to identify product features and benefits
- 7.4 Determine ways to meet specific customer/client needs
- 7.5 Explain support activities that facilitate the selling process (e.g., delivery, return/exchange, gift wrapping)
- 7.6 Explain the benefits of Access database, PowerPoint, and social media platforms for use in sales functions
- 7.7 Discuss motivational theories that affect buying behavior
- 7.8 Describe how personal values and culture influence consumer behavior
- 7.9 Describe ways to establish a relationship with customers/clients (consultative selling)
- 7.10 Describe approach methods (e.g., merchandising, general greet, service)
- 7.11 Describe product presentation methods (e.g., virtual, in-person, trial period)
- 7.12 Explain how to convert customer/client objections into selling points
- 7.13 Describe methods of closing a sale (e.g., trial close, summary close, question close)
- 7.14 Describe suggestive selling

STANDARD 8.0 EXAMINE SALES METHODS AND PRACTICES

- 8.1 Compare direct, retail, and wholesale sales methods
- 8.2 Describe business-to-business (B2B) sales
- 8.3 Discuss inbound and outbound practices
- 8.4 Compare different modes of online sales channels (e.g., auction, marketplace, e-commerce)

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STANDARD 9.0 EXAMINE FUNDAMENTAL MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION-MAKING

- 9.1 Describe the concept of management and the five management functions: planning, organizing, directing, staffing, and controlling
- 9.2 Describe the methods an organization can use to manage its economic resources
- 9.3 Describe the roles of support staff, supervisors, managers, and technology in achieving business goals
- 9.4 Determine personal characteristics of effective leaders and the nature of leadership
- 9.5 Compare and contrast leadership and management styles
- 9.6 Describe cultural/ethnic differences
- 9.7 Discuss the role of management in achieving quality
- 9.8 Compare the types of business ownership including sole proprietorship, partnership, corporations, LLPs and LLCs
- 9.9 Analyze management strategies related to business risk
- 9.10 Explain tools, techniques, and systems to manage human resources

STANDARD 10.0 EXAMINE LEGAL ISSUES IN SALES

- 10.1 Explain warranties and guarantees
- 10.2 Discuss consumer laws and regulatory agencies
- 10.3 Explain the use of sales contracts and contract law
- 10.4 Explain common contract terms in sales and marketing (e.g., confidentiality, intellectual property, exclusivity, non-compete clauses)

STANDARD 11.0 EXAMINE PROMOTIONAL STRATEGIES

- 11.1 Explain the role of promotion
- 11.2 Calculate mark-up and discount pricing
- 11.3 Explain the components of a promotional mix
- 11.4 Differentiate between traditional and digital advertising
- 11.5 Analyze the components of advertisements
- 11.6 Explain the roles of departments in an advertising agency
- 11.7 Compare costs of advertising methods
- 11.8 Examine the role of a public relations specialist
- 11.9 Outline the components of a public relations plan
- 11.10 Evaluate costs and benefits of participation in community activities

STANDARD 12.0 EXAMINE PERSONAL FINANCE, BUSINESS, AND FINANCIAL MANAGEMENT PRACTICES

- 12.1 Interpret financial information needed for decision-making and planning
- 12.2 Identify strategies used to review and adjust business operations based on financial performance
- 12.3 Compare the advantages and disadvantages of using various forms of credit and the determinates of credit history
- 12.4 Describe sources of financing for business (e.g., credit, venture capital, cash) and the importance of each
- 12.5 Explain the process of applying for a business license
- 12.6 Describe possible types of compensation in sales and marketing (e.g., commission, guarantee, bonus, salary, equity, holdback)
- 12.7 Explain potential sources of risk and exposure (e.g., buy-back policies, required insurance clauses, payment terms)

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- 12.8 Explain how education, career choices, and family obligations affect future income
- 12.9 Determine short- and long-term financial goals and plans, including income, spending, saving, and investing
- 12.10 Explain the risk, return, and liquidity
- 12.11 Identify investment options available to individuals and households (e.g., stocks, bonds, mutual funds, 401k, ESOPs)

STANDARD 13.0 EVALUATE VISUAL MERCHANDISING TECHNIQUES TO INCREASE INTEREST IN PRODUCT OFFERINGS

- 13.1 Explain the role of visual merchandising in e-commerce and retail sales
- 13.2 Describe and classify products including convenience goods, specialty goods, and impulse goods
- 13.3 Explore retail product considerations
- 13.4 Explain assortment mix strategies for e-commerce and retail sales

STANDARD 14.0 ASSESS CONCEPTS, STRATEGIES, AND SYSTEMS USED IN DIGITAL MARKETING

- 14.1 Define online engagement channels (e.g., email, social media, pay-per-click-SEO)
- 14.2 Explain roles and responsibilities of digital marketing [marketing automation, customer relation management (CRM), content management software (CMS), social media management, analytics]
- 14.3 Explain the common metrics within digital marketing (e.g., leads generated, revenue generated, number of visits, number of conversions)
- 14.4 Explain marketing attribution methods for on- and off-line marketing
- 14.5 Analyze online customer behavior (e.g., media consumption, buying, etc.)
- 14.6 Evaluate online marketing campaigns
- 14.7 Explain considerations in developing viral marketing campaigns
- 14.8 Describe the importance of personal brand in relation to digital marketing
- 14.9 Describe the components of a digital marketing brief

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