

Student Name: _____

Date: _____

PROGRAM COMPETENCY PROFILE FOR CAREER TECHNICAL EDUCATION
Career Cluster: Marketing, Sales and Service

Program Name: Marketing/Marketing Management, General

CIP: 52.1401

Effective 9/2018

National Standard: Marketing Education Resources Center-National Marketing Education Standards

Competencies (statement that provides the overview of instructional area) Learner can:	Performance Indicators (examples of what educators may see in performance tasks when learners demonstrate their increasing understanding and use of the competencies) Learner can:	Rating Scale: (1) No Exposure (2) Novice (3) Proficient (4) Mastery				
1. Understands aspects of and approaches to effective personal management ELA:2,3,4,6,7,8,9 M:2,4	<ul style="list-style-type: none"> ● Demonstrate personal effectiveness by: <ul style="list-style-type: none"> ○ <i>Honestly appraising own performance and self-reflecting to make improvements;</i> ○ <i>Seeking feedback and being open to the views and opinions of others;</i> ○ <i>Being aware of when it is appropriate to multi-task and when to maintain a work environment that is free from personal distraction;</i> ○ <i>Taking ownership for personal success and success of the company (innovation, initiative, creative problem solving);</i> ○ <i>Being aware of the evolving needs of the business and responding appropriately(adapt behavior);and</i> ○ <i>Maintaining professional demeanor (judgement, being on time, attire, time management, etc.).</i> 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">1</td> <td style="width: 25%;">2</td> <td style="width: 25%;">3</td> <td style="width: 25%;">4</td> </tr> </table>	1	2	3	4
1	2	3	4			
2. Understands the importance of fostering leadership and teamwork and the different roles in a team. ELA: 2,3,4,6,7,8,9 M:8	<ul style="list-style-type: none"> ○ Demonstrate team and leadership skills by: <ul style="list-style-type: none"> ○ <i>Supporting and encouraging other team members;</i> ○ <i>Proactively sharing information with the team ;</i> ○ <i>Working towards the achievement of team goals and organizational goals;</i> ○ <i>Considering the wider impact of their decisions and actions;</i> ○ <i>Understanding the interpersonal dynamics of a remote work environment;</i> ○ <i>Being aware of their responsibilities as a team member and evaluating their changing role within the team;</i> ○ <i>Adapting to a variety of teams and groups within the company;</i> 	<table border="1" style="width: 100%; text-align: center;"> <tr> <td style="width: 25%;">1</td> <td style="width: 25%;">2</td> <td style="width: 25%;">3</td> <td style="width: 25%;">4</td> </tr> </table>	1	2	3	4
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 All Aspect Industry (AAI) Career Ready Practice (CRP)

	<ul style="list-style-type: none"> ○ <i>Being aware of how to work with people from different backgrounds (socioeconomics, generational, cultural, etc.); and</i> ○ <i>Knowing the different roles and functions of managers and leaders.</i> 					
<p>3. Understands the concepts, processes, systems, strategies and tools used in the industry.</p> <p>Foundations: <i>Economics</i> <i>Communications</i> <i>Strategic Management</i></p> <p>ELA:2,3,4,6,7,8,9 M 2,3,6,8</p>	<ul style="list-style-type: none"> ● Conduct all business operations with an awareness of pertinent laws and regulations and a personal code of ethics. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> ● Demonstrate the ability to accurately apply mathematical functions and interpret related data to solve marketing related problems. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> ● Examine and analyze economic trends. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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<ul style="list-style-type: none"> ● Discuss the advantages and disadvantages of taking a business global to determine the rewards and risks. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> ● Obtain and convey ideas and information in marketing to facilitate business operations by: <ul style="list-style-type: none"> ○ <i>Demonstrating strong verbal communication and presentation skills;</i> ○ <i>Knowing the difference between informal voice vs professional voice;</i> ○ <i>Tailoring their message for your audience and method of communication (verbal , formal report , electronic) ; and</i> ○ <i>Being able to locate resources.</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
1	2	3	4			
<p>4. Understands the concepts, processes, systems, strategies and tools used in the industry.</p> <p>Functions: <i>Marketing Information</i> <i>Channel Management</i> <i>Product Service</i> <i>Selling & Customer Relations</i> <i>Promotion</i> <i>Pricing</i> <i>Human Resource</i></p>	<ul style="list-style-type: none"> ● Know the basic concepts/ applications of digital marketing channels and be aware of what is trending/up- and- coming. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> ● Research, interpret, and assess marketing data and its validity in making business decisions. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
	1	2	3	4		
<ul style="list-style-type: none"> ● Analyze and assess marketing information systems used in research and consumer marketing (product development or improvement, pricing, packaging, distribution, media selection, and promotion) to make informed business decision by: <ul style="list-style-type: none"> ○ <i>Identifying industry/economic trends;</i> ○ <i>Analyzing market needs and opportunities; and</i> ○ <i>Anticipating market changes.</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> ● Identify, select, monitor, and evaluate sales channels. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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All Aspect Industry (AAI) Career Ready Practice (CRP)

ELA: 2,3,4,6,7,8,9 M:1,2,3,4,6,8	<ul style="list-style-type: none"> Develop, maintain, and improve product or service in response to market feedback by: <ul style="list-style-type: none"> <i>Employing product –mix strategies; and</i> <i>Planning product/service activities to facilitate product development.</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> Explain the benefits of building a positive relationship with customers and its impact on a business (company image, branding, build sales, etc.). 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> Explain the selling processes to determine client needs and wants through personalized communication that influences purchase decisions and enhances future business opportunities. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> Use current and evolving technology that allows companies to streamline, automate, and measure marketing tasks and workflows (CRM, omni channel, automation, data insight). <ul style="list-style-type: none"> <i>Know the depth of social media as a business application.</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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	<ul style="list-style-type: none"> Develop a marketing plan by researching market trends, demographics, pricing strategies, and other relevant information (project management). 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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<ul style="list-style-type: none"> Identify, select, monitor, and evaluate sales channels to minimize costs and maximize effectiveness. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> Explain the role of promotion as a marketing function by: <ul style="list-style-type: none"> <i>Generating product ideas;</i> <i>Using product mix strategies; and</i> <i>Communicating with targeted audiences to achieve a desired outcome (advertising, personal selling, publicity, public relations).</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> Explain factors affecting pricing decisions by: <ul style="list-style-type: none"> <i>Describing and applying pricing strategies to determine optimal prices; and</i> <i>Assessing pricing strategies to identify needed changes and to improve profitability.</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> Describe the role and function of human resources management and laws/regulations within a company. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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<ul style="list-style-type: none"> Describe and demonstrate the strategic planning processes within an organization. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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	<ul style="list-style-type: none"> Identify the resources and steps needed for a business venture (growth, development, demise), including: <ul style="list-style-type: none"> <i>What does it mean to be an entrepreneur?</i> 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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5. Demonstrate understanding of the necessary employability and career readiness skills in order to achieve success in today’s workplace. AAI:1-9 CRP: 1-13 ELA:2,3,4,6,7,8,9 https://www.education.nh.gov/career/career/documents/aai_crp_emp.pdf	<ul style="list-style-type: none"> Identify and explain all aspects of the marketing industry (employer expectations, occupational information, current and projected employment, job options, postsecondary options, etc.). 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4
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<ul style="list-style-type: none"> Apply knowledge of career-planning strategies and skills related to job search, preparing for an interview, and job acquisition. 	<table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>4</td> </tr> </table>	1	2	3	4	
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