

Florida Department of Education  
CURRICULUM FRAMEWORK

**Program Title:** Academy of International Marketing  
**Occupational Area:** Marketing

	<u>Secondary</u>	<u>PSAV</u>
<b>Program Numbers</b>	<b>8839100</b>	<b>M807030</b>
CIP Number	0208.070300	0208.070300
Grade Level	9-12, 30, 31	30, 31
Length	4 credits	600 hours
Certification	RETAILING @7 G DIST ED @7 TEACH CDE @7 WHOLESALE @7 G MKTG 1 @2 MKTG MGMT @7 G	RETAILING @7 G DIST ED @7 TEACH CDE @7 WHOLESALE @7 G MKTG 1 @2 MKTG MGMT @7 G
CTSO	DECA	DEX
Coop Method	Yes	Yes
Basic Skills		
Math		9
Language		9
Reading		9

- I. **MAJOR CONCEPTS/CONTENT:** The purpose of this program is to prepare students for employment as traffic clerk (214.587-014), traffic rate clerk (214.362-038), and import/export agent (184.117-022), or to provide supplemental training for persons previously or currently employed in these occupations.

The content includes, but is not limited to, selling, buying, transporting, regulating, and financing goods and services for import or export.

Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 - Marketing Essentials
- 8839110 - International Marketing 1
- 8839120 - International Marketing 2
- 8839130 - International Marketing 3

- II. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this program and should be used to apply theory to the operation of an import/export business.

- III. **SPECIAL NOTE:** DECA, "An Association of Marketing Students" (secondary), and Delta Epsilon Chi, "An Association of Marketing Students" (postsecondary), are the appropriate career and technical student organizations for providing leadership training and for reinforcing specific career and technical skills. Career and Technical Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/0208.9999CP, or Guided Workplace-Learning, 8300430/D886300/1098.8630CP, are highly recommended to use with this program as a work-based learning experience. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. The student must receive compensation for work performed.

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activities. Employment may be either paid or unpaid. (For additional information consult the Guided Workplace-Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace-Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning plan/training plan is highly recommended.

In accordance with Rule 6A-10.040, FAC, the minimum basic-skills grade levels required for adult vocational students to exit this program are: Mathematics 9.0, Language 9.0, Reading 9.0. These grade-level numbers correspond to grade-equivalent scores obtained on one of the state-designated basic-skills examinations. If a student does not meet the basic-skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

To be transferable statewide between institutions, this program must have been reviewed, and a "transfer value" assigned to the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult vocational level, this program may be offered in courses. Vocational credit shall be awarded to the student on a transcript in accordance with Section 230.643 F. S.

When a secondary student with a disability is enrolled in a vocational class with modifications to the curriculum framework, the particular outcomes and student performance standards, which the student must master to earn credit, must be specified on an individual basis. The job or jobs for which the student is being trained should be reflected in the student's desired postschool outcome statement on the Transition Individual Educational Plan (Transition IEP).

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

- IV. **INTENDED OUTCOMES**: After successfully completing appropriate course(s) for each occupational completion point of this program, student will be able to:

**OCCUPATIONAL COMPLETION POINT - DATA CODE - A**

IMPORT/EXPORT CLERK - INDUSTRY TITLE

- 01.0 Demonstrate employability skills.
- 02.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 03.0 Demonstrate proficiency in applying communication and technology skills.
- 04.0 Demonstrate proficiency in applying math skills unique to marketing.
- 05.0 Identify economic principles.
- 06.0 Identify marketing and business fundamentals.
- 07.0 Identify effective selling techniques and procedures.
- 08.0 Demonstrate an understanding of global marketing.
- 09.0 Define global trade.
- 10.0 Demonstrate an understanding of global economics.
- 11.0 Demonstrate an understanding of import and export basics.
- 12.0 Demonstrate an understanding of trade documentation.
- 13.0 Develop knowledge of government agencies administering trade regulations.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - B**

IMPORT/EXPORT DOCUMENTATION CLERK - INDUSTRY TITLE

- 14.0 Analyze global and economic issues.
- 15.0 Demonstrate an understanding of global marketing and transportation.
- 16.0 Demonstrate an understanding of global finance.
- 17.0 Demonstrate an understanding of laws and regulations relating to global marketing.
- 18.0 Discuss global marketing strategies.
- 19.0 Demonstrate an understanding of global advertising and promotion.
- 20.0 Demonstrate effective communication skills specific to global marketing.
- 21.0 Explain concept and importance of entrepreneurship.

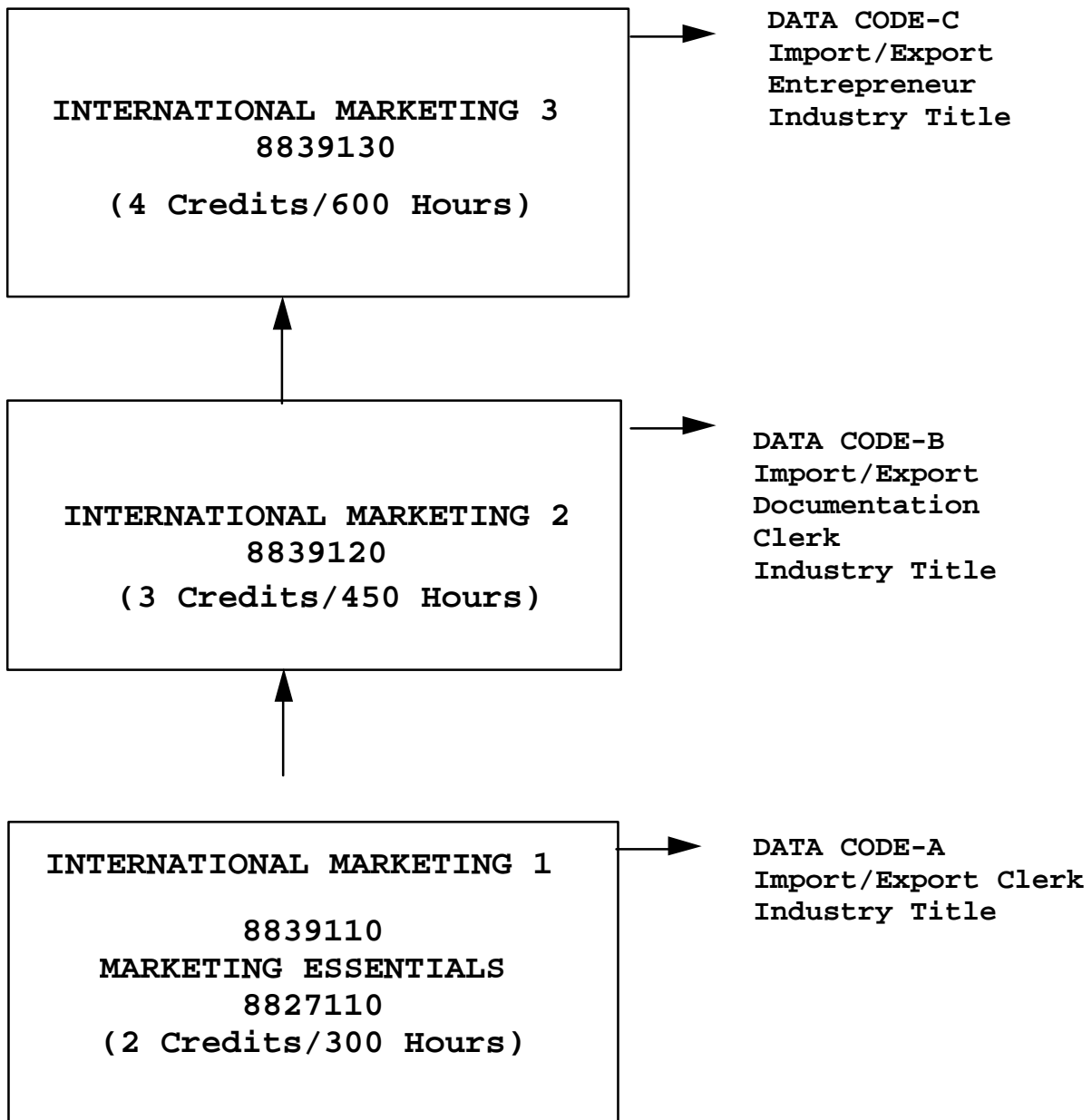
**OCCUPATIONAL COMPLETION POINT - DATA CODE - C**

IMPORT/EXPORT ENTREPRENEUR - INDUSTRY TITLE

- 22.0 List components of a business plan and understand how such a plan contributes to an import/export business success.
- 23.0 Prepare an introduction for a business plan for an import/export business.
- 24.0 Prepare an analysis of trading country.
- 25.0 Prepare a market segment analysis.
- 26.0 Prepare an analysis of potential location.
- 27.0 Prepare a description of proposed organization.
- 28.0 Prepare a description of proposed product/service.
- 29.0 Prepare a proposed pricing policy.
- 30.0 Prepare a marketing strategy.
- 31.0 Develop a financial plan for an import/export business.
- 32.0 Demonstrate uses of marketing related software.
- 33.0 Apply a career plan to international marketing.

The following diagram illustrates the program

**ACADEMY OF INTERNATIONAL MARKETING**  
**8839100/M807030/0208.070300**



**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Program Title:** Academy of International Marketing  
**Secondary Number:** 8839100  
**Postsecondary Number:** M807030

**OCCUPATIONAL COMPLETION POINT - A**

IMPORT/EXPORT CLERK - INDUSTRY TITLE

01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:

- 01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
- 01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
- 01.03 Identify steps in the job application process including arranging for references and proper documentatrion (e.g., green card). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
- 01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.C.2.4.2, LA.C.2.4.3, LA.C.2.4.4, LA.C.2.4.5, LA.C.2.4.6, LA.C.2.4.7, LA.C.2.4.8, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
- 01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
- 01.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3
- 01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3
- 01.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2,

- LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, [SC.H.3.4.1](#), [SS.A.5.4.7](#)
- 01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, [SS.C.2.4.3](#), [SC.H.3.4.4](#)
- 01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)
- 01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.2](#)
- 01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [MA.A.1.4.1](#), [MA.A.1.4.2](#), [MA.A.1.4.3](#), [MA.A.1.4.4](#), [SC.H.3.4.3](#), [SS.C.2.4.3](#), [SS.C.2.4.6](#)
- 01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, [MA.A.5.4.1](#), [MA.B.1.4.2](#)
- 01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)

- 01.16 Identify how to prepare for job separation and re-employment. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5
- 01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6
- 01.18 Identify and practice stress management and relaxation techniques. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2

02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 Define and discuss issues involving gender equity, disability, and age LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3
- 02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
- 02.07 Maintain professional personal appearance and attitude.
- 02.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8
- 02.09 Demonstrate self-management, initiative, and multi-tasking.
- 02.10 Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.11 Demonstrate professional behavior and etiquette. LA.D.1.4.2
- 02.12 Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3



- 02.13 Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4
  - 02.14 Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 02.15 Demonstrate ability to offer and accept feedback. LA.C.3.4.2
  - 02.16 Identify and practice stress management and relaxation techniques.
  - 02.17 Maintain confidentiality of business matters.
  - 02.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
  - 02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:
- 03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.03 Demonstrate ability to read and comprehend written communications.
  - 03.04 Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
  - 03.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
  - 03.07 Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.08 Prepare and deliver a business-related presentation. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
  - 03.09 Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
  - 03.10 Describe positive customer relations. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 03.11 Demonstrate conflict and dispute resolution techniques.  
LA.A.1.4.3, LA.E.2.4.1
  - 03.12 Identify means of nonverbal communication. LA.A.1.4.3,  
LA.C.2.4.1, LA.C.2.4.2
  - 03.13 Demonstrate effective telephone and e-mail techniques and  
etiquette/netiquette in a business situation. LA.B.2.4.4,  
LA.C.1.4.3, LA.C.3.4.2
  - 03.14 Discuss methods of resolving customer complaints.  
LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
  - 03.15 Interpret business policies to customers/clients.  
LA.A.2.4.7, LA.A.2.4.8
  - 03.16 Discuss importance of providing clear directions,  
descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1,  
LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2,  
LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3,  
LA.C.3.4.4, LA.C.3.4.5
  - 03.17 Demonstrate ability to locate, understand, interpret  
information found in trade journals, manuals, graphs,  
schedules, charts, diagrams, and Internet resources.  
LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4,  
LA.C.3.4.3, MA.A.4.4.1
  - 03.18 Identify types of technology/equipment used in the  
workplace. LA.B.2.4.4
  - 03.19 Define hypertext, URL, links, Internet Service Provider  
(ISP), bulletin board service (BBS), electronic storefront,  
e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4.1,  
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,  
LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5
- 04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO  
MARKETING--The student will be able to:
- 04.01 Perform addition, subtraction, multiplication, division,  
ratios, and percentage problems as related to industry.  
MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3,  
MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 04.02 Apply problem solving techniques to sales related  
transactions including cash, checks, debit cards, credit  
cards, discounts, layaway, C. O. D., returns, gift  
certificates, and automatic fee withdrawals. MA.A.1.4.1,  
MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
  - 04.03 Interpret quantitative information from tables, charts, and  
graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4.1,  
MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1,  
MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 04.04 Demonstrate ability to make change correctly. MA.A.1.4.1,  
MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.B.3.4.1
  - 04.05 Calculate tax, gratuity, commission, and miscellaneous  
charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2,  
MA.B.3.4.1
  - 04.06 Demonstrate ability to collect, organize, and interpret  
data, and predict outcomes relative to opening and closing  
procedures for a sales terminal. MA.E.1.4.1
  - 04.07 Collect and analyze sales information to determine stock  
turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3
  - 04.08 Apply standard industry formula to determine markup and  
markdown on merchandise. MA.A.5.4.1

- 04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1
- 04.11 Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.12 Compute and analyze a break-even point.
- 04.13 Operate 10-key keypad. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.14 Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3
- 04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1

05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:

- 05.01 Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.02 Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.03 Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.04 Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.05 Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.2
- 05.06 Explain concept of price. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.07 Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1,

- LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1, SS.D.2.4.6
- 05.08 Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 05.09 Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.10 Explain role of profit motive. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.11 Explain concept of risk. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.12 Explain concept of competition. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.13 Explain concept of productivity. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.14 Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.15 Explain function of the Federal Reserve Board. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:
- 06.01 Define marketing and its role. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.02 Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 06.03 Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.04 Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.05 Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.7
- 06.10 Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.11 Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.12 Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.13 Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.15 Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.17 Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3,

LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4,  
LA.C.3.4.5

06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.3

07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:

07.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

07.02 Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

07.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.

07.05 Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.

07.07 Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

08.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL MARKETING--The student will be able to:

08.01 Define the terms "international marketing" and "international trade."

08.02 Discuss the importance of global marketing to the individual consumer and his/her country of residence with emphasis on cultural differences.

08.03 Identify the major global trade regions.

08.04 Explain the purpose of global trade agreements.

08.05 Discuss opportunities available in global business.

08.06 Explain why a knowledge and understanding of geography,

- cultures, history, world market potential, and global economic, social, and political trends is critical for success in global marketing.
- 08.07 Describe how cultural and technological characteristics can link or divide regions.
  - 08.08 Explain the importance of market research in determining cultural and economic development.
  - 08.09 Discuss licensing agreements and cartels.
- 09.0 DEFINE GLOBAL TRADE--The student will be able to:
- 09.01 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
  - 09.02 Outline the advantages and disadvantages of a protectionist policy.
  - 09.03 Identify possible solutions to the problem of meeting foreign competition.
  - 09.04 Distinguish between imports and exports.
  - 09.05 Discuss the financial interdependence of nations.
  - 09.06 Explain the advantages and disadvantages of global trade.
  - 09.07 Discuss the factors that have led to increased international interdependence and basic concepts associated with trade between nations.
  - 09.08 Define the major agreements governing the world: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU), ASEAN Free Trade Area (AFTA), and Southern Cone Common Market (Mercosur).
  - 09.09 Discuss the U.S. balance of trade.
  - 09.10 Discuss how government taxes, policies, and programs affect individuals, groups, businesses, and countries.
  - 09.11 Define trade, tariff, quota, voluntary export restraints, embargo, most favored nation status, foreign trade zones, dumping, kickbacks, international monetary fund (IMF).
  - 09.12 Discuss the role of the World Trade Organization (WTO).
- 10.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL ECONOMICS--The student will be able to:
- 10.01 Describe role of global trade.
  - 10.02 Explain the economic terms of global trade.
  - 10.03 Discuss the economic systems of other countries.
  - 10.04 Identify potential barriers to international trade.
  - 10.05 Profile a nation's economy.
  - 10.06 Discuss events concerning issues relevant to global economics.
- 11.0 DEMONSTRATE AN UNDERSTANDING OF IMPORT AND EXPORT BASICS--The student will be able to:
- 11.01 Identify differences and similarities between domestic and international business.
  - 11.02 Explain reasons for exporting and importing.
  - 11.03 Describe the exporting process.
  - 11.04 Describe the importing process.
  - 11.05 Explain global data.
  - 11.06 Identify global business resources.
  - 11.07 Explain the need for overseas business travel.

12.0 DEMONSTRATE AN UNDERSTANDING OF TRADE DOCUMENTATION--The student will be able to:

- 12.01 Identify documents necessary for exporting.
- 12.02 Identify documents necessary for importing.
- 12.03 Practice calculations using the metric system.
- 12.04 Discuss the flow of documentation.
- 12.05 Prepare trade documentation.
- 12.06 Describe export and commercial licensing.
- 12.07 Explain documentation needed for letters of credit.
- 12.08 Prepare export packing list.
- 12.09 Prepare a pro forma invoice/commercial invoice.
- 12.10 Prepare a Shipper's Export Declaration.
- 12.11 Prepare a Certificate of Origin.
- 12.12 Prepare bill of lading.
- 12.13 Prepare customs entry forms.
- 12.14 Explain consular invoices.
- 12.15 Finalize insurance documentation.
- 12.16 Report a claim for damaged goods.

13.0 DEVELOP KNOWLEDGE OF GOVERNMENT AGENCIES ADMINISTERING TRADE REGULATIONS--The student will be able to:

- 13.01 Explain role of Department of Treasury.
- 13.02 Explain role of U.S. Customs Service.
- 13.03 Explain role of Department of Commerce.
- 13.04 Explain role of Bureau of Export Administration.
- 13.05 Explain role of International Trade Administration.
- 13.06 Explain role of Eximbank.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - B**

IMPORT/EXPORT DOCUMENTATION CLERK - INDUSTRY TITLE

14.0 ANALYZE GLOBAL AND ECONOMIC ISSUES--The student will be able to:

- 14.01 Analyze characteristics of the global economy.
- 14.02 Compare and contrast global business opportunities.
- 14.03 Analyze scenarios to determine how trade barriers work.
- 14.04 Analyze role of Internet in promoting international trade.

15.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL MARKETING AND TRANSPORTATION--The student will be able to:

- 15.01 Analyze global distribution systems.
- 15.02 Explain cargo insurance.
- 15.03 Explain global pricing.
- 15.04 Select an export distribution system.
- 15.05 Apply pricing strategies.
- 15.06 Apply sales strategies.
- 15.07 Develop an import/export plan.
- 15.08 Explain terms of sale.
- 15.09 Discuss methods of payment.
- 15.10 Identify basic shipping terminology.
- 15.11 Explain the function of a foreign-freight forwarder.

16.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL FINANCE--The student will be able to:



- 16.01 Explain basic concepts of global finance.
  - 16.02 Identify foreign currency/exchange rates.
  - 16.03 Describe methods of global payment and finance.
  - 16.04 Discuss the importance of global finance to global trade.
  - 16.05 List types of financial institutions involved in global trade.
  - 16.06 Analyze the effects of fluctuating exchange rates.
  - 16.07 Profile a nations financial system.
  - 16.08 Analyze current events concerning issues relevant to global finance.
  - 16.09 Explain concepts of letter of credit and bills of exchange.
  - 16.10 Explain barter, compensation deals, counter purchase, and buy-back as types of countertrades.
  - 16.11 Describe the major types of financial risk: commercial, political, and foreign-exchange.
  - 16.12 Describe the major ways to minimize potential financial risk: hedging, foreign-exchange options, and European Currency Unit (ECU).
- 17.0 DEMONSTRATE AN UNDERSTANDING OF LAWS AND REGULATIONS RELATING TO GLOBAL MARKETING--The student will be able to:
- 17.01 Explain laws regulating exports.
  - 17.02 Explain laws regulating imports.
  - 17.03 Explain intellectual property rights protection.
  - 17.04 Explain basic legal concepts of Uniform Commercial Code.
  - 17.05 Explain basic legal concepts of convention on the global sale of goods.
- 18.0 DISCUSS GLOBAL MARKETING STRATEGIES--The student will be able to:
- 18.01 Describe importance of designing quality products to meet customer needs and advancing technology.
  - 18.02 Explain importance of cost containment, customer satisfaction, and after-sale support.
- 19.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL ADVERTISING AND PROMOTION--The student will be able to:
- 19.01 Analyze advantages and disadvantages of centralized and decentralized advertising.
  - 19.02 Discuss importance of global market segmentation and promotion.
  - 19.03 Explain the barriers to effective communication presented by language.
  - 19.04 Discuss the impact of cultural diversity on global advertising.
  - 19.05 Explain importance of media availability, coverage, and effectiveness.
- 20.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS SPECIFIC TO GLOBAL MARKETING--The student will be able to:
- 20.01 Explain how methods of communication differ throughout the world.
  - 20.02 Identify communication modes used to facilitate global trade.

- 21.0 EXPLAIN CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:
- 21.01 Define "entrepreneurship" and "entrepreneur."
  - 21.02 Describe the differences between a product-based and service-based business.
  - 21.03 Discuss the role of the entrepreneur in the global community.
  - 21.04 Identify the opportunities and risks involved in ownership of an import/export business.
  - 21.05 Discuss role of the entrepreneur in promoting ethical business practices and relationships.
  - 21.06 List components of a business plan.
  - 21.07 Identify how a business plan contributes to the success of a business.
  - 21.08 Determine advantages and disadvantages of becoming an entrepreneur.
  - 21.09 Discuss entrepreneurship as a career choice.
  - 21.10 Evaluate entrepreneurial potential.

**OCCUPATIONAL COMPLETION POINT - DATA CODE - C**  
IMPORT/EXPORT ENTREPRENEUR - Industry Title

- 22.0 LIST COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO AN IMPORT/EXPORT BUSINESS SUCCESS--The student will be able to:
- 22.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
  - 22.02 Discuss importance of a business plan in developing a business idea and evaluating success.
  - 22.03 Select data/graphics, maps, and diagrams to be included in the business plan.
  - 22.04 Utilize current technology for research and communication in developing the business plan (Internet, World Wide Web).
- 23.0 PREPARE AN INTRODUCTION FOR A BUSINESS PLAN FOR AN IMPORT/EXPORT BUSINESS--The student will be able to:
- 23.01 Identify and describe type of import/export business.
  - 23.02 Analyze how current or changing economic situation has created an unfulfilled consumer demand for business.
  - 23.03 Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.
  - 23.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.
  - 23.05 Predict why the business will be successful.
- 24.0 PREPARE AN ANALYSIS OF TRADING COUNTRY--The student will be able to:
- 24.01 Analyze trading country with respect to geographic, demographic, and economic data.
  - 24.02 Assess competition and affect of seasonal fluctuations.
  - 24.03 Analyze projected growth of trading country.
- 25.0 PREPARE A MARKET SEGMENT ANALYSIS--The student will be able to:

- 25.01 Analyze target market by geographics, demographics, lifestyle, and product benefits.
  - 25.02 Explain importance of market segmentation.
  - 25.03 Describe customer-buying behavior related to proposed business.
  - 25.04 Profile potential customers.
- 26.0 PREPARE AN ANALYSIS OF POTENTIAL LOCATION--The student will be able to:
- 26.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition and shipping facilities of appropriate business locations.
  - 26.02 Research cultural, income, vocational, age, and mobility characteristics of inhabitants of potential locations.
  - 26.03 Describe market trends affecting potential locations.
  - 26.04 Determine advantages and disadvantages of different types of business locations.
  - 26.05 Determine steps involved in selecting a specific business site.
- 27.0 PREPARE A DESCRIPTION OF PROPOSED ORGANIZATION--The student will be able to:
- 27.01 Determine type of ownership best suited to business situation.
  - 27.02 Identify steps in starting to form business.
  - 27.03 Outline steps in hiring of employees.
  - 27.04 Prepare an organization chart.
  - 27.05 Compose job descriptions of identified positions.
- 28.0 PREPARE A DESCRIPTION OF PROPOSED PRODUCT/SERVICE--The student will be able to:
- 28.01 Summarize details of product(s)/service(s) to be offered.
  - 28.02 Identify potential suppliers/manufacturers.
  - 28.03 Develop an inventory policy, if applicable.
  - 28.04 Identify supplies necessary for operation of the business.
  - 28.05 Compose and develop a customer profile.
  - 28.06 Evaluate importance of determining a product policy.
- 29.0 PREPARE A PROPOSED PRICING POLICY--The student will be able to:
- 29.01 Identify costs and proposed markups.
  - 29.02 Explain relationship to competitors.
  - 29.03 Evaluate importance of determining a price line.
  - 29.04 Describe profit margin.
  - 29.05 Determine how to compute profit margin.
  - 29.06 Identify pricing incentive options.
  - 29.07 Describe pricing strategy choices.
- 30.0 PREPARE A MARKETING STRATEGY--The student will be able to:
- 30.01 Determine appropriate image.
  - 30.02 Select a promotional mix for the business.
  - 30.03 Establish promotional objectives for the business.
  - 30.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.

- 30.05 Develop an advertising plan identifying types and costs of media to be used.
  - 30.06 Develop a promotional plan including sales promotion.
  - 30.07 Develop ideas for obtaining publicity for the business.
  - 30.08 Write a press release.
  - 30.09 Plan a web site for the business.
  - 30.10 Discuss importance of the Internet in marketing products/ services globally.
  - 30.11 Identify the role of customer service.
  - 30.12 Discuss role of selling in an import/export business.
- 31.0 DEVELOP A FINANCIAL PLAN FOR AN IMPORT/EXPORT BUSINESS--The student will be able to:
- 31.01 Estimate dollar amount needed to open an import/export business.
  - 31.02 Compare available funding sources, identifying amount of personal financial commitment.
  - 31.03 Complete a loan application.
  - 31.04 Prepare plan to repay borrowed funds or provide return on investment to equity funds.
  - 31.05 Project monthly and annual business income for the first year of operation.
  - 31.06 Estimate monthly and annual cash flow for the first year of operation.
  - 31.07 Calculate sales volume required for profitability during first year of operation.
  - 31.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).
  - 31.09 Prepare a cash flow projection for simulated import/export business.
  - 31.10 Prepare a five-year financial plan.
  - 31.11 Develop summary of key points for supporting financial requests.
- 32.0 DEMONSTRATE USES OF MARKETING RELATED SOFTWARE--The student will be able to:
- 32.01 Perform data entry procedures.
  - 32.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open-to-buy, pricing, invoicing).
  - 32.03 Perform marketing spreadsheet data entry and output procedures.
  - 32.04 Analyze a marketing spreadsheet in a decision-making situation.
  - 32.05 Design and prepare an advertising brochure.
  - 32.06 Discuss the importance of e-mail, fax, and an on-line service to an import/export business.
- 33.0 APPLY A CAREER PLAN TO INTERNATIONAL MARKETING--The student will be Able to:
- 33.01 Develop a plan for pursuing a specific career in international marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.
  - 33.02 Demonstrate competencies required for career sustaining and mid-level management positions in the international marketing field.

- 33.03 Demonstrate specific technology applications related to the student's selected international marketing career plan.
- 33.04 Develop forms of documentation for inclusion in a career portfolio for international marketing, i.e., International Marketing Event (see DECA Guide).

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8827110  
**Course Title:** Marketing Essentials  
**Course Credit:** 1

**COURSE DESCRIPTION:**

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math, and economic skills. The fundamentals of marketing and selling are also included. There is not an occupational completion point after the completion of this course.

- 01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
- 01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
  - 01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
  - 01.03 Identify steps in the job application process including arranging for references and proper documentatrion (e.g., green card). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
  - 01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
  - 01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
  - 01.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3

- 01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3
- 01.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, SC.H.3.4.1, SS.A.5.4.7
- 01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4
- 01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
- 01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2
- 01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6
- 01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.2, LA.D.2.4.3, LA.D.2.4.4, LA.D.2.4.5, LA.D.2.4.6, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2
- 01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4.1,

LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.3](#)

- 01.16 Identify how to prepare for job separation and re-employment. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, [SC.H.3.4.5](#)
- 01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, [MA.A.1.4.1](#), [MA.A.1.4.4](#), [SC.H.3.4.5](#), [SC.H.3.4.6](#)
- 01.18 Identify and practice stress management and relaxation techniques. LA.A.1.4.1, LA.A.1.4.2, LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.1, LA.A.2.4.2, LA.A.2.4.3, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
- 01.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2

02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:

- 02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.02 Define and discuss issues involving gender equity, disability, and age LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.1, LA.D.1.4.2, LA.D.1.4.3
- 02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3
- 02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.05 Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
- 02.07 Maintain professional personal appearance and attitude.
- 02.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8
- 02.09 Demonstrate self-management, initiative, and multi-tasking.
- 02.10 Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1,



- LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.11 Demonstrate professional behavior and etiquette. LA.D.1.4.2
- 02.12 Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3
- 02.13 Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4
- 02.14 Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 02.15 Demonstrate ability to offer and accept feedback. LA.C.3.4.2
- 02.16 Identify and practice stress management and relaxation techniques.
- 02.17 Maintain confidentiality of business matters.
- 02.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
- 02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2

03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:

- 03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.03 Demonstrate ability to read and comprehend written communications.
- 03.04 Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4
- 03.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.07 Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 03.08 Prepare and deliver a business-related presentation. LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4

- 03.10 Describe positive customer relations. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.11 Demonstrate conflict and dispute resolution techniques. LA.A.1.4.3, LA.E.2.4.1
  - 03.12 Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2
  - 03.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
  - 03.14 Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.1, LA.E.2.4.2
  - 03.15 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
  - 03.16 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
  - 03.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
  - 03.18 Identify types of technology/equipment used in the workplace. LA.B.2.4.4
  - 03.19 Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:
- 04.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 04.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.A.5.4.1
  - 04.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
  - 04.04 Demonstrate ability to make change correctly. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.A.2.4.2, MA.B.3.4.1
  - 04.05 Calculate tax, gratuity, commission, and miscellaneous charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
  - 04.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1

- 04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3
- 04.08 Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1
- 04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1
- 04.11 Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 04.12 Compute and analyze a break-even point.
- 04.13 Operate 10-key keypad. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.1.4.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4.1, MA.E.1.4.2, MA.E.1.4.3
- 04.14 Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3
- 04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1
- 05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:
- 05.01 Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.02 Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.03 Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.04 Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.05 Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.2
- 05.06 Explain concept of price. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1

- 05.07 Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1, SS.D.2.4.6
- 05.08 Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 05.09 Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.1
- 05.10 Explain role of profit motive. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.11 Explain concept of risk. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.12 Explain concept of competition. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.1.4.1
- 05.13 Explain concept of productivity. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.14 Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 05.15 Explain function of the Federal Reserve Board. LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.5
- 06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:
- 06.01 Define marketing and its role. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.02 Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.4
- 06.03 Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.04 Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.05 Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3,

- LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, LA.E.2.4.7
- 06.10 Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.11 Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.12 Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.13 Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.15 Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.17 Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

- 06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5, SS.D.2.4.3
- 07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:
- 07.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.02 Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
- 07.05 Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
- 07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
- 07.07 Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5

July 2001

Florida Department of Education  
STUDENT PERFORMANCE STANDARDS

**Course Number:** 8839110  
**Course Title:** International Marketing 1  
**Course Credit:** 1

**COURSE DESCRIPTION:**

The purpose of this course is to introduce the student to the basics of international marketing. These competencies include an understanding of import and export basics. Students will have met Occupational Completion Point Data Code A: Import/Export Clerk - Industry Title

08.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL MARKETING--The student will be able to:

- 08.01 Define the terms "international marketing" and "international trade."
- 08.02 Discuss the importance of global marketing to the individual consumer and his/her country of residence with emphasis on cultural differences.
- 08.03 Identify the major global trade regions.
- 08.04 Explain the purpose of global trade agreements.
- 08.05 Discuss opportunities available in global business.
- 08.06 Explain why a knowledge and understanding of geography, cultures, history, world market potential, and global economic, social, and political trends is critical for success in global marketing.
- 08.07 Describe how cultural and technological characteristics can link or divide regions.
- 08.08 Explain the importance of market research in determining cultural and economic development.
- 08.09 Discuss licensing agreements and cartels.

09.0 DEFINE GLOBAL TRADE--The student will be able to:

- 09.01 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
- 09.02 Outline the advantages and disadvantages of a protectionist policy.
- 09.03 Identify possible solutions to the problem of meeting foreign competition.
- 09.04 Distinguish between imports and exports.
- 09.05 Discuss the financial interdependence of nations.
- 09.06 Explain the advantages and disadvantages of global trade.
- 09.07 Discuss the factors that have led to increased international interdependence and basic concepts associated with trade between nations.
- 09.08 Define the major agreements governing the world: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU), ASEAN Free Trade Area (AFTA), and Southern Cone Common Market (Mercosur).
- 09.09 Discuss the U.S. balance of trade.
- 09.10 Discuss how government taxes, policies, and programs affect

- individuals, groups, businesses, and countries.
- 09.11 Define trade, tariff, quota, voluntary export restraints, embargo, most favored nation status, foreign trade zones, dumping, kickbacks, international monetary fund (IMF).
- 09.12 Discuss the role of the World Trade Organization (WTO).
- 10.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL ECONOMICS--The student will be able to:
- 10.01 Describe role of global trade.
- 10.02 Explain the economic terms of global trade.
- 10.03 Discuss the economic systems of other countries.
- 10.04 Identify potential barriers to international trade.
- 10.05 Profile a nation's economy.
- 10.06 Discuss events concerning issues relevant to global economics.
- 11.0 DEMONSTRATE AN UNDERSTANDING OF IMPORT AND EXPORT BASICS--The student will be able to:
- 11.01 Identify differences and similarities between domestic and international business.
- 11.02 Explain reasons for exporting and importing.
- 11.03 Describe the exporting process.
- 11.04 Describe the importing process.
- 11.05 Explain global data.
- 11.06 Identify global business resources.
- 11.07 Explain the need for overseas business travel.
- 12.0 DEMONSTRATE AN UNDERSTANDING OF TRADE DOCUMENTATION--The student will be able to:
- 12.01 Identify documents necessary for exporting.
- 12.02 Identify documents necessary for importing.
- 12.03 Practice calculations using the metric system.
- 12.04 Discuss the flow of documentation.
- 12.05 Prepare trade documentation.
- 12.06 Describe export and commercial licensing.
- 12.07 Explain documentation needed for letters of credit.
- 12.08 Prepare export packing list.
- 12.09 Prepare a pro forma invoice/commercial invoice.
- 12.10 Prepare a Shipper's Export Declaration.
- 12.11 Prepare a Certificate of Origin.
- 12.12 Prepare bill of lading.
- 12.13 Prepare customs entry forms.
- 12.14 Explain consular invoices.
- 12.15 Finalize insurance documentation.
- 12.16 Report a claim for damaged goods.
- 13.0 DEVELOP KNOWLEDGE OF GOVERNMENT AGENCIES ADMINISTERING TRADE REGULATIONS--The student will be able to:
- 13.01 Explain role of Department of Treasury.
- 13.02 Explain role of U.S. Customs Service.
- 13.03 Explain role of Department of Commerce.
- 13.04 Explain role of Bureau of Export Administration.
- 13.05 Explain role of International Trade Administration.
- 13.06 Explain role of Eximbank.





**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8839120  
**Course Title:** International Marketing 2  
**Course Credit:** 1

**COURSE DESCRIPTION:**

The purpose of this course is to develop competencies regarding international marketing, transportation, finance, laws and regulations, and communications. Students will have met Occupational Completion Point Data Code B: Import/Export Documentation Clerk - Industry Title

- 14.0 ANALYZE GLOBAL AND ECONOMIC ISSUES--The student will be able to:
- 14.01 Analyze characteristics of the global economy.
  - 14.02 Compare and contrast global business opportunities.
  - 14.03 Analyze scenarios to determine how trade barriers work.
  - 14.04 Analyze role of Internet in promoting international trade.
- 15.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL MARKETING AND TRANSPORTATION--The student will be able to:
- 15.01 Analyze global distribution systems.
  - 15.02 Explain cargo insurance.
  - 15.03 Explain global pricing.
  - 15.04 Select an export distribution system.
  - 15.05 Apply pricing strategies.
  - 15.06 Apply sales strategies.
  - 15.07 Develop an import/export plan.
  - 15.08 Explain terms of sale.
  - 15.09 Discuss methods of payment.
  - 15.10 Identify basic shipping terminology.
  - 15.11 Explain the function of a foreign-freight forwarder.
- 16.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL FINANCE--The student will be able to:
- 16.01 Explain basic concepts of global finance.
  - 16.02 Identify foreign currency/exchange rates.
  - 16.03 Describe methods of global payment and finance.
  - 16.04 Discuss the importance of global finance to global trade.
  - 16.05 List types of financial institutions involved in global trade.
  - 16.06 Analyze the effects of fluctuating exchange rates.
  - 16.07 Profile a nations financial system.
  - 16.08 Analyze current events concerning issues relevant to global finance.
  - 16.09 Explain concepts of letter of credit and bills of exchange.
  - 16.10 Explain barter, compensation deals, counter purchase, and buy-back as types of countertrades.
  - 16.11 Describe the major types of financial risk: commercial, political, and foreign-exchange.
  - 16.12 Describe the major ways to minimize potential financial risk: hedging, foreign-exchange options, and European

Currency Unit (ECU).

- 17.0 DEMONSTRATE AN UNDERSTANDING OF LAWS AND REGULATIONS RELATING TO GLOBAL MARKETING--The student will be able to:
- 17.01 Explain laws regulating exports.
  - 17.02 Explain laws regulating imports.
  - 17.03 Explain intellectual property rights protection.
  - 17.04 Explain basic legal concepts of Uniform Commercial Code.
  - 17.05 Explain basic legal concepts of convention on the global sale of goods.
- 18.0 DISCUSS GLOBAL MARKETING STRATEGIES--The student will be able to:
- 18.01 Describe importance of designing quality products to meet customer needs and advancing technology.
  - 18.02 Explain importance of cost containment, customer satisfaction, and after-sale support.
- 19.0 DEMONSTRATE AN UNDERSTANDING OF GLOBAL ADVERTISING AND PROMOTION--The student will be able to:
- 19.01 Analyze advantages and disadvantages of centralized and decentralized advertising.
  - 19.02 Discuss importance of global market segmentation and promotion.
  - 19.03 Explain the barriers to effective communication presented by language.
  - 19.04 Discuss the impact of cultural diversity on global advertising.
  - 19.05 Explain importance of media availability, coverage, and effectiveness.
- 20.0 DEMONSTRATE EFFECTIVE COMMUNICATION SKILLS SPECIFIC TO GLOBAL MARKETING--The student will be able to:
- 20.01 Explain how methods of communication differ throughout the world.
  - 20.02 Identify communication modes used to facilitate global trade.
- 21.0 EXPLAIN CONCEPT AND IMPORTANCE OF ENTREPRENEURSHIP--The student will be able to:
- 21.01 Define "entrepreneurship" and "entrepreneur."
  - 21.02 Describe the differences between a product-based and service-based business.
  - 21.03 Discuss the role of the entrepreneur in the global community.
  - 21.04 Identify the opportunities and risks involved in ownership of an import/export business.
  - 21.05 Discuss role of the entrepreneur in promoting ethical business practices and relationships.
  - 21.06 List components of a business plan.
  - 21.07 Identify how a business plan contributes to the success of a business.
  - 21.08 Determine advantages and disadvantages of becoming an entrepreneur.
  - 21.09 Discuss entrepreneurship as a career choice.
  - 21.10 Evaluate entrepreneurial potential.

**Florida Department of Education  
STUDENT PERFORMANCE STANDARDS**

**Course Number:** 8839130  
**Course Title:** International Marketing 3  
**Course Credit:** 1

**COURSE DESCRIPTION:**

This course provides instruction for career sustaining level employment in the industry. The content includes applied skills related to international marketing functions including employment skills required for success in international marketing and career planning. Entrepreneurship as related to an international market is also included in this course. Student will have met Occupational Completion Point Data Code C: Import/Export Entrepreneur - Industry Title.

22.0 LIST COMPONENTS OF A BUSINESS PLAN AND UNDERSTAND HOW SUCH A PLAN CONTRIBUTES TO AN IMPORT/EXPORT BUSINESS SUCCESS--The student will be able to:

- 22.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
- 22.02 Discuss importance of a business plan in developing a business idea and evaluating success.
- 22.03 Select data/graphics, maps, and diagrams to be included in the business plan.
- 22.04 Utilize current technology for research and communication in developing the business plan (Internet, World Wide Web).

23.0 PREPARE AN INTRODUCTION FOR A BUSINESS PLAN FOR AN IMPORT/EXPORT BUSINESS--The student will be able to:

- 23.01 Identify and describe type of import/export business.
- 23.02 Analyze how current or changing economic situation has created an unfulfilled consumer demand for business.
- 23.03 Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.
- 23.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.
- 23.05 Predict why the business will be successful.

24.0 PREPARE AN ANALYSIS OF TRADING COUNTRY--The student will be able to:

- 24.01 Analyze trading country with respect to geographic, demographic, and economic data.
- 24.02 Assess competition and affect of seasonal fluctuations.
- 24.03 Analyze projected growth of trading country.

25.0 PREPARE A MARKET SEGMENT ANALYSIS--The student will be able to:

- 25.01 Analyze target market by geographics, demographics, lifestyle, and product benefits.
  - 25.02 Explain importance of market segmentation.
  - 25.03 Describe customer-buying behavior related to proposed business.
  - 25.04 Profile potential customers.
- 26.0 PREPARE AN ANALYSIS OF POTENTIAL LOCATION--The student will be able to:
- 26.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition and shipping facilities of appropriate business locations.
  - 26.02 Research cultural, income, vocational, age, and mobility characteristics of inhabitants of potential locations.
  - 26.03 Describe market trends affecting potential locations.
  - 26.04 Determine advantages and disadvantages of different types of business locations.
  - 26.05 Determine steps involved in selecting a specific business site.
- 27.0 PREPARE A DESCRIPTION OF PROPOSED ORGANIZATION--The student will be able to:
- 27.01 Determine type of ownership best suited to business situation.
  - 27.02 Identify steps in starting to form business.
  - 27.03 Outline steps in hiring of employees.
  - 27.04 Prepare an organization chart.
  - 27.05 Compose job descriptions of identified positions.
- 28.0 PREPARE A DESCRIPTION OF PROPOSED PRODUCT/SERVICE--The student will be able to:
- 28.01 Summarize details of product(s)/service(s) to be offered.
  - 28.02 Identify potential suppliers/manufacturers.
  - 28.03 Develop an inventory policy, if applicable.
  - 28.04 Identify supplies necessary for operation of the business.
  - 28.05 Compose and develop a customer profile.
  - 28.06 Evaluate importance of determining a product policy.
- 29.0 PREPARE A PROPOSED PRICING POLICY--The student will be able to:
- 29.01 Identify costs and proposed markups.
  - 29.02 Explain relationship to competitors.
  - 29.03 Evaluate importance of determining a price line.
  - 29.04 Describe profit margin.
  - 29.05 Determine how to compute profit margin.
  - 29.06 Identify pricing incentive options.
  - 29.07 Describe pricing strategy choices.
- 30.0 PREPARE A MARKETING STRATEGY--The student will be able to:
- 30.01 Determine appropriate image.
  - 30.02 Select a promotional mix for the business.
  - 30.03 Establish promotional objectives for the business.
  - 30.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.
  - 30.05 Develop an advertising plan identifying types and costs of media to be used.

- 30.06 Develop a promotional plan including sales promotion.
  - 30.07 Develop ideas for obtaining publicity for the business.
  - 30.08 Write a press release.
  - 30.09 Plan a web site for the business.
  - 30.10 Discuss importance of the Internet in marketing products/ services globally.
  - 30.11 Identify the role of customer service.
  - 30.12 Discuss role of selling in an import/export business.
- 31.0 DEVELOP A FINANCIAL PLAN FOR AN IMPORT/EXPORT BUSINESS--The student will be able to:
- 31.01 Estimate dollar amount needed to open a business.
  - 31.02 Compare available funding sources, identifying amount of personal financial commitment.
  - 31.03 Complete a loan application.
  - 31.04 Prepare plan to repay borrowed funds or provide return on investment to equity funds.
  - 31.05 Project monthly and annual business income for the first year of operation.
  - 31.06 Estimate monthly and annual cash flow for the first year of operation.
  - 31.07 Calculate sales volume required for profitability during first year of operation.
  - 31.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).
  - 31.09 Prepare a cash flow projection for import/export simulated business.
  - 31.10 Prepare a five-year financial plan.
  - 31.11 Develop summary of key points for supporting financial requests.
- 32.0 DEMONSTRATE USES OF MARKETING RELATED SOFTWARE--The student will be able to:
- 32.01 Perform data entry procedures.
  - 32.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).
  - 32.03 Perform marketing spreadsheet data entry and output procedures.
  - 32.04 Analyze a marketing spreadsheet in a decision-making situation.
  - 32.05 Design and prepare an advertising brochure.
  - 32.06 Discuss the importance of e-mail, fax, and an on-line service to a small business.
- 33.0 APPLY A CAREER PLAN TO INTERNATIONAL MARKETING--The student will be able to:
- 33.01 Develop a plan for pursuing a specific career in international marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.
  - 33.02 Demonstrate competencies required for career sustaining and mid-level management positions in the international marketing field.
  - 33.03 Demonstrate specific technology applications related to the student's selected international marketing career plan.
  - 33.04 Develop forms of documentation for inclusion in a career

portfolio for international marketing, i.e., International Marketing Event (see DECA Guide).