

Unit/Standard Number	 High School Graduation Years 2019, 2020, 2021 Sales, Distribution & Marketing Operations, General CIP 52.1801 Task Grid 	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
	Secondary Competency Task List	
100	INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS	
101	Identify and explain seven functions of marketing.	
102	Identify and explain economic utilities.	
103	Identify and explain the components of the marketing mix.	
104	RESERVED	
105	Examine the role of business in society.	
106	Examine the global environment in which businesses operate.	
107	RESERVED	
108	Explain the concept of target marketing and market segmentation.	
L109	Identify marketing fundamentals and basic concepts	
L110	Recognize key elements of the marketing plan	
L111	Recognize components of staffing, planning and managing human resources in a business unit	
L151	ORIENTATION: Complete the required MCTI/classroom entry forms	
L152	ORIENTATION: Demonstrate knowledge of school and classroom operations, procedures and safety rules/regulations.	
L161	WORK HABITS: Practice NOCTI standards for end-of-program assessment	
L162	WORK HABITS: Identify industry certification/s standards	
L163	WORK HABITS: Demonstrate professional entry level work habits	
L164	WORK HABITS: Demonstrate appropriate workplace behaviors, appearance and communication skills.	
L165	WORK HABITS: Complete employment readiness skills in Professional Development Program	
L166	Study Global Marketing and demonstrate sensitivity to Cultural Diversity in Marketing	
200	PRICING AND RETAIL MATH	
201	Process sales documentation and employee records for a business.	
202	Calculate correct change for customer transaction.	
203	Calculate sales tax and discounts.	
204	Perform an opening/closing reconciliation of a cash drawer.	
205	RESERVED	
206	Calculate profit, markup and markdown.	
207	Calculate prices for merchandise using pricing strategies.	
208	RESERVED	

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300	EXPLORING CAREER DEVELOPMENT OPPORTUNITIES	
301	Prepare a résumé for a specific job in Marketing or Business.	
302	Prepare a letter of application for a specific job in the field of Marketing or Business.	
303	Complete a job application for a specific job in the field of Marketing or Business.	
304	Prepare for a job interview in the field of Marketing and Business.	
305	Research career and educational opportunities in Marketing and Business.	
306	Demonstrate and practice networking skills.	
400	TECHNOLOGY APPLICATIONS	
401	Prepare marketing documents using technology.	
402	RESERVED	
403	Create projects using multimedia sources and applications.	
404	Research trends in marketing technology.	
500	COMMUNICATIONS IN MARKETING	
501	RESERVED	
502	Communicate effectively within the workplace.	
503	Demonstrate ability to read and comprehend written communications.	
504	Create a variety of written business communications utilized in the workplace.	
505	RESERVED	
506	RESERVED	
507	Prepare and deliver a marketing related presentation.	
508	RESERVED	
509	Interpret nonverbal communications.	
600	RESERVED	
601	RESERVED	
602	RESERVED	
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607	RESERVED	
700	MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING	
701	RESERVED	
702	Identify and define methods of conducting marketing research.	
703	Explain the use of technology in customer relationship management.	
704	Compare primary and secondary marketing research data.	
705	Use marketing research data to make recommendations and decisions.	
800	BUSINESS MANAGEMENT AND ADMINISTRATION	
801	Compare the different forms of business ownership.	
802	Research safety concerns in the marketing and business industry.	
803	Analyze the nature of risk management.	
804	RESERVED	
805	Explain the nature of business ethics.	
L806	Identify basic elements of finance & credit	
L807	Examine basic elements of business law and regulation	
L808	Recognize business risks and risk management	
900	SELLING GOODS AND SERVICES	
901	Identify the steps of a sale.	
902	Demonstrate greeting and approaching a customer.	
903	Create probing questions to determine customer needs.	
904	Demonstrate feature-benefit selling.	
905	Demonstrate suggestion selling.	
906	Close a customer sale.	
907	Perform a sales presentation for a good or service.	
908	RESERVED	
909	RESERVED	
910	RESERVED	
911	Follow and interpret sales policies to customers.	
912	Demonstrate methods of handling sales objections.	

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1000	ADVERTISING & PROMOTING GOODS AND SERVICES	
1001	Explain the importance of promotion, and how it serves consumers.	
1002	Design projects that utilize principles of visual merchandising.	
1003	Identify the different types of media.	
1004	Create a promotional mix.	
1005	Identify the major elements of a print advertisement.	
1006	RESERVED	
1007	RESERVED	
1008	Write advertising slogans.	
1009	Differentiate between promotional advertising and institutional advertising.	
1010	RESERVED	
1011	Distinguish between advertising and publicity.	
1012	RESERVED	
1013	RESERVED	
1014	Create a promotional project.	
1100	PROVIDING PERSONALIZED CUSTOMER SERVICE	
1101	Describe the benefits of customer service in servicing the customer and building a loyal customer base.	
1102	RESERVED	
1103	Demonstrate the use of effective face-to-face communication with customers.	
1104	Develop a rapport with customers.	
1105	Solve customer problems.	
1106	RESERVED	
1107	Handle difficult customers.	
1108	RESERVED	
1109	RESERVED	
1110	Exhibit positive customer relations.	
1111	Develop a customer service policy statement.	
L1112	Practice retail & school store operations	

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1200	CHANNEL MANAGEMENT	
1201	Identify and explain the channels of distribution.	
1202	Distinguish and select channel of distribution for a product.	
1203	Describe types of inventory control.	
1204	Receive and inspect merchandise.	
1205	Identify the purpose and importance of purchasing procedures.	
1300	RESERVED	
1301	RESERVED	
1302	RESERVED	
1303	RESERVED	
1304	RESERVED	
L1305	Describe E-Commerce & Internet role in marketing	
1400	ECONOMICS	
1401	RESERVED	
1402	Describe economic goods and services.	
1403	Examine economic resources.	
1404	Identify and discuss the supply and demand factors.	
1405	RESERVED	
1406	RESERVED	
L1407	Research elements of product planning & product mix	
L1408	Describe positioning & branding	
1500	PRODUCT/SERVICE MANAGEMENT	
1501	Identify the difference between national and private brands.	
1502	Explain the nature of product/service branding.	
1503	Identify the elements of branding and packaging.	
1504	Develop strategies to position a product/business.	

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L8000	CTSO PARTICIPATION	
L8001	Identify what DECA/CTSO represents.	
L8002	Identify which CTSOs are available to marketing students.	
L8003	Demonstrate appropriate business attire.	
L8004	Identify and demonstrate leadership qualities.	
L8005	Participate maturely in a CTSO meeting.	
L8006	Participate in a problem solving discussion at a CTSO meeting.	
L8007	Explain the importance of initiative and taking responsibility as an employee.	
L8008	Demonstrate knowledge of DECA's goals and purposes consistent with length of membership.	
L8009	Participate in MCTI DECA's annual program of work.	
L8010	Explore and prepare for a DECA co-curricular competitive event.	
L8011	Participate maturely in a professional meeting.	
L8012	Study and demonstrate knowledge of standard meeting and teamwork protocol and strategies for successful collaboration to achieve a common goal.	
L8013	Practice and demonstrate leadership, management & career preparation skills through CTSO/DECA activities	