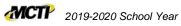
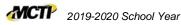
Unit/Standard Number	Pennsylvania Sales, Distribution & Marketing Operations, General CIP 52.1801 Task Grid	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
	Secondary Competency Task List	
100	INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS	
101	Identify and 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	
	Recognize key elements of the marketing plan	
	Recognize components of staffing, planning and managing human resources in a business unit	
	ORIENTATION: Complete the required MCTI/classroom entry forms	
	ORIENTATION: Demonstrate knowledge of school and classroom operations, procedures and safety rules/regulations.	
	WORK HABITS: Practice NOCTI standards for end-of-program assessment	
	WORK HABITS: Identify industry certification/s standards	
	WORK HABITS: Demonstrate professional entry level work habits	
L164	WORK HABITS: Demonstrate appropriate workplace behaviors, appearance and communication skills.	
	WORK HABITS: Complete employment readiness skills in Professional Development Program	
L166	Study Global Marketing and demonstrate sensitivity to Cultural Diversity in Marketing	
	PRICING AND RETAIL MATH	
201	Process sales documentation and employee records for a business.	
202	Calculate correct change for customer transaction.	
	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	



Unit/Standard Number	Sales, Distribution & Marketing Operations, General CIP 52.1801 Task Grid	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
Seco	ondary Competency Task List	
	PRING CAREER DEVELOPMENT OPPORTUNITIES	
301 Prepare	e a résumé for a specific job in Marketing or Business.	
302 Prepare	e a letter of application for a specific job in the field of Marketing or Business.	
303 Comple	ete a job application for a specific job in the field of Marketing or Business.	
304 Prepare	e for a job interview in the field of Marketing and Business.	
	ch career and educational opportunities in Marketing and Business.	
306 Demon	strate and practice networking skills.	
	NOLOGY APPLICATIONS	
401 Prepare	e marketing documents using technology.	
402 RESER	RVED	
403 Create	projects using multimedia sources and applications.	
404 Resear	ch trends in marketing technology.	
500 COMM	UNICATIONS IN MARKETING	
501 RESEF	RVED	
502 Commu	unicate effectively within the workplace.	
503 Demon	strate ability to read and comprehend written communications.	
504 Create	a variety of written business communications utilized in the workplace.	
505 RESER	RVED	
506 RESER	RVED	
507 Prepare	e and deliver a marketing related presentation.	
508 RESER	RVED	
509 Interpre	et nonverbal communications.	
600 RESER	RVED	
601 RESEF	RVED	
602 RESER	RVED	
603 RESER	RVED	
604 RESER	RVED	
605 RESER	RVED	
606 RESEF	RVED	



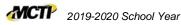
Unit/Standard Number	Pennsylvania DEPARTMENT OF EDUCATION Sales, Distribution & Marketing Operations, General CIP 52.1801 Task Grid	Proficiency Level Achieved: (X) Indicates Competency Achieved to Industry Proficiency Level
	Secondary Competency Task List	
607	RESERVED	
700	MARKETING INFORMATION MANAGEMENT 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	
	Explain the nature of business ethics.	
	Identify basic elements of finance & credit	
	Examine basic elements of business law and regulation	
	Recognize business risks and risk management	
	SELLING GOODS AND SERVICES	
	Identify the steps of a sale.	
	Demonstrate greeting and approaching a customer. Create probing questions to determine customer needs.	
	Demonstrate feature-benefit selling.	
	Demonstrate suggestion selling.	
—	Close a customer sale.	
	Perform a sales presentation for a good or service.	
	RESERVED	
	RESERVED	
	RESERVED	
	Follow and interpret sales policies to customers.	
	Demonstrate methods of handling sales objections.	



Unit/Standard Number High School Graduation Years 2019, 2020, 2021 pennsylvania
DEPARTMENT OF EDUCATION **Proficiency Level Achieved:** Sales, Distribution & Marketing Operations, General (X) Indicates Competency **Achieved to Industry** CIP 52.1801 **Proficiency Level Task Grid Secondary Competency Task List** ADVERTISING & PROMOTING GOODS AND SERVICES 1000 Explain the importance of promotion, and how it serves consumers. 1001 Design projects that utilize principles of visual merchandising 1002 Identify the different types of media. 1003 1004 Create a promotional mix. 1005 Identify the major elements of a print advertisement. 1006 RESERVED RESERVED 1007 1008 Write advertising slogans. Differentiate between promotional advertising and institutional advertising. 1009 RESERVED 1010 1011 Distinguish between advertising and publicity. 1012 RESERVED RESERVED 1013 Create a promotional project. PROVIDING PERSONALIZED CUSTOMER SERVICE 1100 1101 Describe the benefits of customer service in servicing the customer and building a loyal customer base. RESERVED 1102 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. RESERVED 1108 1109 RESERVED 1110 Exhibit positive customer relations. 1111 Develop a customer service policy statement. L1112 Practice retail & school store operations



Unit/Standard Number	Pennsylvania DEPARTMENT OF EDUCATION 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	
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	
	Describe E-Commerce & Internet role in marketing	
	ECONOMICS	
	RESERVED	
	Describe economic goods and services.	
-	Examine economic resources.	
	Identify and discuss the supply and demand factors.	
	RESERVED	
	RESERVED	
	Research elements of product planning & product mix	
	Describe positioning & branding	
	PRODUCT/SERVICE MANAGEMENT	
-	Identify the difference between national and private brands.	
	Explain the nature of product/service branding.	
	Identify the elements of branding and packaging.	
1504	Develop strategies to position a product/business.	



Unit/Standard Number	Pennsylvania DEPARTMENT OF EDUCATION 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	
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	

