

Unit/Standard Number	High School Graduation Years 2010, 2011 and 2012 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	Explain the free enterprise system.	
105	Illustrate the relationship between business and social responsibility.	
106	Recognize multicultural markets.	
107	Develop and present a plan to form a business.	
200	SOLVING MATHEMATICAL PROBLEMS IN MARKETING	
201	Complete sales and charge sales slips.	
202	Make correct change for customer transaction.	
203	Calculate miscellaneous charges and discounts for purchases.	
204	Prepare an opening/closing cash drawer till.	
205	Process customer returns.	
206	Identify and calculate profit, markup and markdown on merchandise.	
207	Calculate prices for merchandise using pricing strategies.	
208	Calculate employee and customer discounts.	
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	Explore & compare job/career opportunities in Marketing or Business Education.	
400	COMPUTER APPLICATIONS	
401	Prepare marketing documents using Word Processing Software.	
402	Identify the significance of customer/product database.	
403	Use desktop publishing to prepare projects.	

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500	COMMUNICATIONS IN MARKETING	
501	Identify and apply effective communications to include telephone, fax, e-mail, letters, memos and newsletters.	
502	Demonstrate effective staff communication.	
503	Demonstrate ability to read and comprehend written communications.	
504	Identify a variety of written business communications utilized in the workplace.	
505	Demonstrate ability to speak effectively to customers, supervisors, vendors using proper grammar and terminology.	
506	Discuss the importance of developing networking skills.	
507	Prepare and deliver a marketing related presentation.	
508	Demonstrate positive customer relations.	
509	Identify nonverbal communications.	
600	CTSO PARTICIPATION	
601	Identify what CTSO represents.	
602	Identify which CTSOs are available to marketing students.	
603	Demonstrate appropriate business attire.	
604	Identify and demonstrate leadership qualities.	
605	Participate maturely in a CTSO meeting.	
606	Participate in a problem solving discussion at a CTSO meeting.	
607	Explain the importance of initiative and taking responsibility as an employee.	
700	MANAGING MARKETING INFORMATION	
701	Develop a product-specific project to demonstrate a market success.	
800	BUSINESS MANAGEMENT ISSUES	
801	Define the different forms of business ownership.	
802	Identify safety concerns as related to the sales and marketing industry.	
803	Explain loss prevention.	
900	SELLING GOODS AND SERVICES	
901	Illustrate and explain the steps of a sales presentation.	

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902	Demonstrate greeting and approaching a customer.		
903	Utilize probing questions to determine customer needs.		
904	Demonstrate feature-benefit selling.		
905	Demonstrate add-on sales techniques.		
906	Close a customer sale.		
907	Demonstrate a sales presentation for a good or service.		
908	Distinguish between telemarketing, personal selling and self-service.		
909	Define various terms pertaining to selling.		
910	Handle difficult customers in a professional manner.		
911	Follow and interpret business policies to customers.		
912	Analyze methods for handling sales objections.		
1000	ADVERTISING & PROMOTING GOODS AND SERVICES		
1001	Explain the importance of promotion.		
1002	Design visual merchandising projects that utilize principles of color, line and design effectively for displays.		
1003	Explain the different types of advertising media.		
1004	Write a promotional plan for a business.		
1005	Illustrate a print advertisement.		
1006	Prepare a product development project.		
1007	Write a small business proposal.		
1008	Write advertising slogans for products.		
1009	Define promotional advertising and institutional advertising.		
1010	Identify the objectives of retail advertising.		
1011	Distinguish between sales promotion and public relations.		
1012	Identify the major elements of a printed advertisement.		
1013	Identify the major elements of a newspaper advertisement.		
1014	Identify signature plate, layout, and dummy layout.		
1100	CERTIFICATION PREPARATION: PROVIDING PERSONALIZED CUSTOMER SERVICE		
1101	Describe the advantages of customer service in servicing the customer and building a loyal customer base.		
1102	Describe how data is collected to improve customer service.		

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1103	Demonstrate the use of effective face-to-face communication with customers.		
1104	Identify the ways a customer service representative can develop a rapport with customers.		
1105	Demonstrate techniques to solve customer problems.		
1106	Explain the importance of putting extra effort into satisfying customers.		
1107	Explain techniques used to calm upset customers.		
1108	Explain effective techniques to overcome sales objections.		
1109	Utilize the team approach to deliver superior customer service.		
1200	PURCHASING		
1201	Identify and explain the channels of distribution.		
1202	Distinguish and select channel of distribution for a product.		
1300	USING OPERATIONS IN A RETAIL BUSINESS		
1301	Describe how store design relates to store image.		
1302	Explain the three C's of credit.		
1303	Describe the basic steps in receiving and inspecting merchandise.		
1304	Identify and explain a planogram.		
1400	MERCHANDISING		
1401	Identify the difference between national and private brands.		
1402	Discuss concept of economic goods and services.		
1403	Discuss concept of economic resources and activities.		
1404	Identify and discuss the supply and demand factors in pricing.		
1405	Identify business ethics.		
1406	Identify the purpose and importance of purchasing procedures.		
1500	PERFORMING ADVERTISING ACTIVITIES		
1501	Explain the importance of advertising and how it serves consumers.		