Introduction to Marketing

8111 18 weeks

8110 36 weeks

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Course Description

Suggested Grade Level: 9 or 10 or 11

Students gain an understanding of the importance of marketing in today's society. They develop skills related to interpersonal communication, self-presentation, economics, marketing, sales, employability, career discovery, and ethical decision-making. Computer/technology applications and DECA, Inc. activities support this course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events.

Task Essentials Table

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (◯) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (*) are sensitive.

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<td>Transcribe a message.</td>
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<td>Use correct grammar and vocabulary.</td>
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### Curriculum Framework

#### Learning about Marketing

**Task Number 39**

**Define marketing.**

**Definition**

Definition should emphasize the basic concept that marketing is the process of creating, identifying, and satisfying customers' needs and wants by developing, promoting, and distributing products/services profitably.

**Process/Skill Questions**
How do businesses determine what products and services consumers want?
How does marketing help businesses meet the needs and wants of customers?
What is meant by the statement “Marketing is more than just promotion”?
Why can it be said that marketing is a process?
Why is marketing dynamic?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 40

Identify the components of a marketing process/cycle.

Definition

Identification should include the steps of the cycle:

- Engage
- Attract/acquire
- Convert
- Retain/service
- Determine the need, satisfy the need

Process/Skill Questions

- Who is involved in marketing? What role does each party play?
- What is the ultimate goal of the marketing process? How is it possible to know if the goal was achieved?
- How do marketing activities encourage competition and development of new products and services?
- What are some situations in which marketing exchanges take place?
- How has marketing influenced your purchasing behavior?
- Why should marketing focus on the customer?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.
Task Number 41

Explain marketing as a service to the public.

Definition

Explanation should include ways that marketing is a service to the public, such as the following:

- Creates competition and competitive prices
- Increases application of technology
- Creates variety of new and/or improved products
- Offers better quality product for a perceived better value than a competitor
- Adds value and utility (form, place, time, possession, and information)

Process/Skill Questions

- How do the economic benefits of marketing affect the individual consumer? Businesses?
- How does marketing affect the community?
- How are prices lowered as a result of marketing?
- How does marketing play a role for competition to take place in an economy?

National MBA Research Standards - Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 42

Explain marketing as a service to an organization.

Definition

Explanation should include the service marketing provides to the organization to further its mission and how it affects the following:

- Goals
- Objectives
- Strategies
- Tactics
- Metrics

Process/Skill Questions
- Why is marketing considered a service to an organization?
- How can marketing help an organization further its mission?
- How can marketing strategies be developed to support the overall mission of the organization?

**National MBAResearch Standards-Business Administration**

Understand marketing's role and function in business to facilitate economic exchanges with customers.

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**Task Number 43**

**Identify components of the marketing mix.**

**Definition**

Identification should include the following key components of the marketing mix:

- Product
- Price
- Place
- Promotion
- People

**Process/Skill Questions**

- What are the components of the marketing mix and some examples of each?
- How is each component of the marketing mix related to the others?
- How are the components of the marketing mix related to success in business?
- What role does the target market play in the marketing mix?
- How does use of the marketing mix change with a company’s position in the marketing cycle?
- What other components might be considered for the marketing mix?
- Why is it important to have a target market for each component of the marketing mix?
- How do marketers make marketing mix decisions?

**National MBAResearch Standards-Business Administration**

Understand marketing's role and function in business to facilitate economic exchanges with customers.
Task Number 44

Identify marketing functions and their importance.

Definition

Identification should include marketing functions, such as

- distribution (channel management)
- marketing-information management
- market planning
- pricing
- selling
- promotion
- product/service management.

Process/Skill Questions

- How are the marketing functions interrelated?
- What is the relationship between marketing functions and business operations and practices?
- How is the price of products affected by the other marketing functions?
- How do businesses tailor use of the marketing functions to their target customers?
- What might happen if a company neglected one of the marketing functions?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of product/service management to understand its nature and scope.

Acquire a foundational knowledge of promotion to understand its nature and scope.

Acquire a foundational knowledge of selling to understand its nature and scope.

Acquire foundational knowledge of channel management to understand its role in marketing.

Acquire foundational knowledge of marketing-information management to understand its nature and scope.
Develop a foundational knowledge of pricing to understand its role in marketing.

Develop marketing strategies to guide marketing tactics.

Task Number 45

Explain the impact of technology on marketing.

Definition

Explanation should include

- e-commerce (globalization of the marketplace)
- consumer advantages (e.g., a wide selection of products and prices, information resources) and disadvantages (e.g., privacy concerns, information overload, identity theft)
- business advantages (e.g., a wider customer base) and disadvantages (e.g., the need for ongoing technological expertise, intellectual property rights issues, negative online reviews)
- the effects of technology on marketing (e.g., offers additional avenues for promotion, services, sales, information about the business and the products, mobile, interactive).

Process/Skill Questions

- What types of information should be included on a business website?
- How is the Internet helpful in comparison shopping?
- How have businesses had to adapt to consumer interaction through the Internet?
- How is the Internet used to market goods and services?
- How has the Internet changed marketing?
- How can email affect correspondence between buyer and seller?
- Why is it important for marketers to use interactive technology?
- What are some ways you have used technology to purchase products or services?
- What is the potential impact on company profits if the businesses has no website or presence in social networking media?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.

National MBAResearch Standards-Marketing
Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

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**Task Number 46**

**Explain the concept of branding.**

**Definition**

Explanation should include

- a definition of *branding*
- types of brands (e.g., national, private distributor, generic)
- the importance of brands
- the role of branding in an organization’s marketing mix
- the practice of aligning with trusted or similar brands that can advance one’s own brand and add value
- brand personality.

**Process/Skill Questions**

- What is branding? How is a brand created?
- How is branding important in product planning?
- How is branding used in a business’ marketing mix?
- Is branding important in business-to-business marketing? Why or why not?
- How does a brand give a product a distinct personality?
- How do packaging and labeling influence purchasing choices?

**National MBA Research Standards-Business Administration**

Reinforce company's image to exhibit the company's brand promise.

**National MBA Research Standards-Marketing**

Position company to acquire desired business image.

Position products/services to acquire desired business image.

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**Task Number 47**
Explain the marketing concept.

Definition

Explaination should emphasize the basic concept that businesses must satisfy customers' needs and wants in order to make a profit.

Process/Skill Questions

- What are the benefits to customers when businesses use the marketing concept?
- What are the benefits to businesses when they use the marketing concept?
- What is the basic question that a business must ask to incorporate the marketing concept? Why is it essential to business success?
- What are the similarities and differences between a business that uses the marketing concept and one that does not?
- How do the marketing functions support the marketing concept?

National MBAResearch Standards-Business Administration

Understand marketing's role and function in business to facilitate economic exchanges with customers.

Task Number 48

Explain the historical development that led to the adoption of the marketing concept.

Definition

Explanations should include

- a definition of retailing
- elements of the marketing concept
- a description of the development of retailing in the United States from the time of the early settlers, including Yankee peddlers, trading posts, and general stores
- Industrial Revolution and the push for mass production
- beginning in the 1930s, companies working to persuade consumers to buy products
- a description of the development of modern customer-focused marketing concepts in the U.S.

Process/Skill Questions
• What are some examples of poor business practices in the past (e.g., negative stereotypical "hard-sell" salespeople)?
• How are salespeople portrayed in popular culture (e.g., television, radio, comics, cartoons)? Are the portrayals fair? Why, or why not?
• What is the scope of retailing in the United States today?
• How has retailing changed in response to evolving customer expectations regarding the marketing mix components?

National MBAResearch Standards-Business Administration

Understand marketing’s role and function in business to facilitate economic exchanges with customers.

Task Number 49

Identify marketing trends.

Definition

Identification of marketing trends should emphasize the speed of change and include

• the definition of trend (i.e., a line of general direction or movement over time)
• cultural issues impacting trends (e.g., technology, globalization of marketing, diverse ethnicities)
• a list of current trends in marketing (e.g., social/interactive/mobile marketing, changes in demographics)
• a list of the effects these trends may have on a business’s marketing strategy
• a list of resources that identify emerging trends (e.g., Adweek, TechCrunch).

Process/Skill Questions

• What is a trend? What resources are helpful in identifying marketing trends?
• How do trends affect a business’s marketing strategy?
• What are some of the current trends and future expectations for retailing?
• How can a trend be used to generate awareness of a product or service?
• What socioeconomic factors help marketers predict future trends?

National MBAResearch Standards-Business Administration

Acquire information to guide business decision-making.

Understand economic indicators to recognize economic trends and conditions.
Task Number 50

Use computer technology and software tools to perform marketing tasks.

Definition

Demonstration should include technology and cloud-based and traditional software tools such as the following:

- Presentation software
- Spreadsheet software
- Database software
- Word processing software
- Simulations
- Graphics and design programs
- Desktop publishing software
- Web publishing software
- Bundled and independent software
- Digital cameras and camcorders
- Desktop computers
- Scanners
- Social media.

In the demonstration, technology and software tools should be used to inform, persuade, or remind customers and co-workers regarding products, services, skills, and ideas.

Process/Skill Questions

- How has computer technology increased productivity?
- How could a database program help a business gather large quantities of data?
- What are examples of general computer applications used in marketing? What are examples of specialized computer applications?
- What are the differences in function among the types of software tools?
- What are appropriate circumstances to use technology and software tools for various marketing tasks?
- When might a business find presentation software helpful?

National MBAResearch Standards-Business Administration

Utilize information-technology tools to manage and perform work responsibilities.
Communicating in the Workplace

Task Number 51

Identify elements of effective communication.

Definition

Identification should include the concept that effective communication is the exchange of ideas, feelings, and information using the following elements:

- Sender/receiver
- Message
- Channels (i.e., media)
- Feedback
- Blocks (e.g., barriers, noise)
- Setting

Process/Skill Questions

- What is meant by the statement, "Marketing is communication"?
- What does the communication cycle look like when these elements are used?
- How does feedback impact senders and receivers?
- What are communication blocks? What are some examples?
- How do communication blocks impact sales?
- How might the setting where an exchange takes place affect communication?
- How is listening important in the communication process?
- What are some obstacles that could interfere with the understanding of a message?
- If a sender finds out a communication was ineffective, what actions should be taken to correct the miscommunication?

National MBAResearch Standards-Business Administration

Communicate with staff to clarify workplace objectives.

Use communication skills to foster open, honest communications.

Use communication skills to influence others.
Task Number 52

Address others in a professional manner.

Definition

Demonstration should encompass communication with a variety of business contacts (e.g., customers, co-workers, supervisors, managers) and should include

- appropriate use of titles (Mr., Ms., Dr.) and names (first vs. last)
- use of proper business grammar
- eye contact and positive body language
- appropriate use of business terminology
- avoidance of slang and business jargon in certain situations
- evidence of the ability to shift between formal and informal business communication.

Process/Skill Questions

- How does one identify the proper way to address a customer, co-worker, supervisor, and manager? Why is it important to recognize the differences?
- When might business situations be considered formal? Informal? To what extent might these situations demand different communication skills?
- What are the factors that one should consider when communicating with others? How might age, ethnicity, and gender of the receiver impact the way one communicates?
- What can a handshake tell a person about you?
- What is the proper way to shake hands? What might dictate a need to vary this activity?

National MBAResearch Standards-Business Administration

Communicate with staff to clarify workplace objectives.

Use communication skills to foster open, honest communications.

Use communication skills to influence others.

Task Number 53

Demonstrate the handling of incoming and outgoing telephone calls and teleconferencing/web conferencing.

Definition
Demonstration of receiving telephone calls (including teleconference, web) should include the following:

- Using a pleasant voice and clear enunciation
- Using an appropriate greeting
- Identifying the business name
- Identifying the name of the person answering the phone
- Offering assistance in the form of answering questions, taking messages, or redirecting the call
- Avoiding interruption of the other person when speaking
- Using proper grammar

Demonstration of making telephone calls should include the following:

- Using a pleasant voice and clear enunciation
- Using an appropriate greeting
- Identifying the business name
- Identifying the name of the caller
- Stating the purpose of the call
- Expressing appreciation for the responder's assistance, cooperation, or time
- Documenting the call
- Being prepared to take a message
- Following up with the customer, if necessary

Process/Skill Questions

- What are the effects of not being organized when responding to a telephone call?
- How does the way a phone call is handled impact the business?
- What is meant by the statement, "Every call is a sales opportunity"?
- How and why should a person prepare before making a business telephone call?
- Why is it important to keep business telephone calls as brief as possible?
- How does one demonstrate respect for multicultural differences in telephone etiquette?
- What effect does voice mail have on messaging? What is a reasonable amount of time to wait before replying to a voice mail message?
- How does your tone of voice affect the outcome of your call?
- Can a listener "hear your smile"? Explain.

National MBA Research Standards-Business Administration

Apply active listening skills to demonstrate understanding of what is being said.

Apply verbal skills to obtain and convey information.

Task Number 54
Transcribe a message.

Definition

Transcription should include recording the following elements of the message:

- Date/time of call
- Person to whom call is directed
- Name and affiliation of message sender
- Contact telephone number
- Best time to call
- Alternate method of contact (e.g., email address)
- Message
- Transcriber's name

Transcription should also include ensuring accuracy of the message by recording pertinent details correctly and reading back the information to the caller.

Process/Skill Questions

- What are the essential elements to include when transcribing a message? Why is each important?
- How does one verify that a transcribed message is accurate?
- What are the potential consequences if the message is not transcribed correctly?
- What methods are appropriate for relaying a message to the intended receiver?
- Why is handwriting important when taking a message?
- Why is it important to include the name of the person who took the message?

National MBAResearch Standards-Business Administration

Record information to maintain and present a report of business activity.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 55

Use correct grammar and vocabulary.

Definition
Demonstration should include the use of correct grammar and vocabulary in both written and verbal communications and in both formal and informal workplace situations.

Correct grammar includes

- traditional grammar usage (e.g., use of complete sentences, agreement of subject/verb, and correct verb tenses)
- mechanics (e.g., correct punctuation, capitalization, and spelling).

Correct vocabulary includes

- choice of appropriate words with regard to both meaning and connotation
- choice of appropriate words with regard to audience and situation (e.g., avoidance of jargon and slang; use of technical vs. lay terminology).

**Process/Skill Questions**

- Should there be any differences in grammar and vocabulary between a formal business letter and an informal memo? Why or why not?
- Why is it important to use correct grammar and vocabulary at work?
- What could be the consequences of using incorrect grammar or vocabulary at work?
- What different audiences and situations might an employee encounter when communicating in the workplace?
- How might grammar and vocabulary differ from audience to audience? From situation to situation?
- What is the difference between the dictionary meaning of a word and the connotation of the word? How can the connotation of a word affect workplace communication?
- Why is it important to use current industry lingo in business communications? How does appropriate use of industry language impact the image of the business and the employee?

**National MBA Research Standards-Business Administration**

*Apply verbal skills to obtain and convey information.*

*Write internal and external business correspondence to convey and obtain information effectively.*

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**Task Number 56**

**Explain the effects of nonverbal communication on interactions with others.**
Definition

Explanation should include potential positive and negative effects of nonverbal communication (e.g., gestures, body posture, eye contact, and facial expressions) on

- patronage
- understanding
- credibility
- profit
- goodwill
- competition.

Explanation should also emphasize that interpretation of nonverbal communication may be culturally based and include examples of such cultural differences.

Process/Skill Questions

- In a given human interaction, how might nonverbal communication and verbal communication produce conflicting messages? What effects might these conflicting messages have on the listener(s)?
- Why is it important to observe nonverbal communication in co-workers? In customers?
- How could nonverbal communication be interpreted differently by people from different generations? By people in different cultures?
- What are examples of non-verbal negative communications? What are examples of non-verbal positive communication?

Task Number 57

Explain the importance of mobile technology etiquette.

Definition

Explanation should include, but is not limited to, the following:

- Turning off personal mobile devices or keeping them on vibrate while in the workplace
- Avoiding the use of mobile devices while dealing with an on-site customer
- Avoiding using mobile devices while driving
- Keeping one’s voice down while talking on a mobile device in a business environment
- Obeying all posted rules regarding use of mobile devices (including checking personal email, social media and text messages)
- Using common courtesy in the use of mobile devices

Process/Skill Questions

- What are appropriate uses of mobile devices in business situations?
• What are inappropriate uses of mobile devices in business situations?
• How does one demonstrate courteous mobile device behavior in business settings?
• Why would one need a mobile device during a business situation?
• What should one do if he/she forgets to silence or turn off a device before a meeting?

Task Number 58

Explain the importance of etiquette when sending email and text messages or in any online environment.

Definition

Explanation should include the definition of netiquette and commonly accepted rules of netiquette, such as

• treating the receiver pleasantly and courteously, as if communicating face to face
• respecting the recipient's time by being brief
• using correct grammar, spelling, and punctuation
• avoiding the use of all-capital letters to emphasize a word or phrase
• avoiding infringement of copyright law
• respecting the recipient's privacy rights.

Explanation should also include reasons that email etiquette is important in professional communications:

• Email serves as a permanent, written record of what was communicated between the sender and receiver.
• Email may document the dates and times requests, problems, or actions occurred.
• Email on any company network may be viewed by authorized personnel within the company, at any given time with, or without notice, before, during, or after employment.

Explanation should also include the importance of

• knowing when to email, when to text, when to phone, and when to address in person
• realizing that the message and tone can be misinterpreted in an email or text message
• proper postings on any business web space (social media or webpage).

Process/Skill Questions

• What is netiquette? Why is it important?
• Why have the rules of netiquette evolved? How might netiquette rules vary depending on whether electronic communication is for professional or personal purposes?
• What are potential consequences of breaking the commonly accepted rules of workplace netiquette?
• How might netiquette apply to electronic communication other than email?
What potential legal issues might result from inappropriate use of company email?
How may e-mail serve as documentation of a workplace problem or request?
Why are e-mails considered the property of a business?
How does one determine the recipients of an email reply?

National MBA Research Standards-Business Administration

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 59

Compose an email message.

Definition

Demonstration should include use of professional email etiquette and the following elements:

- Email address
- Subject that identifies message content
- Brief, precisely worded, carefully proofread message
- Copies, as appropriate
- Attachment of files, as appropriate
- Reference to attached files, as appropriate
- Signature (your name, company, address, phone number, fax number, website, social media identifiers)

Process/Skill Questions

- How is composing an email similar to writing other workplace communications? How is it different?
- What might be the effects on a business if an employee sends a poorly written email?
- Why is referring to or explaining attachments important?
- What should be in your signature block? Is there a limit to how much information is listed there?
- Why should basic English writing rules be followed when composing an email?
- How is an email different from a text?

National MBA Research Standards-Business Administration

Write internal and external business correspondence to convey and obtain information effectively.
Task Number 60

Identify elements of effective business writing.

Definition

Identification should include the basic considerations:

- Know your reader (audience).
- Know your purpose.
- Know your subject.
- Proofread and edit the writing for proper grammar and spelling.

Process/Skill Questions

- How might business writing be different from other types of writing? How is it similar to other types of writing?
- How does one measure whether or not a business communication is effective?
- How would you develop a business letter in which you know the reader, the purpose, and the subject? How would you develop a business letter when you do not know the reader?
- What determines whether information should be presented in a memo, business letter, policy manual, or company newsletter?
- What could be the outcome of writing a business letter without considering the audience?
- How do writing styles differ from industry to industry?

National MBAResearch Standards-Business Administration

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 61

Explain constructive criticism.

Definition

Explanation should include the idea that constructive criticism is feedback given in a positive and courteous way to help the recipient learn and grow.

Process/Skill Questions
What makes criticism constructive?
Why is it important for a person to be able to accept constructive criticism?
Under what circumstances might an employee give constructive criticism to a co-worker?
How should this constructive criticism be communicated?
When can criticism be destructive?
What might be the results if there were no constructive criticism in the workplace?
What are examples of constructive criticism?
How have you handled constructive criticism in the past?
Is it appropriate to give constructive criticism in public? Explain.

National MBAResearch Standards-Business Administration

Use communication skills to influence others.

Understanding Economics in Organizations

Task Number 62

Explain the nature of economics.

Definition

Explanation should include the concept that economics is a field of study that explains how individuals, businesses, and societies produce, distribute, and use products and services with the use of limited resources for unlimited wants.

Explanation should also include these additional concepts:

- Economics focuses on the use of limited resources for unlimited wants.
- Economics is global.
- Supply and demand affect price.
- Scarcity causes consumers to make choices.

Process/Skill Questions

- What are the three economic questions that must be answered by each society? (What goods and services should be produced? How should they be produced? For whom should they be produced?)
- How are wants and needs different? What are the roles of wants and needs in economics?
- Why do individuals and societies make economic choices?
• What are the four factors of production?

National MBAResearch Standards-Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 63

Distinguish between a good and a service.

Definition

Distinction should include the following concepts:

• Goods are tangible (physical) products that people buy to satisfy their wants and/or needs.
• Services are activities or actions (intangible) that people buy to satisfy their wants and/or needs.

Process/Skill Questions

• What is the difference between a durable and non-durable good?
• What are examples of goods? What are examples of services? What are some local businesses that offer both?
• Can products that are bought be both tangible and intangible? Why, or why not?

National MBAResearch Standards-Business Administration

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 64

Distinguish between consumer and capital goods and services.

Definition
Distinction should include the following concepts:

- Consumer goods and services are sold to the public to satisfy individual needs and wants.
- Capital goods are those products that are used to produce other goods and services.

**Process/Skill Questions**

- What are examples of consumer goods in the local marketplace?
- What are the subcategories of goods?
- What are examples of capital goods in the local marketplace? How are they used to produce consumer goods and services?
- Can a product be both a consumer good and a capital good? How?

**National MBA Research Standards-Business Administration**

Understand fundamental economic concepts to obtain a foundation for employment in business.

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**Task Number 65**

**Explain the economic benefits of marketing.**

**Definition**

Explanation should incorporate the marketing activities that include the medium of exchange and the marketplace of getting goods and services from the producer to the consumer.

**Process/Skill Questions**

- As a consumer, how do you influence or determine what goods and services are produced/not produced? How is this like casting an economic vote?
- How do the marketing functions stimulate the economy?
- How can marketing affect a consumer's standard of living?
- How does marketing increase competition and result in wider availability of goods and services?

**National MBA Research Standards-Business Administration**

Understand the nature of business to show its contributions to society.
Task Number 66

Identify types of product utility.

Definition

Identification should include the types of product utility listed below and examples of each:

- Form
- Time
- Place
- Possession
- Information

Process/Skill Questions

- What is meant by product utility?
- What are the types of utilities? What do they have in common?
- Which utility is not classified as a marketing utility? Why not?
- Which type (or types) of utility is being used when products/services are sold through the Internet?
- How do the seasons and holidays affect utility?

Exploring the Private Enterprise System

Task Number 67

Explain the meaning and characteristics of private enterprise.

Definition

Explanation should include the concept that the private enterprise system, also known as capitalism or the free market system, is where individuals and business owners are free to make economic decisions within governmental regulations.

Explanation should include the distinguishing characteristics of the private enterprise system:

- Private ownership of property
- Entrepreneurship
• Consumer independence
• Market forces (competition, supply and demand, profit motive)

Process/Skill Questions

• How do government regulations benefit the consumer?
• How do government actions regulate business activities?
• In what ways do government regulations help businesses? Hinder businesses?
• What are some characteristics of the private enterprise system?
• What are the benefits of private enterprise?
• How do consumers get the money they use to purchase goods and services?
• Is the market-oriented system in the U.S. a true free enterprise system? Why or why not?

National MBAResearch Standards-Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 68

Explain the concept of profit.

Definition

Explanation should include the concept that profit is the money left over after all expenses have been paid, as well as examples of how profit drives business (e.g., by re-investing in business). Explanation should include definitions of profit, gross profit, net profit, income, and expenses.

Process/Skill Questions

• What are examples of expenses that affect a business owner’s profits?
• What effect does profit have on business survival?
• How does the motive for greater profits affect the quantity of supply?
• How can the environment affect profits?
• How does profit drive business?

National MBAResearch Standards-Business Administration

Analyze cost/profit relationships to guide business decision-making.
Understand economic systems to be able to recognize the environments in which businesses function.

Task Number 69

Explain the concept of supply and demand.

Definition

Explanation should include definitions of supply, demand, elastic demand, and inelastic demand. It also should include how price interacts with supply and demand and the influences on supply and demand.

Process/Skill Questions

- How does price affect supply and demand?
- What is the difference between elastic and inelastic demand?
- When is supply-demand equilibrium achieved? How is it characterized?
- What is an example of a situation in which a shortage is caused by a change in supply? A change in demand?
- What product that you recently purchased could be used as an example of supply and demand in action?

National MBAResearch Standards-Business Administration

Analyze cost/profit relationships to guide business decision-making.

Understand economic indicators to recognize economic trends and conditions.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Task Number 70

Explain the effect of competition on buyers and sellers.

Definition

Explanation should include the concept that competition is a characteristic of the free enterprise system and has the following effects on competition:
• Competition between sellers provides better-quality products at lower prices for buyers.
• Competition can be direct or indirect.
• Competition can be based on price or non-price factors.

Process/Skill Questions

• How does competition affect business decision making?
• What are the differences between direct and indirect competitors?
• How do businesses use competition to attract customers?
• What are the benefits of competition in the marketplace for buyers?
• What are some examples of non-price competition? What factors other than price attract customers to a business?

National MBA Research Standards—Business Administration

Understand economic systems to be able to recognize the environments in which businesses function.

Understand fundamental economic concepts to obtain a foundation for employment in business.

Exploring Promotional Activities in Marketing

Task Number 71

Identify major promotional activities used in marketing and the benefits of each.

Definition

Identification should outline the benefit of major promotional activities, including the following:

• Personal selling
• Advertising
• Direct mail
• Sales promotion
• Public relations
• Publicity
• Social media/online/digital integration

Process/Skill Questions

• Why are promotional activities important to marketing?
• How do businesses use the Internet for promotion?
• Why is it important to use a variety of promotional activities?
• What is direct marketing?
• What is the purpose of a news release?
• Who might be the target market of promotion through social media?
• What is the difference between publicity and public relations?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of promotion to understand its nature and scope.

Understand promotional channels used to communicate with targeted audiences.

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Task Number 72

Explain the concept of a target market.

Definition

Explanation should include the concept that target marketing is determined by researching information with a focus on demographic, geographic, psychographic, and behavioral factors that are used to identify and build a community of potential customers.

Process/Skill Questions

• Why is it important to identify one's target market?
• What questions help identify the target market?
• How are demographic, geographic, psychographic, and behavioral factors relevant to determining the target market?
• Can a product/service have more than one target market? If so, how?
• What forms of social media can be used to attract specific target markets? Why?
• How is psychographics important in identifying a target market?
• What are some factors that could cause a target market to change over time?

National MBAResearch Standards-Marketing
Understand the use of an advertisement's components to communicate with targeted audiences.

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**Task Number 73**

**Create a customer profile.**

**Definition**

Customer profiles should include information about the target market such as age, income level, ethnic background, occupation, attitudes, lifestyle, and geographic residence.

**Process/Skill Questions**

- Why is it important for a business to create a customer profile?
- How do businesses use demographic information to help define a target customer?
- How can a company use a customer profile to help increase sales?
- What are the needs and benefits that make you purchase products?
- What makes a loyal customer?
- Why might customer preferences change over time?

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**National MBAResearch Standards-Marketing**

Develop marketing strategies to guide marketing tactics.

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**Task Number 74**

**Identify promotional methods for specific target markets.**

**Definition**

Identification should include promotional methods for specific target markets, such as the following:

- Personal selling (e.g., for senior citizens seeking personalized customer service)
- Advertising (e.g., for the readers of an upscale fashion magazine)
- Sales promotion (e.g., for drawing new customers seeking home cleaning or repair services)
- Public relations (e.g., for creating a positive company image that appeals to a particular socioeconomic segment of the community)
- Publicity (e.g., for announcing a new product or service for parents of small children)
- Direct mail (e.g., targeting a specific audience with a message about a product or a service)
- Social media/online/digital integration (e.g., developing an app that meets the need of a target audience).

Process/Skill Questions

- What is the difference between sales promotion and advertising?
- In what ways can personal selling be used as a tool for a variety of promotional methods?
- In what ways can the Internet be used as a tool for a variety of promotional methods?
- How would each of the promotional methods be used to reach a business's target market?
- How can publicity and public relations be used to address a problem with a company’s image or products?
- What is the difference between a sweepstakes and contest?
- What types of social media are the best to use for promotion and target marketing? Why?

National MBA Research Standards—Marketing

Develop marketing strategies to guide marketing tactics.

Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Understand the use of an advertisement's components to communicate with targeted audiences.

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Task Number 75

Explain the concept of mass marketing.

Definition

Explanation should include that products with universal appeal and few features to differentiate them from competitors are mass marketed. A single marketing strategy is used to reach all customers.

Process/Skill Questions

- What are the characteristics that make a product appeal to most of the population?
- When should mass marketing be used?
- What types of products most commonly use mass marketing?
- What is one product that you can think of that uses mass marketing?
• What would be an advantage of using mass marketing? What would be a disadvantage of using mass marketing?
• Is mass marketing more effective than target marketing in some instances? Explain.

National MBA Research Standards—Marketing

Develop marketing strategies to guide marketing tactics.

Preparing for a Routine Sales Transaction

Task Number 76

Explain traits of an effective salesperson.

Definition

Explanation should include the following traits:

• Strong interpersonal and communications skills
• Ethical behavior in sales
• Positive attitude
• Approachable
• Outgoing
• Friendly
• Polite
• Strong team player
• Prospecting skills
• Willingness to do “grunt” work consistently
• Active listening skills
• Thick-skinned
• Perceptive
• Ability to mirror client
• Negotiating skills
• Knowledge of product and industry and competition
• Ability to use the steps of a sale successfully (i.e., approaching the customer, determining needs, presenting the product, overcoming objections, closing the sale, using suggestion selling, following up)

Process/Skill Questions
• Why is attitude an important factor in a salesperson’s success?
• Why is a business’s success dependent on the salesperson's ability to apply the steps of a sale effectively?
• How do strong interpersonal and communication skills contribute to a salesperson's success? To a business's success?
• How can being a team player contribute to the salesperson’s success? To the success of the salesperson’s business?
• What effect does the ethical behavior of a salesperson/sales team have on the success of a business?
• Which skills do companies prefer for new employees to have when they are looking to hire?
• How can active listening skills benefit a salesperson when dealing with dissatisfied customers?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Task Number 77

Explain the importance of selling.

Definition

Explanation should include the effect of selling on businesses (earns the profit), private enterprise (provides the impetus for keeping the economy moving), the salesperson (produces income and success), and the customer (satisfies a want or need).

Process/Skill Questions

• How does selling affect business profit?
• How does selling affect the private enterprise system?
• How does selling affect the customer’s needs and wants?
• What are the consequences of a company failing to train employees on selling?

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Task Number 78
Analyze product/service knowledge required for a routine sales transaction.

Definition

Analysis should include

- evaluation and use of sources of product/service information
- assessment of consumer product/service information needs in order to complete a successful sales transaction
- education of consumer about the product/service in order to complete a successful sales transaction.

Process/Skill Questions

- Why is product/service knowledge necessary?
- What sources of product/service knowledge are available?
- How often should a salesperson update his/her product/service knowledge?
- How does a salesperson use product/service knowledge to educate the consumer?
- How does product/service knowledge help the salesperson satisfy customer needs and wants?

National MBA Research Standards-Marketing

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Task Number 79

Explain the concept of customer service.

Definition

Explanation should include the following concepts:

- The goals of a sales transaction are to satisfy the customer's needs and wants and to close the sale.
- The goals of customer service are to
  - anticipate a customer's needs before being asked
  - listen to the customer completely
  - respond to customer's questions
  - provide a solution that best satisfies the customer's needs
• offer follow-up after the sale.

Process/Skill Questions

- How does customer service complement the sales transaction?
- How can a salesperson offer customer service?
- What does the phrase “the customer is always right” mean?
- Why is it important for a sales department and customer service department to work together as a team?
- What potential impact does customer service have on a business?
- How is customer service in business-to-business sales different from customer service in personal selling?

National MBAResearch Standards-Business Administration

Understand the nature of customer relationship management to show its contributions to a company.

National MBAResearch Standards-Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Completing a Sales Transaction

Task Number 80

Prepare for the customer (pre-approach).

Definition

Preparation should include becoming familiar with products or services, keeping abreast of industry trends and competitors, researching potential customers, and becoming familiar with company's policies and procedures.

Process/Skill Questions
• What items should a sales person know prior to engaging the customer?
• How can a sales person become familiar with the products or services he/she is selling?
• Where should a salesperson look for industry trends?
• Why should a salesperson research potential customers before beginning a sales pitch?
• Why is the pre-approach an important part of the sales process?
• How can knowledge of company policies and procedures empower a salesperson to meet the customer’s needs/wants?

National MBAResearch Standards-Marketing

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Perform pre-sales activities to facilitate sales presentation.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 81

Approach the customer.

Definition

Approach should incorporate the following concepts:

• This is the first interaction between customer and salesperson.
• This is the only opportunity for the salesperson to make a first impression on the customer.
• This is the first opportunity for salesperson to identify customer’s wants and needs.
• A salesperson should be prepared to take various types of approaches, depending on type of business/customer.
• A salesperson should follow the "5/10" Rule:
  o When the customer is within ten feet, smile and make eye contact.
  o When the customer gets within five feet, speak, even if busy (e.g., "Hello. I will be right with you.").

Process/Skill Questions

• Why is the first impression important?
• What are some signals that indicate that a customer is ready for the approach?
• What are some commonly used approaches? What are the advantages and disadvantages of each?
• How does the salesperson’s approach affect the outcome of the sale?
• Which approach is usually the most effective? Why?
• How does the approach in business-to-business selling differ from the approach with individual customers?
• How has technology affected the approach in a sale?

National MBA Research Standards—Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 82

Determine the customer's wants and needs.

Definition

Determination should include the discovery of the consumer’s wants and needs by means of observing, listening, and questioning.

Process/Skill Questions

• Why are consumers’ wants and needs important in the sales transaction?
• How do successful salespeople use observing, listening, and questioning to complete this step?
• Why is product knowledge an important tool for addressing customers’ needs and wants?
• How does a successful salesperson relate a customer’s wants and needs to the product/service available?
• How could using open-ended questions be beneficial in determining needs and wants?

National MBA Research Standards—Marketing

Acquire a foundational knowledge of selling to understand its nature and scope.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 83

Present product or service features as customer benefits.
Definition

Presentation should include creating a feature/benefit chart that translates each feature into a customer benefit. Emphasis should be placed on the fact that customers purchase benefits not features.

Process/Skill Questions

- What is the difference between a feature and a benefit?
- Why is it important for a salesperson to present product or service features as benefits for the customer?
- What resources are available for a salesperson to determine the benefits of a product or service?
- In presenting product/service features, how do you know which products/services to show, what price ranges to offer, and how many products/services to show?
- What sales techniques can be used to make a product/service presentation come alive?
- How can developing a feature-benefit chart serve as a helpful resource for salespersons and customers?

National MBAResearch Standards-Marketing

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 84

Overcome the customer's objections.

Definition

Demonstration should include

- differentiating between objection and excuse
- addressing the concerns of the customer about the product or service being offered for sale
- discovering more information about the customer's needs and wants
- using customer feedback to turn objections into selling points.

Process/Skill Questions
• What is the difference between an objection and an excuse?
• Why is it important for the salesperson to view the customer’s objections from the customer’s perspective?
• How does product knowledge assist with handling customer objections?
• How can a salesperson overcome customer objections without appearing pushy or argumentative?
• What are some common objection categories? [need, product, source, price, and time]
• What are some specialized methods for handling objections? [substitution, boomerang, question, superior point, denial, demonstration, third-party]

National MBAResearch Standards-Business Administration

Resolve conflicts with/for customers to encourage repeat business.

National MBAResearch Standards-Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 85

Close the sale.

Definition

Closing the sale should include

• defining the phrase closing the sale (i.e., the point at which the customer makes the decision to purchase the good or service)
• identifying the most common methods of closing the sale
• demonstrating the methods to close a sale.

Process/Skill Questions

• How can an effective salesperson tell when the time is right to close a sale?
• Are there any differences between closing a sale for a good vs. closing a sale for a service? Explain.
• Given a particular sales situation, how can a salesperson select the most appropriate method for closing the sale?
• Does every sales presentation result in a sale? Explain.
• How do buying signals affect the closing of a sale?
• How can a salesperson establish rapport with the customer for repeat business?
Task Number 86

Use suggestion selling.

Definition

Demonstration should include offering the customer suggestions of additional products or services to complement the primary purchase. Discuss the types of suggestion selling and appropriate products to select.

Process/Skill Questions

- At what point should suggestion selling take place? Why?
- Why is suggestion selling important?
- When using suggestion selling, how does a salesperson know which products to offer the customer?
- What is the role of creativity in suggestion selling?
- What are the benefits of suggestion selling?
- What are common suggestion selling methods? [offering related merchandise, recommending larger quantities, and calling attention to special sales opportunities]
- How has technology helped and harmed this step of the selling process?

Task Number 87

Apply follow-up and relationship-building strategies.

Definition

Application of successful techniques for beginning a salesperson-customer relationship should include
• building and creating customer confidence
• reaffirming the buyer’s decision
• following up on the sale with a thank-you note
• establishing a clientele through developing customer relationships.

Process/Skill Questions

• Why is it important to follow up on sales?
• What is relationship-building? Why is it important?
• How does relationship building help a business to remain competitive within the its target market?
• How can relationship-building be accomplished in a brick-and-mortar store? In an Internet marketing business?
• Which methods of follow-up are best for maintaining various company images?

National MBA Research Standards-Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 88

Identify various methods of handling payment for purchases.

Definition

Identification should include payment methods such as the following:

• Cash
• Check
• Credit card
• Debit card
• Gift card
• Gift certificate
• Electronic transfer/Internet (e.g., Apple Pay, PayPal)

Process/Skill Questions

• What information is transferred when the magnetic strip of a credit or debit card is scanned?
• Why is confidentiality important in credit or debit card transactions? How can confidentiality be achieved?
• Why is it important for a business to keep pace with changing technology related to purchase transactions?
• What resources provide information on new technology in purchase transactions?
• How has technology improved business transactions?
• What possible disadvantages may new technologies bring with them?
• What are some tactful ways to handle technological difficulties with processing payments?
• What are the implications of a potential data breach when it comes to handling customer payments?
• How can a company make their payment handling process more secure?

National MBA Research Standards-Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Task Number 89

Process payment for a cash purchase.

Definition

Demonstration of the ability to process payments should include

• estimating change
• counting change forward
• computing discounts
• computing sales tax
• scanning smartphone codes
• giving receipt.

Process/Skill Questions

• What is the process for estimating change? Why is it important to be able to estimate change?
• Why is effectively processing payments important to customer relations? To security?
• Why is it important for an employee to be able to troubleshoot when processing payments?
• How are discounts computed? Why is it important to know this?
• What is sales tax? Who pays it?
How is collecting sales tax in a brick-and-mortar business different from collecting sales tax in an Internet business?
How can a company improve the payment process with the implementation of an app?

National MBA Research Standards - Marketing

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Exploring Career Opportunities in Marketing

Task Number 90

Identify career opportunities in marketing.

Definition

Identification should include a variety of marketing career options such as those in:

- sports/entertainment/recreation
- travel/tourism/hospitality
- health care
- global (international) commerce
- fashion
- online/e-commerce/mobile commerce
- entrepreneurship
- public affairs
- government agencies
- selling
- research and development
- packaging
- advertising
- financial services.

Many Web sites offer career exploration resources, including the Virginia Education Wizard.
Process/Skill Questions

- What careers are included in each of the marketing areas?
- What are the occupational requirements in each area?
- What are the current trends for marketing careers? Why?
- What factors are likely to impact emerging careers in marketing?
- What are the benefits of a marketing career?
- What are the employment levels in marketing careers?

National MBAResearch Standards-Marketing

Participate in career planning to enhance job-success potential.

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**Task Number 91**

**Identify products and services in a variety of marketing areas.**

**Definition**

Identification should include products and services in areas such as

- sports/entertainment/recreation (e.g., concessions, concerts)
- travel/tourism (e.g., lodging, tourism, meetings, conventions)
- global commerce (e.g., oil, translation services)
- fashion (e.g., apparel, tailoring)
- e-commerce (e.g., online selling, online auction site).

**Process/Skill Questions**

- What are the characteristics of each marketing area?
- How do the products and services in each area affect business and society?
- How do the products and services in each area affect the global economy?

**Task Number 92**

**Identify personal interests, personality traits, and skills.**

**Definition**
Identification should incorporate the concepts that career success is linked to self-satisfaction and that self-assessment should continue throughout a person's life. It should also include

- procedures for self-assessment
- resources for self-assessment
- a list of personal interests, personality traits, and skills.

**Process/Skill Questions**

- Why is self-assessment important to career choices and developing a career plan?
- What does self-assessment entail?
- What are some common instruments for self-assessment? How do these differ from one to another?
- What are some circumstances in a person's life in which performing a self-assessment would be appropriate?
- Why is defining your system of values and identifying your aptitudes and interests essential in choosing a career?

**National MBA Research Standards—Marketing**

Participate in career planning to enhance job-success potential.

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**Task Number 93**

**Research job descriptions related to various marketing careers.**

**Definition**

Research sources should include the following:

- Mentor
- Internet (e.g., organizations' Web sites)
- Newspapers
- Job boards (e.g., Indeed, Hcareers)
- Library
- Professional and trade publications and websites (e.g., American Marketing Association [AMA], Shop.org, Adweek, Public Relations Society of America [PRSA])
- Chamber of Commerce
- Local municipalities
- Temp agencies
- Internship coordinators
• On-the-job resources

Process/Skill Questions

• Why is it important to have knowledge of various job descriptions?
• What are some of the most productive resources for locating job descriptions?
• How has the Internet affected job research?

National MBAResearch Standards-Marketing

Participate in career planning to enhance job-success potential.

Task Number 94

Follow the steps of the decision-making process to analyze possible career choices.

Definition

The decision-making process should include the following steps to career choices:

• Identify the decision to be made through analysis of a given situation.
• Collect and analyze information relevant to the decision.
• Identify decision alternatives or choices.
• Consider the results of alternative decisions.
• Make the decision.
• Evaluate the results of the decision.

Process/Skill Questions

• How can current decisions affect future earning ability?
• How can decisions have long-term impact on lifestyle, life goals, and personal satisfaction?
• How can current career decisions have long-term impacts on future lifestyle, the fulfillment of family and other life goals, and the achievement of personal satisfaction?
• How do negative choices affect people's lives?
• How do positive choices affect people's lives?
• What are the benefits of following the decision-making process?
• How would a person use the decision-making process to solve a problem?
• How would one go about evaluating the results of a decision?

National MBAResearch Standards-Marketing
Participate in career planning to enhance job-success potential.

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**Task Number 95**

**Identify ethical work behavior.**

**Definition**

Identification should include a definition of *ethical* and examples of personal ethical behavior and professional ethical behavior.

**Process/Skill Questions**

- Why are honesty and integrity important in the workplace?
- How can an individual’s behavior affect the reputation of his or her employer?
- How can ethical or unethical behavior affect the workplace? The customer?
- How can a person learn to make ethical work decisions?

**National MBAResearch Standards-Business Administration**

Apply ethics to demonstrate trustworthiness.

**National MBAResearch Standards-Marketing**

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

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**Preparing for the Job Search**

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**Task Number 96**

**Identify job search resources.**

**Definition**

Identification should include job search resources such as the following:
• Internet (e.g., organizations' websites)
• Newspapers
• Job boards (e.g., Indeed, Hcareers)
• Library
• Professional and trade publications and websites (e.g., AMA, shop.org, AdWeek, PRSA)
• Chamber of Commerce
• Local municipalities
• Temp agencies
• Internship coordinators
• On-the-job resources
• Teacher/coordinator
• Professional networking
• Social media (e.g., LinkedIn)

Process/Skill Questions

• How can a person build an effective professional network?
• What are the advantages and disadvantages of placement agencies?
• What are the most effective job search resources?
• What is a job lead? Why are job leads important?
• Why should you always follow up on job leads, even if they seem unlikely?
• How does networking assist in getting an interview or being hired for a job?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

National MBAResearch Standards-Marketing

Participate in career planning to enhance job-success potential.

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Task Number 97

Develop a résumé.

Definition

Development of a one-page résumé should include the following steps:

• Use language consistent with job posting.
• Use short, concise statements.
• List personal interests and skills (from self-assessment) relevant to the job.
• List job, volunteer, and leadership experience.
• List other related qualifications (e.g., course work, certification, awards and recognitions, DECA projects and competitions).
• List accomplishments and the skills that helped in achieving those goals.
• Tailor personal and professional data to the requirements of the specific job for which the résumé is being prepared.
• Select and contact references.
• Present data in professional résumé format.
• Edit and proofread.
• Proofread again.
• Use résumé to develop an online profile (e.g., LinkedIn).

Process/Skill Questions

• What is the purpose of a résumé?
• Under what circumstances should a person submit his or her résumé?
• Typically, what are the primary parts of a résumé? Why is each important?
• Should a résumé contain the applicant's photograph? Age? Ethnic origin? Gender? Why, or why not?
• How long should a résumé be?
• When is an electronic résumé appropriate? When is a paper résumé appropriate?
• How can a person best tailor his or her résumé to fit a particular career area or job?
• What are key issues one should consider before submitting an electronic résumé?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Write internal and external business correspondence to convey and obtain information effectively.

National MBAResearch Standards-Marketing

Participate in career planning to enhance job-success potential.

Task Number 98

Develop a cover letter.

Definition

Cover letter should be concise and include the following steps:
• Gather necessary information.
• Determine an approach for tailoring the letter to the specific employer and job at hand.
• Draft all required components of letter, including salutation, body, closing, signature, and enclosure notation.
• Present data in a professional letter format.
• Edit and proofread letter.
• Give to another reader to proofread.
• Proofread letter again.

Process/Skill Questions

• How can the cover letter serve as a company's first impression of a job seeker?
• What is the purpose of a cover letter?
• What are the essential elements of a cover letter? Why is each important?
• What qualities would an employer look for in an applicant's cover letter?
• How is a cover letter different from a résumé?
• Why is it important to personalize the cover letter for each position?
• Why is it helpful to include information about the business (its profits, products history) in your cover letter? What does it say about your interest in working for the company?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Record information to maintain and present a report of business activity.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 99

Complete a job application.

Definition

Completion should include

• explaining acceptable practices for completing a job application form
• identifying unacceptable practices for completing a job application form
• preparing a personal fact sheet containing the basic information required by most applications (e.g., list of positions held; dates of work and schooling; list of other relevant experiences, skills, credentials, and/or activities; names of references and contact information)
• completing different types of job application forms, both paper and electronic
• checking for accuracy, neatness, spelling, and completeness.

Process/Skill Questions

• How does the application form benefit the applicant?
• How does the application form benefit the employer?
• In what ways are applications judged by the employer?
• What considerations are important when completing a job application online?
• Why is it important not to leave spaces "blank" on the application form?
• Who are appropriate references to list on a job application?

National MBAResearch Standards-Business Administration

Implement job-seeking skills to obtain employment.

Record information to maintain and present a report of business activity.

Write internal and external business correspondence to convey and obtain information effectively.

Task Number 100

Identify characteristics of successful interviews.

Definition

Identification of characteristics for successful interviews should include

• a professional look (cover excessive tattoos and remove visible body-piercing jewelry)
• clothing acceptable in any business interview
• clothing appropriate for different types of jobs
• accessories and grooming as part of the professional look
• professional behavior (e.g., punctuality, courtesy, appropriate body language, turn off cellphone)
• company research done prior to the interview
• prepare questions to ask interviewer
• acceptable responses to interview questions
• necessary documentation in hand.

Process/Skill Questions

• How do dress and grooming affect first impressions?
• When deciding what to wear to an interview, why is it important to consider the company where one is applying? The job for which one is applying?
• How can body language make or break an interview?
• How can an interviewee exhibit professional courtesy?
• Why is it important to research the company prior to the interview? How can this be accomplished?

Task Number 101

Complete an employment interview.

Definition

Completion of a personal interview should include the following:

• Going alone to the job interview
• Arriving in a timely manner and in appropriate dress
• Offering a professional greeting and handshake
• Maintaining eye contact with the interviewer(s)
• Using standard English throughout the interview
• Using appropriate speech, tone, and courtesy titles
• Being prepared to answer common interview questions, including open-ended questions
• Being prepared to ask appropriate questions of the interviewer
• Bringing the interview to closure in a professional manner

Process/Skill Questions

• What can an applicant do to ensure success in an interview?
• What are some questions an applicant should be prepared to answer? To ask?
• What are appropriate questions to ask during the interview? Inappropriate?
• What is usually the best way to handle interview questions unrelated to your ability to carry out the work required?

National MBAResearch Standards-Business Administration

Apply verbal skills to obtain and convey information.

Implement job-seeking skills to obtain employment.

Task Number 102

Complete follow-up to an employment interview.
Definition

Follow-up to an employment interview should include the elements below:

- Sending a timely, professionally written thank-you letter (including any information you may have forgotten to mention that will help qualify you for the position)
- Making phone contact within one week
- Filing of contact information for future reference
- Completing a self-evaluation of your performance in the interview

Process/Skill Questions

- Why is follow-up important?
- What constitutes the follow-up process? Why is it an essential part of the interview process?
- What is a self-evaluation? Why is it important?
- Why would you want to thank everyone who interviewed you?

National MBA Research Standards - Business Administration

Apply verbal skills to obtain and convey information.

Implement job-seeking skills to obtain employment.

Write internal and external business correspondence to convey and obtain information effectively.

SOL Correlation by Task

<table>
<thead>
<tr>
<th>Define <em>marketing</em>.</th>
<th>English: 9.3, 10.3, 11.3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify the components of a marketing process/cycle.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain marketing as a service to the public.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain marketing as a service to an organization.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Identify components of the marketing mix.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Identify marketing functions and their importance.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain the impact of technology on marketing.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain the concept of branding.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain the marketing concept.</td>
<td>English: 9.5, 10.5, 11.5</td>
</tr>
<tr>
<td>Explain the historical development that led to the adoption of the marketing concept.</td>
<td>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5</td>
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</table>

History and Social Science: GOVT.9, VUS.13, VUS.14
<table>
<thead>
<tr>
<th>Task</th>
<th>English:</th>
<th>History and Social Science:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify marketing trends.</td>
<td>9.3, 9.5, 10.3, 10.5, 11.3, 11.5</td>
<td>GOVT.12, GOVT.13, WG.17</td>
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<tr>
<td>Use computer technology and software tools to perform marketing tasks.</td>
<td>9.2, 10.2, 11.2</td>
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<tr>
<td>Identify elements of effective communication.</td>
<td>9.5, 10.5, 11.5</td>
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<tr>
<td>Address others in a professional manner.</td>
<td>9.1, 10.1, 11.1</td>
<td>GOVT.16</td>
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<tr>
<td>Demonstrate the handling of incoming and outgoing telephone calls and teleconferencing/web conferencing.</td>
<td>9.1, 10.1, 11.1</td>
<td>GOVT.16</td>
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<tr>
<td>Transcribe a message.</td>
<td>9.6, 9.7, 10.6, 10.7, 11.6, 11.7</td>
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<tr>
<td>Use correct grammar and vocabulary.</td>
<td>9.6, 9.7, 10.6, 10.7, 11.6, 11.7</td>
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<tr>
<td>Explain the effects of nonverbal communication on interactions with others.</td>
<td>9.5, 10.5, 11.5</td>
<td></td>
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<tr>
<td>Explain the importance of mobile technology etiquette.</td>
<td>9.5, 10.5, 11.5</td>
<td>GOVT.16</td>
</tr>
<tr>
<td>Explain the importance of etiquette when sending email and text messages or in any online environment.</td>
<td>9.5, 10.5, 11.5</td>
<td>GOVT.16</td>
</tr>
<tr>
<td>Compose an email message.</td>
<td>9.6, 9.7, 10.6, 10.7, 11.6, 11.7</td>
<td>GOVT.1, GOVT.16</td>
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<td>Identify elements of effective business writing.</td>
<td>9.5, 10.5, 11.5</td>
<td>GOVT.1, GOVT.16</td>
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<td>Explain constructive criticism.</td>
<td>9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the nature of economics.</td>
<td>9.5, 10.5, 11.5</td>
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<tr>
<td>Task</td>
<td>Course(s)</td>
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<tr>
<td>Distinguish between a good and a service.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Distinguish between consumer and capital goods and services.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the economic benefits of marketing.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Identify types of product utility.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the meaning and characteristics of private enterprise.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the concept of profit.</td>
<td>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5</td>
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<tr>
<td>Explain the concept of supply and demand.</td>
<td>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5</td>
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<tr>
<td>Explain the effect of competition on buyers and sellers.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Identify major promotional activities used in marketing and the benefits of each.</td>
<td>English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5</td>
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<tr>
<td>Explain the concept of a target market.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Create a customer profile.</td>
<td>English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7</td>
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<tr>
<td>Identify promotional methods for specific target markets.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<td>Explain the concept of mass marketing.</td>
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<tr>
<td>Explain traits of an effective salesperson.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the importance of selling.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Analyze product/service knowledge required for a routine sales transaction.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Explain the concept of customer service.</td>
<td>English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5</td>
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<tr>
<td>Prepare for the customer (pre-approach).</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Approach the customer.</td>
<td>English: 9.1, 10.1, 11.1</td>
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<tr>
<td>Determine the customer's wants and needs.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Present product or service features as customer benefits.</td>
<td>English: 9.1, 10.1, 11.1</td>
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<tr>
<td>Overcome the customer's objections.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Close the sale.</td>
<td>English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5</td>
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<tr>
<td>Activity</td>
<td>Difficulty Level</td>
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<td>-------------------------------------------------------------------------</td>
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<tr>
<td>Use suggestion selling.</td>
<td>English: 9.1, 10.1, 11.1</td>
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<tr>
<td>Apply follow-up and relationship-building strategies.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Identify various methods of handling payment for purchases.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
<td>Process payment for a cash purchase.</td>
<td>English: 9.5, 9.8, 10.8, 10.8, 11.5, 11.8</td>
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<td>Identify career opportunities in marketing.</td>
<td>English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8</td>
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<tr>
<td>Identify products and services in a variety of marketing areas.</td>
<td>English: 9.5, 10.5, 11.5</td>
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<tr>
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<tr>
<td>Identify job search resources.</td>
<td>English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8</td>
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<tr>
<td>Develop a résumé.</td>
<td>English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8</td>
<td></td>
</tr>
<tr>
<td>Develop a cover letter.</td>
<td>English: 9.6, 9.7, 9.8, 10.6, 10.7, 10.8, 11.6, 11.7, 11.8</td>
<td></td>
</tr>
<tr>
<td>Complete a job application.</td>
<td>English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7</td>
<td></td>
</tr>
<tr>
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<tr>
<td>Complete an employment interview.</td>
<td>English: 9.1, 10.1, 11.1</td>
<td></td>
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<tr>
<td>Complete follow-up to an employment interview.</td>
<td>English: 9.1, 10.1, 11.1</td>
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</tr>
</tbody>
</table>

**DECA, Inc. Information**

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
• To assist students in acquiring a realistic self-concept through individual and team activities
• To help students participate in an environment of cooperation and competition
• To provide visibility for the educational goals and objectives of marketing education.


Common Skills Developed When Participating in DECA Events

• Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
• Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
• Critical thinking and problem-solving skills
• Production skills—The ability to take a concept from an idea and make it real
• Teamwork—The ability to plan, organize, and conduct a group project
• Priorities/time management—The ability to determine priorities and manage time commitments
• Assessment skills—The ability to evaluate presentations

Related DECA, Inc. Competitive Events

CTE student organization information correlates to course content. These DECA, Inc. competitive events available in Virginia enable students to apply and practice tasks they have mastered within the course. Other events may be applicable upon instructor discretion. Refer to the Chapter Management Guide for more information.

Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”
Appendix: Credentials, Course Sequences, and Career Cluster Information

Industry Credentials: Only apply to 36-week courses

- College and Work Readiness Assessment (CWRA+)
- National Career Readiness Certificate Assessment
- Workplace Readiness Skills for the Commonwealth Examination

Concentration sequences: A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.

- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing (8120/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)

Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
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</thead>
<tbody>
<tr>
<td>Lodging</td>
<td>Bookkeeping, Accounting, or Auditing Clerk</td>
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<td></td>
<td>Chief Engineer</td>
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<td></td>
<td>Concierge</td>
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<td></td>
<td>Front Desk Clerk</td>
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<td>Front Office Manager</td>
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<tr>
<td></td>
<td>Lodging Manager</td>
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</table>
### Career Cluster: Hospitality and Tourism

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
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<tbody>
<tr>
<td></td>
<td>Marketing Manager</td>
</tr>
<tr>
<td></td>
<td>Reservationist</td>
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</table>

### Career Cluster: Marketing

<table>
<thead>
<tr>
<th>Pathway</th>
<th>Occupations</th>
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<tbody>
<tr>
<td><strong>Marketing Communications</strong></td>
<td>Advertising and Promotions Manager</td>
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<tr>
<td></td>
<td>Art Director</td>
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<tr>
<td></td>
<td>Marketing Communication Manager</td>
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<td>Marketing Manager</td>
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<td></td>
<td>Multimedia Artist, Animator</td>
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<td>Public Information Director</td>
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<td>Public Relations Manager</td>
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<td>Sales Manager</td>
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<td>Trade Show Manager</td>
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<tr>
<td><strong>Marketing Management</strong></td>
<td>Advertising and Promotions Manager</td>
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<td></td>
<td>Brand Manager</td>
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<td></td>
<td>Chief Executive Officer</td>
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<td></td>
<td>Entrepreneur</td>
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<td>Franchisee</td>
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<td></td>
<td>General Manager</td>
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<td>Marketing Manager</td>
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<td>Retail Manager</td>
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<tr>
<td><strong>Marketing Research</strong></td>
<td>Database Administrator</td>
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<td></td>
<td>Market Research Analyst</td>
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<td></td>
<td>Merchandising Coordinator</td>
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<td></td>
<td>Product Planner</td>
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<tr>
<td><strong>Merchandising</strong></td>
<td>Customer Service Representative</td>
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<tr>
<td></td>
<td>Merchandise Buyer</td>
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<td></td>
<td>Merchandise Display, Window Trimmer</td>
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<td>Merchandise Manager</td>
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<td></td>
<td>Operations Manager</td>
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<td>Retail Manager</td>
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<td><strong>Professional Sales</strong></td>
<td>Account Executive</td>
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<td>Entrepreneur</td>
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<td></td>
<td>Manufacturer's Sales Representative</td>
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<td>Media Planner, Buyer</td>
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<td>Property, Real Estate, and Community Association Manager</td>
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<td></td>
<td>Real Estate Sales Agent</td>
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<td>Salesperson</td>
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<td>Telemarketer</td>
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<td>Trade Show Manager</td>
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<td></td>
<td>Wholesale and Manufacturing, Technical and Scientific Products</td>
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<tr>
<td></td>
<td>Sales Representative</td>
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