

Florida Department of Education  
Curriculum Framework

**Course Title:** Marketing Education Directed Study  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Course Number	8800100
CIP Number	0208999903
Grade Level	11-12, 30, 31
Standard Length	1 credit - Multiple credits
Teacher Certification	Refer to the <b><u>Course Structure</u></b> section.
CTSO	DECA

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this course is to provide students with learning opportunities in a prescribed program of study within the Marketing, Sales and Service cluster that will enhance opportunities for employment in the career field chosen by the student.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

The content is prescribed by the instructor based upon the individual student's assessed needs for directed study.

This course may be taken only by a student who has completed or is currently completing a specific secondary job preparatory program or occupational completion point for additional study in this career cluster. A student may earn multiple credits in this course.

The selected standards and benchmarks, which the student must master to earn credit, must be outlined in an instructional plan developed by the instructor.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary course structure:

Course Number	Course Title	Teacher Certification	Length	Level	Graduation Requirement
8800100	Marketing Education Directed Study	ANY MARKETING ED G	1 credit – Multiple credits	2	VO

*(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)*

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate expertise in a specific occupation contained within the career cluster.
- 02.0 Conduct investigative research on a selected topic related to the career cluster using approved research methodology, interpret findings, and prepare presentation to defend results.
- 03.0 Apply enhanced leadership and professional career skills.
- 04.0 Demonstrate higher order critical thinking and reasoning skills appropriate for the selected program of study.

Florida Department of Education  
Student Performance Standards

Course Title: Marketing Education Directed Study  
Course Number: 8800100  
Course Credit: 1

<b>CTE Standards and Benchmarks</b>	
01.0	Demonstrate expertise in a specific occupation within the career cluster – the student will be able to:
01.01	The benchmarks will be selected from the appropriate curriculum frameworks and determined by the instructor based upon the individual student’s assessed needs.
02.0	Conduct investigative research on a selected topic related to the career cluster using approved research methodology, interpret findings, and prepare presentation to defend results – the student will be able to:
02.01	Select investigative study referencing prior research and knowledge.
02.02	Collect, organize and analyze data accurately and precisely.
02.03	Design procedures to test the research.
02.04	Report, display and defend the results of investigations to audiences that may include professionals and technical experts.
03.0	Apply enhanced leadership and professional career skills – the student will be able to:
03.01	Develop and present a professional presentation offering potential solutions to a current issue.
03.02	Enhance leadership and career skills through work-based learning, including job placement, job shadowing, entrepreneurship, internship, or a virtual experience.
03.03	Participate in leadership development opportunities available through the appropriate student organization and/or other professional organizations.
03.04	Enhance written and oral communications through the development of presentations, public speaking, and live and/or virtual interviews.
04.0	Demonstrate higher order critical thinking and reasoning skills appropriate for the selected program of study – the student will be able to:
04.01	Use mathematical and/or scientific skills to solve problems encountered in the chosen occupation.
04.02	Read and interpret information relative to the chosen occupation.
04.03	Locate and evaluate key elements of oral and written information.
04.04	Analyze and apply data and/or measurements to solve problems and interpret documents.

04.05 Construct charts/tables/graphs using functions and data.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Course Title:** Orientation to Marketing Occupations  
**Course Type:** Orientation/Exploratory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Middle School**

Course Number	8800110
CIP Number	020899990R
Grade Level	6-8
Standard Length	Semester
Teacher Certification	Refer to the <b><u>Course Structure</u></b> section.
CTSO	DECA

**Purpose**

The purpose of this course is to give students an opportunity to apply knowledge and skills related to the area of Marketing, Sales and Service. This program acquaints students with general marketing activities, the importance of marketing in the economy, career opportunities, and job requirements in marketing occupations.

The content includes, but is not limited to, the functions of marketing in the economy, employment requirements for a variety of marketing careers, career development patterns, and the identification of career and technical programs for achieving personal career goals.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.



## **Course Structure**

The length of this course is one semester. It may be offered for two semesters when appropriate. When offered for one semester, it is recommended that it be at the exploratory level and more in-depth when offered for two semesters.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
8800110	Orientation to Marketing Occupations	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G	Semester

## **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.

## **Standards**

After successfully completing this course, the student will be able to perform the following:

- 01.0 Identify general marketing activities.
- 02.0 Identify career opportunities available in marketing.
- 03.0 Identify employment requirements for marketing careers.
- 04.0 Identify work values and goal setting tools.
- 05.0 Identify programs instrumental in developing career choices.
- 06.0 Identify human relations skills that enable students to succeed in their career goals.
- 07.0 Identify advantages of DECA and Collegiate DECA.
- 08.0 Identify foundational skills required in marketing careers.
- 09.0 Identify the functions of marketing.

Florida Department of Education  
Student Performance Standards

**Course Title:** Orientation to Marketing Occupations  
**Course Number:** 8800110  
**Course Length:** Semester

**Course Description:**

<b>CTE Standards and Benchmarks</b>	
01.0	Identify general marketing activities – the student will be able to:
01.01	Explain the role of marketing in the economy.
01.02	Identify and define selected marketing terms.
01.03	Identify the major marketing activities.
02.0	Identify career opportunities available in marketing – the student will be able to:
02.01	Identify career opportunities which involve selling.
02.02	Identify career opportunities which involve purchasing.
02.03	Identify career opportunities which involve promotion.
02.04	Identify career opportunities which involve risk management.
02.05	Identify career opportunities which involve pricing.
02.06	Identify career opportunities which involve finance.
02.07	Identify career opportunities which involve marketing information management.
02.08	Identify career opportunities which involve product/service planning.
02.09	Identify career opportunities which involve distribution.
02.10	Identify career opportunities at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.
03.0	Identify employment requirements for marketing careers – the student will be able to:
03.01	Identify employment requirements in the area of selling.

## CTE Standards and Benchmarks

03.02 Identify employment requirements in the area of purchasing.

03.03 Identify employment requirements in the area of promotion.

03.04 Identify employment requirements in the area of risk management.

03.05 Identify employment requirements in the area of pricing.

03.06 Identify employment requirements in the area of finance.

03.07 Identify employment requirements in the area of marketing information management.

03.08 Identify employment requirements in the area of product/service planning.

03.09 Identify employment requirements in the area of distribution.

03.10 Identify employment requirements at the entry, career sustaining, specialist, and manager/entrepreneur level for marketing.

04.0 Identify work values and goal setting tools – the student will be able to:

04.01 Explain how values are acquired and changed.

04.02 Explain how values affect work.

04.03 Identify goal setting tools including a self-inventory and interest survey.

05.0 Identify programs instrumental in developing career choices – the student will be able to:

05.01 Identify senior high school Marketing Education programs available to students who desire a career in marketing (e.g., fashion marketing, travel and tourism, finance, entrepreneurship, international marketing).

05.02 Identify college or career and technical programs available for post-secondary students desiring further education in marketing before entering the workforce (e.g., real estate, insurance, hospitality, customer service, travel).

06.0 Identify human relations skills that will enable students to succeed in their career goals – the student will be able to:

06.01 Identify acceptable grooming and health habits.

06.02 State the importance of dependability and responsible behavior.

06.03 State the importance of a positive attitude.

06.04 State the importance of getting along with co-workers, employers, and other business associates.

07.0 Identify advantages of DECA and Collegiate DECA, Associations of Marketing Students – the student will be able to:

07.01 Identify DECA and Collegiate DECA and the role of each organization in marketing education.

## CTE Standards and Benchmarks

07.02 Identify the purposes of DECA and Collegiate DECA.

07.03 Identify the advantages of student involvement in DECA and Collegiate DECA.

07.04 Identify the leadership opportunities available through DECA and Collegiate DECA.

07.05 Identify the competitive event opportunities available through DECA and Collegiate DECA.

07.06 Identify local DECA and Collegiate DECA chapters.

08.0 Identify foundational skills required in marketing careers – the student will be able to:

08.01 Identify economic skills used in marketing.

08.02 Identify marketing, business, and entrepreneurship skills used in marketing.

08.03 Identify communication and interpersonal skills used in marketing.

08.04 Identify professional development skills used in marketing.

08.05 Identify human resource skills used in marketing.

08.06 Identify computer skills used in marketing.

09.0 Identify the functions of marketing – the student will be able to:

09.01 Identify the role of risk management.

09.02 Identify the role of selling.

09.03 Identify the role of promotion.

09.04 Identify the role of pricing.

09.05 Identify the role of purchasing.

09.06 Identify the role of marketing information management.

09.07 Identify the role of product/service management.

09.08 Identify the role of distribution.

09.09 Identify the role of finance.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Course Title:** Exploration of Marketing Occupations  
**Course Type:** Orientation/Exploratory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Middle School**

Course Number	8800210
CIP Number	02089999EX
Grade Level	6-8
Standard Length	Semester
Teacher Certification	Refer to the <b>Course Structure</b> section.
CTSO	DECA

**Purpose**

The purpose of this program is to give students an opportunity to apply knowledge and skills related to the area of Marketing, Sales and Service.

This program provides students with initial exposure to the skills and attitudes associated with a broad range of occupations relating to careers in marketing, including job requirements and tasks performed, and assists students in making informed decisions regarding their future academic and occupational goals.

Instruction provides opportunities for students to explore employment opportunities and requirements, job application procedures, tasks performed by workers, as well as leadership and human relations skills in sales and marketing occupations including those that retail or market products and services, and process/manage or distribute materials.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

The length of this course is one semester. It may be offered for two semesters when appropriate. When offered for one semester, it is recommended that it be at the exploratory level and more in-depth when offered for two semesters.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
8800210	Exploration of Marketing Occupations	BUS ED 1 MKTG 1 MKTG MGMT @7 7G	Semester

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.



## **Standards**

After successfully completing this course, the student will be able to perform the following:

- 01.0 Identify the basic economic environment in marketing.
- 02.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter occupations related to product merchandising.
- 03.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter wholesaling occupations.
- 04.0 Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations.
- 05.0 Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations.
- 06.0 Explain the impact of technology on marketing occupations.
- 07.0 Demonstrate computer literacy.
- 08.0 Develop individualized education and career plans related to marketing occupational goals.

Florida Department of Education  
Student Performance Standards

Course Title: Exploration of Marketing Occupations  
 Course Number: 8800210  
 Course Length: Semester

Course Description:

<b>CTE Standards and Benchmarks</b>	
01.0	Identify the basic economic environment in marketing – the student will be able to:
01.01	Explain private enterprise.
01.02	Explain profit motive.
01.03	Identify the relationships between people's wants and needs and marketing activities.
02.0	Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter occupations related to product merchandising – the student will be able to:
02.01	Identify product merchandising related occupations (e.g., fashion, retailing, food marketing, home furnishings, sporting goods, parts marketing, specialty products, wholesaling, business ownership).
02.02	Identify the basic tasks performed by employees within each of the occupations.
02.03	Identify employment opportunities available in each of the occupations.
02.04	State the educational requirements to prepare a student for entry-level employment in occupations related to product merchandising.
02.05	Identify educational programs available in the state for advanced training in occupations related to product merchandising in secondary through postsecondary education.
03.0	Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter wholesaling occupations – the student will be able to:
03.01	Identify wholesaling occupations.
03.02	Identify the basic tasks performed by employees within each of the occupations.
03.03	Identify employment opportunities available for each of the occupations.
03.04	State the educational requirements to prepare a student for entry-level employment in wholesaling occupations.
03.05	Identify educational programs available in the state for advanced training in occupations related to wholesaling in secondary through postsecondary education.

## CTE Standards and Benchmarks

04.0	Identify the education needed, tasks performed, and employment opportunities for individuals who wish to enter marketing services occupations – the student will be able to:
04.01	Identify marketing services occupations (e.g., food service, hospitality, travel and tourism, finance, international marketing, insurance, real estate, entrepreneurship).
04.02	Identify the basic tasks performed by employees within each of the occupations.
04.03	Identify employment opportunities available for each of the occupations.
04.04	State the educational requirements to prepare students for entry-level employment in marketing services occupations.
04.05	Identify educational programs available in the state for advanced training in specific occupations related to marketing services in secondary through postsecondary education.
05.0	Identify procedures involved in choosing, applying for, keeping, and progressing in marketing occupations – the student will be able to:
05.01	Identify the tasks involved in choosing a marketing occupation (self-inventory, interest survey, research, aptitude test batteries).
05.02	List the steps in applying for a job.
05.03	Complete a sample job application form.
05.04	Demonstrate the necessary communication skills involved in a job interview.
05.05	Identify those characteristics that help people obtain, hold, and progress in marketing-related occupations.
05.06	Develop an individual career plan including a four to six year plan for advanced training in a marketing career.
06.0	Explain the impact of technology on marketing occupations – the student will be able to:
06.01	Explain how technology has changed the way retail businesses operate.
06.02	Explain how technology has changed the way wholesale businesses operate.
06.03	Explain how technology has changed the way product merchandising businesses operate.
06.04	Explain how technology has changed the way marketing services businesses operate.
07.0	Demonstrate computer literacy – the student will be able to:
07.01	Define computer related terms (computer, data input, output, hardware, software, language, processing, memory, program, terminal, peripheral devices, keyboard characters).
07.02	Operate a computer by performing basic software related procedures.
07.03	Identify the advantages and disadvantages of the use of different computer formats and operating systems.

## CTE Standards and Benchmarks

07.04 Describe some general uses of computers.

07.05 Identify the safety precautions that must be observed in using computer equipment.

07.06 Explain some of the legal and ethical issues involved in using a computer.

07.07 Use the Internet to explore selected occupations.

08.0 Develop individualized education and career plans related to marketing occupational goals – the student will be able to:

08.01 Complete self-assessments and career analysis activities to determine potential success in marketing career fields.

08.02 Research a marketing-related career; identify employment opportunities and educational requirements for advancement.

08.03 Project the career level and earnings required to obtain a desired standard of living.

08.04 Utilize career information to develop an individualized career plan; include a plan to meet educational requirements.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Course Title:** Marketing Cooperative Education OJT  
**Course Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Cooperative Education - OJT**

Course Number	8800410
CIP Number	02089999CP
Grade Level	9-12, 30, 31
Standard Length	Multiple credits
Teacher Certification	Refer to the <b><u>Course Structure</u></b> section.
CTSO	DECA

**Purpose**

This course offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service cluster.

**Each student job placement must be related to the job preparatory program in which the student is enrolled or has completed.**

The purpose of this course is to provide the on-the-job training component when the **cooperative method of instruction** is appropriate. Whenever the cooperative method is offered, the following is required for each student: a training agreement; a training plan signed by the student, teacher and employer, including instructional objectives; a list of on-the-job and in-school learning experiences; a workstation which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal; and a site supervisor with a working knowledge of the selected occupation. The workstation may be in an industry setting or in a virtual learning environment. The student **must be compensated** for work performed.

The teacher/coordinator must meet with the site supervisor a minimum of one time during each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the training plan.

Marketing Cooperative Education OJT may be taken by a student for one or more semesters. A student may earn multiple credits in this course. The specific student performance standards which the student must achieve to earn credit are specified in the Cooperative Education - OJT Training Plan.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary course structure:

Course Number	Course Title	Teacher Certification	Length	Level	Graduation Requirement
8800410	Marketing Cooperative Education OJT	MKTG 1 @2	Multiple Credits	2	VO

*(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)*

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.



## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Perform designated job skills.
- 02.0 Demonstrate work ethics.

Florida Department of Education  
 Student Performance Standards

Course Title: Marketing Cooperative Education OJT  
 Secondary Number: 8800410

<b>Standards and Benchmarks</b>	
01.0	Perform designated job skills – the student will be able to:
01.01	Perform tasks as outlined in the training plan.
01.02	Demonstrate job performance skills.
01.03	Demonstrate safety procedures on the job.
01.04	Maintain appropriate records.
01.05	Attain an acceptable level of productivity.
01.06	Demonstrate appropriate dress and grooming habits.
02.0	Demonstrate work ethics – the student will be able to:
02.01	Follow directions.
02.02	Demonstrate good human relations skills on the job.
02.03	Demonstrate good work habits.
02.04	Demonstrate acceptable business ethics.

## **Additional Information**

### **Special Notes**

The **Cooperative Education Manual** is available on-line and has guidelines for students, teachers, employers, parents and other administrators and sample training agreements. The manual can be accessed through the Florida Department of Education's website.

The occupational standards and benchmarks outlined in this secondary course correlate to the standards and benchmarks of the postsecondary course with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities may need additional time (beyond the regular school year) to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students.

Florida Department of Education  
Curriculum Framework

**Program Title:** Fashion Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8806000
CIP Number	0252190200
Grade Level	9-12, 30, 31
Standard Length	3 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 41-1011 – First-Line Supervisors of Retail Sales Workers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster. This program offers a broad foundation of knowledge and skills to prepare students for employment in the fashion marketing industry.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## Program Structure

This program is a planned sequence of instruction consisting of two occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8806010 or 8827110	Fashion Essentials or Marketing Essentials	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G	1 credit	41-2031	2	PA
	8806020 or 8827120	Fashion Applications or Marketing Applications		1 credit		2	PA
						2	PA
						2	PA
B	8806030	Fashion Marketing Management		1 credit	41-1011	3	PA

*(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)*

## Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth- Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8827110	**	**	**	**	**	**	**	**	**	**	**
8806010	**	**	**	**	**	**	**	**	**	**	**
8827120	**	**	**	**	**	**	**	**	**	**	**
8806020	**	**	**	**	**	**	**	**	**	**	**
8806030	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8806010	**	**	**	**	**	**	**
8827120	#	#	#	15/46 33%	15/45 33%	16/45 36%	16/45 36%
8806020	**	**	**	**	**	**	**
8806030	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

### **Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

### **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills..

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

### **Fashion Essentials**

- 01.0 Demonstrate human relations skills necessary for success in fashion occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to fashion marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Discuss the history of fashion.
- 08.0 Discuss the use of design in fashion.

### **Fashion Applications**

- 09.0 Select a fashion marketing industry for career planning.
- 10.0 Demonstrate applications of distribution to the fashion marketing industry.
- 11.0 Demonstrate applications of financing to the selected fashion marketing industry.
- 12.0 Demonstrate applications of product/service planning to the fashion marketing industry.
- 13.0 Demonstrate the applications of marketing information management in the fashion marketing industry.
- 14.0 Demonstrate pricing applications for the fashion marketing industry.
- 15.0 Demonstrate promotion applications for the fashion marketing industry.
- 16.0 Demonstrate purchasing applications to the fashion marketing industry.
- 17.0 Demonstrate applications of safety and risk-management to the fashion marketing industry.
- 18.0 Demonstrate applications of selling to the fashion marketing industry.
- 19.0 Identify the use of technology in fashion marketing.
- 20.0 Discuss the fashion design segment.
- 21.0 Identify characteristics of textiles and yarns used in fashion related industries.
- 22.0 Discuss fabric design and construction.
- 23.0 Discuss the steps involved in planning a fashion show.

### **Marketing Essentials**

- 24.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 25.0 Demonstrate proficiency in applying communication and technology skills.
- 26.0 Demonstrate proficiency in applying math skills unique to marketing.
- 27.0 Identify economic principles.
- 28.0 Identify marketing and business fundamentals.
- 29.0 Identify effective selling techniques and procedures.



## **Marketing Applications**

- 30.0 Select a marketing industry for career planning.
- 31.0 Demonstrate applications of distribution for the selected marketing industry.
- 32.0 Demonstrate applications of financing for the selected marketing industry.
- 33.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 34.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 35.0 Demonstrate pricing applications for the selected marketing industry.
- 36.0 Demonstrate promotion applications for the selected marketing industry.
- 37.0 Demonstrate purchasing applications for the selected marketing industry.
- 38.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 39.0 Demonstrate applications of selling for the selected marketing industry.
- 40.0 Demonstrate an understanding of entrepreneurship.
- 41.0 Identify the uses of technology in marketing.

## **Fashion Marketing Management**

- 42.0 Apply economic principles to fashion marketing.
- 43.0 Apply fashion product and service technology.
- 44.0 Demonstrate merchandising skills appropriate for fashion marketing.
- 45.0 Implement fashion marketing operational techniques.
- 46.0 Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing.
- 47.0 Apply promotional planning techniques and procedures to fashion marketing.
- 48.0 Apply entrepreneurial concepts to fashion marketing.
- 49.0 Apply marketing management principles to a fashion-related business.
- 50.0 Analyze global trends in fashion marketing.
- 51.0 Demonstrate the applications of technology relative to fashion marketing.
- 52.0 Apply a career plan to fashion marketing.

Florida Department of Education  
Student Performance Standards

**Course Title:** Fashion Essentials  
**Course Number:** 8806010  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to develop the competencies essential to fashion marketing. These competencies include employability, human relations, communication, math, and economic skills. The fundamentals of fashion marketing and selling are also included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in fashion marketing occupations – the student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.		
01.02 Define and discuss issues involving gender equity, disability, and age.		
01.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).		
01.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.		
01.05 Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .		
01.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).		
01.07 Maintain a professional personal appearance and attitude.		
01.08 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.		
01.09 Demonstrate self-management, initiative, and multitasking.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.10 Explain the concepts of self-knowledge, self-esteem, and self-image.		
01.11 Demonstrate professional behavior and etiquette.		
01.12 Demonstrate respect for the opinions, customs, and individual differences of others.		
01.13 Set personal and career goals and develop a plan of action to achieve those goals.		
01.14 Identify areas where personal and professional change and adjustment may be necessary.		
01.15 Demonstrate the ability to offer and to accept feedback.		
01.16 Identify and practice stress management and relaxation techniques.		
01.17 Recognize the importance of maintaining confidentiality in business matters.		
01.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).		
01.19 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.		
02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).		
02.02 Demonstrate the ability to read and comprehend written communications.		
02.03 Identify a variety of forms of written business communications utilized in the workplace.		
02.04 Identify a variety of internal and external business communications utilized in the workplace.		
02.05 Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.		
02.06 Discuss the importance of developing networking skills to expand business contacts.		
02.07 Prepare and deliver a business-related presentation.		
02.08 Demonstrate active listening strategies that improve understanding and performance.		
02.09 Describe positive customer relations.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.10 Demonstrate conflict and dispute resolution techniques.		
02.11 Identify means of nonverbal communication.		
02.12 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
02.13 Discuss methods of resolving customer complaints.		
02.14 Interpret business policies to customers/clients.		
02.15 Discuss the importance of providing clear directions, descriptions, and explanations.		
02.16 Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.		
02.17 Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.		
02.18 Identify types of computer applications and explain how these applications are used in business and marketing.		
03.0 Demonstrate proficiency in applying math skills unique to fashion marketing – the student will be able to:		
03.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
03.02 Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).		
03.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.		
03.04 Demonstrate ability to make change correctly.		
03.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
03.06 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
03.07 Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.		
03.08 Apply standard industry formulas to determine markup and markdown on merchandise.		
03.09 Apply mathematical concepts to complete purchase orders, invoices, packing		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
slips, and shipping and handling charges.		
03.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
03.11 Identify components of a break-even analysis.		
03.12 Compute and analyze a break-even point.		
04.0 Identify economic principles – the student will be able to:		
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
04.02 Explain the concept of economic goods and services.		
04.03 Explain the concept of economic resources and the scarcity of resources.		
04.04 Explain the concept of utility (form, place, time, possession, information).		
04.05 Explain the concept of "supply and demand."		
04.06 Explain the concept of price.		
04.07 Identify, compare, and contrast major types of economic systems.		
04.08 Explain the relationship between government and business.		
04.09 Explain the concept of private enterprise and business ownership.		
04.10 Explain the role of profit motive.		
04.11 Explain the concept of risk.		
04.12 Explain the concept of competition and recognize the government regulations monitoring competition.		
04.13 Explain the concept of productivity and the factors of production needed to produce goods and services.		
04.14 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).		
04.15 Explain the function of the Federal Reserve Board.		
05.0 Identify marketing and business fundamentals – the student will be able to:		
05.01 Define <i>marketing</i> and its benefits.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.02 Explain the purpose and scope of marketing in a free enterprise system.		
05.03 Identify and explain the four foundations of marketing and describe each marketing core function.		
05.04 Explain how each component of the marketing mix contributes to marketing.		
05.05 Compare and contrast consumer and organizational markets.		
05.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).		
05.07 Describe how marketers use knowledge of the market to sell products.		
05.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).		
05.09 Explain marketing strategies and marketing concepts.		
05.10 Differentiate between mass marketing and market segmentation.		
05.11 Explain the importance and techniques of offering the right merchandising blend.		
05.12 Explain the nature of channels of distribution.		
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).		
05.14 Explain the “4 P’s” of marketing: price, place, promotion, and product.		
05.15 Define and analyze a target market.		
05.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.		
05.17 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.		
05.18 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].		
06.0 Identify effective selling techniques and procedures – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.		
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.		
06.03 Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.		
06.04 Handle different customer types and analyze how customers make buying decisions.		
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.		
06.06 Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.		
06.07 Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.		
07.0 Discuss the history of fashion – the student will be able to:		
07.01 Describe the theories of the origin of fashion.		
07.02 Describe the influences of historical events on American and international fashion trends.		
07.03 Explain the economic, demographic, social, and political influences on fashion.		
07.04 Explain how the trickle-down and trickle-up theories apply to the fashion industry.		
07.05 Discuss the stages of the fashion cycle.		
07.06 Discuss the impact of technology on the fashion industry.		
07.07 Identify major fashion designers and the impact of these designers on the industry.		
07.08 Differentiate between fashion trends and fads.		
07.09 Discuss the evolution of national and local fashion retailers.		
07.10 Discuss the influence of electronic media on the fashion industry.		
08.0 Discuss the use of design in fashion – the student will be able to:		
08.01 Identify and discuss the elements of design (e.g., color, shape, line, texture).		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.02 Identify and discuss the principles of design (e.g., balance, proportion, emphasis, rhythm).		
08.03 Discuss the impact of color in fashion.		
08.04 Explain the principles of color psychology and symbolism.		
08.05 Identify the purpose and uses of the color wheel.		
08.06 Identify a variety of color schemes (e.g., monochromatic, analogous, complimentary, triad).		
08.07 Discuss the use of shape, line, and texture in fashion and merchandising.		
08.08 Discuss the importance of balance in garment design.		
08.09 Discuss the roles of proportion, emphasis, rhythm, and harmony in garment design.		



Florida Department of Education  
Student Performance Standards

**Course Title:** Fashion Applications  
**Course Number:** 8806020  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with an in-depth study of fashion marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of fashion marketing occupations.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.0 Select a fashion marketing industry for career planning – the student will be able to:		
09.01 Identify current employment opportunities in fashion marketing.		
09.02 Identify sources of information for career planning.		
09.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.		
09.04 Explain the duties, responsibilities, required skills and knowledge for a particular career in the fashion marketing.		
09.05 Identify the advantages and disadvantages of a career in fashion marketing.		
09.06 Complete self-assessments and an analysis of lifestyle goals and career aspirations.		
09.07 Develop an individualized education and career plan related to fashion marketing.		
09.08 Write a job description for a fashion marketing position.		
10.0 Demonstrate applications of distribution to the fashion marketing industry – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.01 Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.		
10.02 Explain the concepts of physical distribution and the transportation systems related to the industry.		
10.03 Develop appropriate plans utilizing the channels of distribution for the fashion marketing industry.		
10.04 Demonstrate skills required for fashion-related materials and service management.		
10.05 Analyze information related to routing and tracking merchandise.		
10.06 Explain the relationship between customer service and distribution.		
11.0 Demonstrate applications of financing to the selected fashion marketing industry – the student will be able to:		
11.01 Explain the financial concepts used in making business decisions.		
11.02 Explain the concept of financial administration.		
11.03 Explain the difference between income (credit) and expense (debit).		
11.04 Describe and prepare a cash-flow statement.		
11.05 Identify various types of credit policies and procedures.		
11.06 Explain the purposes and importance of credit.		
11.07 Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.		
11.08 Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.		
11.09 Analyze industry concepts of price, profit, competition, and productivity.		
11.10 Calculate exchange rates.		
12.0 Demonstrate applications of product/service planning to the fashion marketing industry – the student will be able to:		
12.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.		
12.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).		
12.03 Explain the importance of product and service technology as it relates to		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
customer satisfaction.		
12.04 Identify sources of product knowledge.		
12.05 Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.		
12.06 Explain product and service quality as applicable to grades and industry standards.		
12.07 Discuss product-liability risks.		
12.08 Explain warranties and guarantees.		
12.09 Develop a product/service plan for a marketing area.		
12.10 Describe factors used by marketers to position products/business.		
12.11 Identify the stages and impact of product life cycle.		
13.0 Demonstrate applications of marketing information management in the fashion marketing industry – the student will be able to:		
13.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.		
13.02 Explain the process of marketing information management.		
13.03 Explain the nature and scope of marketing operations.		
13.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
13.05 Identify procedures for the use of technology to gather information.		
13.06 Utilize appropriate marketing information management forms.		
14.0 Demonstrate pricing applications for the fashion marketing industry – the student will be able to:		
14.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.		
14.02 Explain pricing objectives, policies, and strategies.		
14.03 Explain price-marking techniques.		
14.04 Explain procedures for changing prices.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
14.05 Demonstrate decision-making skills required for determining pricing relative to the competition.		
14.06 Demonstrate problem-solving skills required when considering profit and price.		
15.0 Demonstrate promotion applications for the fashion marketing industry – the student will be able to:		
15.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.		
15.02 Identify types of promotion used in the industry.		
15.03 Discuss the importance of advertising media and the role of digital and social media in advertising.		
15.04 Explain the purposes and elements of advertising and display.		
15.05 Explain the impact on and uses of the Internet and Intranet in marketing products and services.		
15.06 Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).		
15.07 Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.		
15.08 Write a promotional message to appeal to a target market.		
15.09 Develop a sales promotion plan for a marketing organization.		
15.10 Demonstrate public relations techniques as used in the marketing industry.		
15.11 Design a website to promote a product or service.		
16.0 Demonstrate purchasing applications to the fashion marketing industry – the student will be able to:		
16.01 Explain the relationship between stock turnover and purchasing.		
16.02 Demonstrate proper purchasing procedures.		
16.03 Explain different types of purchasing situations.		
16.04 Demonstrate techniques used to obtain the best terms when negotiating a purchase.		
16.05 Demonstrate use of the forms required for purchasing.		
16.06 Evaluate merchandise or services using industry standards or company assessments.		

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
17.0	Demonstrate applications of safety and risk-management to the fashion marketing industry – the student will be able to:		
17.01	Explain how a lack of knowledge and/or skill can cause accidents and health hazards in the workplace.		
17.02	Explain how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.		
17.03	Describe actions that various agencies take to prevent accidents on the job.		
17.04	Demonstrate an understanding of environmental problems that impact health and safety.		
17.05	Explain procedures for handling and reporting accidents.		
17.06	Identify security procedures for the marketing industry.		
17.07	Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.		
17.08	Identify the procedures used to prevent internal theft and embezzlement.		
17.09	Explain the nature and scope of risk management.		
17.10	Identify various types of business risks.		
17.11	Describe ways businesses can manage risks, including purchasing insurance.		
18.0	Demonstrate applications of selling to the fashion marketing industry – the student will be able to:		
18.01	Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.		
18.02	Describe the appropriate relationship between buyer and seller.		
18.03	Demonstrate sales knowledge of industry, company, products, and competition.		
18.04	Analyze potential prospects and customer buying behavior.		
18.05	Analyze the importance of communication and listening to create a positive buying climate.		
18.06	Identify sales techniques to aid customers/clients in making buying decisions.		
18.07	Create a sales presentation using presentation software.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
18.08 Identify strategies to build and maintain a clientele.		
18.09 Explain the purpose and goal of the selling function and how it relates to the marketing concept.		
18.10 Explain the steps in a sale and how to handle objections.		
19.0 Identify the use of technology in fashion marketing – the student will be able to:		
19.01 Explain the importance and uses of computers and the Internet in marketing.		
19.02 Utilize word processing software to create a career/industry-related document.		
19.03 Perform data entry procedures (e.g., payroll, inventory control).		
19.04 Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).		
19.05 Demonstrate marketing spreadsheet data entry and output procedures.		
19.06 Utilize spreadsheet software to enhance decision-making skills.		
19.07 Utilize integrated software programs to generate marketing reports and solve marketing problems.		
20.0 Discuss the fashion design segment – the student will be able to:		
20.01 Identify and discuss the different categories of apparel.		
20.02 Describe the standard sizing utilized by the fashion industry.		
20.03 Identify clothing styles as they relate to line and design.		
20.04 Discuss the importance of name recognition for fashion designers.		
20.05 Explain the design process for ready-to-wear designers.		
20.06 Identify domestic fashion market centers.		
20.07 Identify international fashion market centers.		
21.0 Identify the characteristics of textiles and yarns used in fashion related industries – the student will be able to:		
21.01 Identify the types, uses, characteristics, advantages, and disadvantages of natural fibers.		
21.02 Identify the types, uses, characteristics, advantages, and disadvantages of		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
manufactured/synthetic fibers.		
21.03 Identify the types, uses, characteristics, advantages, and disadvantages of leather and fur.		
21.04 Discuss innovations and trends in the fiber trade.		
21.05 Discuss the types and roles of yarn blends and textures.		
22.0 Discuss fabric design and construction – the student will be able to:		
22.01 Identify and discuss the major forms of fabric design (e.g., structural, applied).		
22.02 Identify types of weaving.		
22.03 Identify types of knitting.		
22.04 Identify other methods of fabric construction (e.g., nonwovens, quilted).		
22.05 Discuss the impact of fabric finishing on fabrics.		
22.06 Identify fabric finishing options (e.g., bleaching, dyeing, and printing).		
22.07 Discuss the differences between mechanical and chemical finishes.		
22.08 Discuss the differences between quality and performance standards.		
22.09 Discuss the impact of computer-aided design (CAD) and computer-aided manufacturing (CAM) on fabric design and construction.		
23.0 Discuss the steps involved in planning a fashion show – the student will be able to:		
23.01 Explain the purposes of fashion shows.		
23.02 Identify the main types of fashion shows.		
23.03 Identify the steps involved in planning a fashion show.		
23.04 Explain the importance of coordinating merchandise and models.		
23.05 Describe the coordination of the physical layout, music, choreography, and commentary of fashion shows.		
23.06 Explain the details involved with promoting and presenting a fashion show.		
23.07 Describe the follow-up and evaluation procedures for a fashion show.		

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
24.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:		
24.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
24.02	Define and discuss issues involving gender equity, disability, and age.	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS, 910.SL.1.1, LAFS.1112.SL.1.1	
24.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
24.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
24.05	Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .	LAFS.910.SL.2.4, LAFS.1112.SL.2.4	
24.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
24.07 Maintain a professional personal appearance and attitude.		
24.08 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	
24.09 Demonstrate self-management, initiative, and multitasking.		
24.10 Explain the concepts of self-knowledge, self-esteem, and self-image.		
24.11 Demonstrate professional behavior and etiquette.		
24.12 Demonstrate respect for the opinions, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
24.13 Set personal and career goals and develop a plan of action to achieve those goals.		
24.14 Identify areas where personal and professional change and adjustment may be necessary.		
24.15 Demonstrate the ability to offer and to accept feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
24.16 Identify and practice stress management and relaxation techniques.		
24.17 Recognize the importance of maintaining confidentiality in business matters.		
24.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).		
24.19 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
25.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
25.02 Demonstrate the ability to read and comprehend written communications.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
25.03	Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
25.04	Identify a variety of internal and external business communications utilized in the workplace.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
25.05	Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
25.06	Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	
25.07	Prepare and deliver a business-related presentation.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.08	Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
25.09	Describe positive customer relations.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.10	Demonstrate conflict and dispute resolution techniques.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.11	Identify means of nonverbal communication.	LAFS.910.W.1.3 LAFS.1112.W.1.3	
25.12	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
25.13	Discuss methods of resolving customer complaints.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
25.14	Interpret business policies to customers/clients.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.15	Discuss the importance of providing clear directions, descriptions, and explanations.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
25.16	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.17	Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business	LAFS.910.W.3.8 LAFS.1112.W.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
productivity.		
25.18 Identify types of computer applications and explain how these applications are used in business and marketing.		
26.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
26.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
26.02 Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).		
26.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	
26.04 Demonstrate ability to make change correctly.	LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	
26.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
26.06 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
26.07 Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.	MAFS.912.S-IC.2.6	
26.08 Apply standard industry formulas to determine markup and markdown on merchandise.		
26.09 Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.		
26.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
26.11 Identify components of a break-even analysis.		
26.12 Compute and analyze a break-even point.		
27.0 Identify economic principles – the student will be able to:		
27.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
27.02 Explain the concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
27.03 Explain the concept of economic resources and the scarcity of resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.04 Explain the concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.05 Explain the concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.06 Explain the concept of price.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.07 Identify, compare, and contrast major types of economic systems.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.08 Explain the relationship between government and business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
27.09 Explain the concept of private enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.10 Explain the role of profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.11 Explain the concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.12 Explain the concept of competition and recognize the government regulations monitoring competition.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
27.13 Explain the concept of productivity and the factors of production needed to produce goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.14 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
27.15 Explain the function of the Federal Reserve Board.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
28.0 Identify marketing and business fundamentals – the student will be able to:	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.01 Define marketing and its benefits.		
28.02 Explain the purpose and scope of marketing in a free enterprise system.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
28.03 Identify and explain the four foundations of marketing and describe each marketing core function.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.04 Explain how each component of the marketing mix contributes to marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.05 Compare and contrast consumer and organizational markets.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.07 Describe how marketers use knowledge of the market to sell products.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
28.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8  MAFS.912.S-IC.2.3	
28.09 Explain marketing strategies and marketing concepts.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
28.10 Differentiate between mass marketing and market segmentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
28.11 Explain the importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.12 Explain the nature of channels of distribution.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.14 Explain the “4 P’s” of marketing: price, place, promotion, and product.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
28.15 Define and analyze a target market.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
28.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
28.17 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
28.18 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.0 Identify effective selling techniques and procedures – the student will be able to:	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
29.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.02 Identify qualities of a professional sales associate and the responsibilities of sales management.		
29.03 Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
29.04 Handle different customer types and analyze how customers make buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
29.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
29.06 Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.		
29.07 Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Applications  
**Course Number:** 8827120  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the Internet in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
30.0 Select a marketing industry for career planning – the student will be able to:		
30.01 Identify current employment opportunities in marketing-related fields.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
30.02 Identify sources of information for career planning.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
30.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
30.04 Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
30.05 Identify the advantages and disadvantages of a particular career in marketing.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
30.06 Complete self-assessments and an analysis of lifestyle goals and career aspirations.		
30.07 Develop an individualized education and career plan related to a major marketing field.		
30.08 Write a job description for a selected marketing occupation.	LAFS.910.W.1.2 LAFS.1112.W.1.2	



CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
		LAFS.910.W.2.4-5 LAFS.1112.W.2.4-5	
31.0	Demonstrate applications of distribution for the selected marketing industry – the student will be able to:		
31.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
31.02	Explain the concepts of physical distribution and transportation systems related to the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
31.03	Identify and analyze appropriate transportation services for the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
31.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.	LAFS.910.2.2.4 LAFS.1112.W.2.4	
31.05	Demonstrate skills required for materials and service management.		
31.06	Analyze information related to routing and tracking merchandise.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
31.07	Explain the relationship between customer service and distribution.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
32.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:		
32.01	Explain the financial concepts used in making business decisions.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.02	Explain the concept of financial administration.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.03	Explain the difference between income (credit) and expense (debit).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.04	Describe and prepare a cash-flow statement.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.05	Identify various types of credit policies and procedures.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1.2	
32.06 Explain the purposes and importance of credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.07 Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
32.08 Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
32.09 Analyze industry concepts of price, profit, competition, and productivity.		
32.10 Calculate exchange rates.		
33.0 Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:		
33.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
33.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.111W.2.1.1-2	
33.03 Explain the importance of product and service technology as it relates to customer satisfaction.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.2.1.1-2 LAFS.1112.2.1.1-2	
33.04 Identify sources of product knowledge.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
33.05 Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
33.06 Explain product and service quality as applicable to grades and industry standards.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
33.07 Discuss product-liability risks.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
33.08 Explain warranties and guarantees.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
33.09 Develop a product/service plan for a marketing area.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
33.10 Describe factors used by marketers to position products/business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
33.11 Identify the stages and impact of product life cycle.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
<b>34.0 Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:</b>		
34.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
34.02 Explain the process of marketing information management.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
34.03 Explain the nature and scope of marketing operations.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
34.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
34.05 Identify procedures for the use of technology to gather information.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
34.06 Utilize appropriate marketing information management forms.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
35.0 Demonstrate pricing applications for the selected marketing industry – the student will be able to:		
35.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
35.02 Explain pricing objectives, policies, and strategies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
35.03 Explain price-marking techniques.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
35.04 Explain procedures for changing prices.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
35.05 Demonstrate decision-making skills required for determining pricing relative to the competition.		
35.06 Demonstrate problem-solving skills required when considering profit and price.		
36.0 Demonstrate promotion applications for the selected marketing industry – the student will be able to:		
36.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
36.02 Identify types of promotion used in the industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
36.03 Discuss the importance of advertising media and the role of digital and social media in advertising.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
36.04 Explain the purposes and elements of advertising and display.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
36.05	Explain the impact on and uses of the Internet and Intranet in marketing products and services.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
36.06	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
36.07	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.		
36.08	Write a promotional message to appeal to a target market.		
36.09	Develop a sales promotion plan for a marketing organization.	LAFS.910.W.1.2-3 LAFS.1112.W.1.2-3	
36.10	Demonstrate public relations techniques as used in the marketing industry.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
36.11	Design a website to promote a product or service.		
37.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:		
37.01	Explain the relationship between stock turnover and purchasing.		
37.02	Demonstrate proper purchasing procedures.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
37.03	Explain different types of purchasing situations.		
37.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
37.05	Demonstrate use of the forms required for purchasing.	LAFS.910.SL.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.4 LAFS.1112.SL.2.6	
37.06	Evaluate merchandise or services using industry standards or company assessments.		
38.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.01	Explain how a lack of knowledge and/or skill can cause accidents and health hazards in the workplace.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
38.02 Explain how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.03 Describe actions that various agencies take to prevent accidents on the job.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.04 Demonstrate an understanding of environmental problems that impact health and safety.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.05 Explain procedures for handling and reporting accidents.	LAFS.910.W.1.2 LAFS.1112.W.1.2 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	
38.06 Identify security procedures for the marketing industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.07 Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.08 Identify the procedures used to prevent internal theft and embezzlement.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.09 Explain the nature and scope of risk management.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
38.10 Identify various types of business risks.		
38.11 Describe ways businesses can manage risks, including purchasing insurance.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
39.0 Demonstrate applications of selling for the selected marketing industry – the student will	LAFS.910.RI.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
be able to:	LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
39.01 Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
39.02 Describe the appropriate relationship between buyer and seller.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
39.03 Demonstrate sales knowledge of industry, company, products, and competition.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
39.04 Analyze potential prospects and customer buying behavior.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
39.05 Analyze the importance of communication and listening to create a positive buying climate.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
39.06 Identify sales techniques to aid customers/clients in making buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6	
39.07 Create a sales presentation using presentation software.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
39.08 Identify strategies to build and maintain a clientele.		
39.09 Explain the purpose and goal of the selling function and how it relates to the marketing concept.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
39.10 Explain the steps in a sale and how to handle objections.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
40.0 Demonstrate an understanding of entrepreneurship – the student will be able to:	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
40.01 Define <i>entrepreneurship</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
40.02 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
40.03 Discuss the role of the entrepreneur in the domestic and global economy.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
40.04 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
40.05 Understand the importance of small business in various economies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1.-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
40.06 Read and reconcile financial statements.	LAFS.910.W.3.7-8 LAFS.910.W.3.-78	
40.07 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
40.08 Analyze current entrepreneurial trends in the marketplace.		
40.09 Discuss the importance of ethics in business.	LAFS.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
40.10 Identify the strategies and methods for generating a business idea.		
40.11 Outline the legal steps involved in planning a new business.		
40.12 Identify the types and sources of government regulations and taxation that may affect a business.		
40.13 Describe the advantages and risks of entrepreneurship.		
41.0 Identify the uses of technology in marketing – the student will be able to:		
41.01 Explain the importance and uses of computers and the Internet in marketing.		
41.02 Utilize word processing software to create a career/industry-related document.	LAFS.910.W.3.7, LAFS.1112.W.3.7	
41.03 Perform data entry procedures (e.g., payroll, inventory control).		



Florida Department of Education  
Student Performance Standards

**Course Title:** Fashion Marketing Management  
**Course Number:** 8806030  
**Course Credit:** 1

**Course Description:**

This course provides instruction for career sustaining level employment in the fashion industry. The content includes applied skills related to the fashion marketing functions and industries including employment skills required for success in fashion and career planning as related to the fashion industry. After successful completion of the core (Fashion Essentials and Fashion Applications) and Fashion Marketing Management, students will have met occupational completion point, data code B, Retail Manager, Fashion - SOC 41-1011.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
42.0 Apply economic principles to fashion marketing – the student will be able to:		
42.01 Explain economic trends related to fashion marketing.		
42.02 Explain the role of the <i>profit motive</i> in the marketing of fashion products.		
42.03 Explain the role of fashion marketing in a free enterprise system.		
42.04 Describe the channels of distribution related to fashion marketing.		
42.05 Apply economic concepts to fashion marketing (e.g., pricing, risk, productivity, competition, cycles).		
43.0 Apply fashion product and service technology – the student will be able to:		
43.01 Understand the terminology associated with the selling of apparel and accessories, home furnishings, and other fashion merchandise.		
43.02 Demonstrate appropriate techniques for the selling of apparel and accessories, home furnishings, and other fashion merchandise.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
43.03 Demonstrate principles in the merchandising of fashion products.		
43.04 Compare different types of fabric construction.		
43.05 Compare the natural and synthetic materials utilized in fashion products; include finishes and care techniques.		
43.06 Assess the designers who have/had a significant impact on fashion design.		
43.07 Compare past, present, and future styles of apparel and accessories.		
43.08 Demonstrate the relationship between fabric characteristics and product use.		
43.09 Apply textile knowledge to a sales position.		
43.10 Analyze the specific fashion needs of infants/young children, people with special needs, pregnant women, and frequent travelers.		
44.0 Demonstrate merchandising skills appropriate for fashion marketing – the student will be able to:		
44.01 Supervise basic stock-keeping techniques (e.g., sorting by color, size, and/or classification; cleaning merchandise fixtures).		
44.02 Supervise initiatives to maintain stock (e.g., re-hanging merchandise, studying hang tags, restocking merchandise).		
44.03 Demonstrate sales promotion techniques to locate advertised merchandise on the selling floor.		
44.04 Demonstrate techniques to perform a fashion merchandise inventory.		
44.05 Organize the planning and presentation of fashion shows; include the steps, purposes, and types of shows.		
44.06 Assist in the preparation of merchandise displays; demonstrate knowledge of the elements and principles of design; identify different types of displays and patterns of arrangement; apply color principles; select the appropriate display for different types of merchandise.		
44.07 Plan a promotional campaign for a fashion product or line; include types of media, the promotional mix, and an evaluation of effectiveness.		
44.08 Demonstrate the ability to follow a floor plan.		
45.0 Implement fashion marketing operational techniques – the student will be able to:		
45.01 Implement accident prevention techniques in fashion marketing situations.		
45.02 Demonstrate receiving and checking techniques.		

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
45.03 Demonstrate techniques to prevent security issues; include the correct procedures for recognizing and monitoring potential shoplifters.		
45.04 Demonstrate procedures relatives to the employee's role in the prevention of internal loss.		
45.05 Implement guidelines to address concerns and issues related to the operation of a fashion marketing business; include safety practices.		
45.06 Conduct an orientation for new employees.		
46.0 Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing – the student will be able to:		
46.01 Collect and analyze sales information to determine stock turnover and stock-to-sales ratios.		
46.02 Apply standard industry formulas to determine markup and markdown for fashion merchandise.		
46.03 Analyze standard industry formulas relative to discount rate and due date to determine the amount of payment due on an invoice.		
46.04 Determine the amount of merchandise to be reordered; collect, organize, and interpret data and predict outcomes.		
46.05 Solve pricing problems involving fixed pricing, variable pricing, odd-cent pricing, and loss-leader pricing.		
46.06 Calculate sales productivity.		
46.07 Calculate sales per hour.		
46.08 Calculate the average number of items and average dollars spent per transaction.		
47.0 Apply promotional planning techniques and procedures to fashion marketing – the student will be able to:		
47.01 Analyze the role of promotion in fashion marketing.		
47.02 Develop a fashion promotion plan for a given product or situation.		
47.03 Develop a promotional mix for a fashion-related product.		
47.04 Identify the markets for the promotional plan.		
47.05 Prepare a promotional calendar of events.		
47.06 Prepare a written advertisement layout.		
47.07 Select and evaluate a variety of advertising media options.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
47.08 Apply the steps involved in the planning and set-up of fashion displays.		
47.09 Identify the factors to consider to evaluate a completed fashion display.		
47.10 Differentiate between promotional displays and institutional displays.		
47.11 Implement public relations strategies.		
47.12 Establish promotional planning sales quotas and incentives.		
47.13 Evaluate the overall fashion-related promotional plan.		
48.0 Apply entrepreneurial concepts to fashion marketing – the student will be able to:		
48.01 Define and explain <i>entrepreneurship</i> .		
48.02 Define and explain <i>intrapreneurship</i> .		
48.03 Describe the importance of entrepreneurship to the fashion industry.		
48.04 Analyze the advantages and disadvantages of entrepreneurship relative to the fashion industry.		
48.05 Analyze the risks involved in the ownership of a fashion-related business.		
48.06 Discuss the continued prospects for entrepreneurship and intrapreneurship in the fashion industry.		
48.07 Identify the education, aptitudes, attitudes, and skills recommended for fashion entrepreneurs and intrapreneurs.		
48.08 Assess personal potential for success as an entrepreneur.		
48.09 Develop a plan to establish and open a fashion-related business.		
49.0 Apply marketing management principles to a fashion-related business – the student will be able to do:		
49.01 Explain fashion marketing management functions.		
49.02 Explain how a fashion marketing manager manages people, ideas, time, money, and materials.		
49.03 Explain the importance of effective communication relative to fashion marketing management.		
49.04 Identify and apply the steps of the problem-solving process.		

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
49.05	Demonstrate the motivational strategies a fashion marketing manager uses to encourage employees.		
49.06	Evaluate the influences of the marketing concept on fashion marketing and management.		
49.07	Develop a fashion marketing plan.		
50.0	Analyze global trends in fashion marketing – the student will be able to:		
50.01	Forecast global marketing trends in fashion-related industries.		
50.02	Analyze the impact of global marketing on the fashion industry.		
50.03	Compare global markets and distributors.		
50.04	Analyze multicultural influences on fashion marketing.		
50.05	Evaluate sources of fashion-related import/export information.		
50.06	Explain how a product/market evaluation helps identify the attitudes and preferences of consumers of various cultural backgrounds.		
50.07	Research the role of the Internet in facilitating international fashion marketing.		
51.0	Demonstrate the applications of technology relative to fashion marketing – the student will be able to:		
51.01	Demonstrate mastery of software applications and current/emergent technologies relative to fashion marketing.		
51.02	Discuss the impact of e-Commerce and social networking on the fashion marketing industry.		
51.03	Demonstrate use of the Internet and other information networks to market fashion-related products.		
52.0	Apply a career plan to fashion marketing – the student will be able to:		
52.01	Develop a plan for pursuing a specific career in fashion marketing; include training and educational requirements, the required skills and abilities, and the steps for reaching career goal.		
52.02	Demonstrate the competencies required for career sustaining and mid-level management positions in fashion marketing.		
52.03	Demonstrate specific technology applications related to the student's selected fashion marketing career plan.		
52.04	Develop forms of documentation for inclusion in a fashion marketing career portfolio (e.g., résumé, coursework samples).		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

Program Title: Marketing, Merchandising and Parts Operations  
 Program Type: Career Preparatory  
 Career Cluster: Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District’s discretion, continue taking courses in the program until completion.**

Secondary – Career Preparatory	
Program Number	8809100
CIP Number	0252040902
Grade Level	9-12, 30, 31
Standard Length	9 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	43-5081 – Stock Clerks & Order Fillers 53-3031 – Driver/Sales Workers 43-5071 – Shipping, Receiving, and Traffic Clerks 43-3021 – Billing and Posting Clerks 43-3031 – Bookkeeping, Accounting, and Auditing Clerks 43-4151 – Order Clerks 41-2022 – Parts Salespersons 43-3061 – Procurement Clerks 11-3071 – Transportation, Storage, and Distribution Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

To prepare students for employment in parts operations, marketing, sales, and service occupations such as salesperson, delivery specialist, stock clerk, billing clerk, bookkeeping, parts specialist, inventory control clerk, purchasing agent, and manager.



The content includes, but is not limited to, risk management, marketing math, equipment operations, marketing and business fundamentals, communications, human relations, advertising, sales promotion, sales, customer relations, obtaining and maintaining employment, delivery operations, warehouse operations, billing operations, accounts receivable and payable, cataloging, parts systems, components and their functions, automotive systems parts sales, inventory control, purchasing, and management.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of ten occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8809108	Retail Essentials	BUS ED 1@2 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7 G	1 credit	43-5081	2	VO
B	8809101	Delivery Operations		.5 credit	53-3031	2	VO
C	8809102	Warehousing Operations		1 credit	43-5071	2	VO
D	8809103	Billing Operations		.5 credit	43-3021	2	VO
E	8809104	Parts Accounting Operations		1 credit	43-3031	2	VO
F	8809107	Cataloging Operations		.5 credit	43-4151	2	VO
G	8809109	Parts Specialist 1		.5 credit		2	VO
	8809110	Parts Specialist 2		1 credit		2	VO
	8809111	Parts Specialist 3		1 credit	41-2022	2	VO
H	8809105	Inventory Control Operations		.5 credit	43-5081	2	VO
I	8809106	Purchasing Operations		.5 credit	43-3061	2	VO
J	8809112	Marketing Management Operations		1 credit	11-3071	2	VO

*(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)*

**Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate risk management skills.
- 02.0 Demonstrate basic marketing math skills.
- 03.0 Demonstrate basic marketing equipment operations.
- 04.0 Identify marketing and business fundamentals.
- 05.0 Demonstrate communication and human relations skills.
- 06.0 Demonstrate principles of advertising and sales promotions.
- 07.0 Demonstrate sales and customer relations techniques.
- 08.0 Demonstrate delivery operations skills.
- 09.0 Demonstrate warehouse operations.
- 10.0 Demonstrate billing operations skills.
- 11.0 Demonstrate accounts receivable skills.
- 12.0 Demonstrate accounts payable skills.
- 13.0 Research parts data and technical information.
- 14.0 Demonstrate automotive specialty parts sales skills.
- 15.0 Demonstrate parts service skills.
- 16.0 Identify parts systems, components, and their functions.
- 17.0 Research automotive systems parts.
- 18.0 Demonstrate automotive systems parts sales.
- 19.0 Demonstrate inventory control operations.
- 20.0 Demonstrate purchasing operations skills.
- 21.0 Demonstrate management and supervision techniques.
- 22.0 Research career opportunities in the industry.

Florida Department of Education  
Student Performance Standards

**Course Title:** Retail Essentials  
**Course Number:** 8809108  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to develop the competencies essential to parts marketing. These competencies include human relations, employability skills, communication, math, and economic skills. The fundamentals of marketing and selling are also included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate risk management skills – the student will be able to:		
01.01 Identify school rules and policies (e.g., fire evacuation plans, code of conduct, financial aid opportunities).		
01.02 Identify program objectives and requirements to reach occupational completion points and certificate prerequisites.		
01.03 Discuss the importance of testing and grading procedures.		
01.04 Identify, discuss, and demonstrate safe lifting procedures.		
01.05 Identify and discuss the laws and procedures for disposing of hazardous wastes.		
01.06 Identify safety and accident prevention procedures.		
01.07 Identify and discuss clean and orderly storing techniques.		
01.08 Identify and discuss appropriate dress and grooming for employment.		
01.09 Identify and discuss the purpose and importance of an accident prevention plan.		
01.10 Identify and discuss workplace safety and health guidelines.		
01.11 Demonstrate safety and accident prevention techniques.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.12 Discuss state and federal labor laws regulating the workplace.		
02.0 Demonstrate basic marketing math skills – the student will be able to:		
02.01 Calculate mark-ups, mark-downs, and discounts.		
02.02 Read and interpret charts and graphs.		
02.03 Identify the importance and purpose of product codes.		
02.04 Write and communicate product codes according to industry standards.		
02.05 Calculate county and state sales taxes.		
02.06 Demonstrate mastery of the 10-key keyboard.		
02.07 Discuss sales terminal opening and closing procedures.		
02.08 Demonstrate ability to provide customer with proper change.		
02.09 Identify check, credit card, and debit card payments and procedures.		
02.10 Demonstrate sales calculations (e.g., cash, discount, COD, returns).		
02.11 Interpret sales receipts.		
02.12 Discuss refund procedures and policies.		
03.0 Demonstrate basic marketing equipment operations – the student will be able to:		
03.01 Demonstrate techniques for making a positive first impression.		
03.02 Identify techniques for placing, answering, holding, and transferring telephone calls.		
03.03 Identify and demonstrate procedures for recording and relaying accurate messages.		
03.04 Demonstrate ability to use a telephone to gather information.		
03.05 Demonstrate ability to use a telephone book as a resource.		
03.06 Discuss uses of a fax machine.		
03.07 Demonstrate ability to send and receive fax documents.		
03.08 Identify procedures for operating and maintaining imaging equipment.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.09 Identify and discuss imaging feeder, sorter, and collating procedures.		
03.10 Process single and multiple copies using manual and automated methods.		
03.11 Identify and discuss imaging maintenance procedures.		
03.12 Identify labeling applications and fonts.		
03.13 Identify characteristics of labeling ribbon.		
03.14 Identify single and multi-line labeling applications.		
03.15 Demonstrate ability to change labeling ribbon.		
03.16 Enter and proofread typed labeling data.		
03.17 Demonstrate use of labeling machine.		
04.0 Identify marketing and business fundamentals – the student will be able to:		
04.01 Discuss concept of economic goods and services.		
04.02 Discuss concept of economic resources and activities.		
04.03 Discuss concept of utility and supply and demand.		
04.04 Identify and discuss relationship between government and business.		
04.05 Identify and discuss concepts of private enterprise, business ownership, profit, risk, competition, and productivity.		
04.06 Identify major components of the Gross National Product (GNP).		
04.07 Identify and explain major types of economic systems.		
04.08 Identify and explain functions of business and the relationship between business and society.		
04.09 Identify categories of business activity (e.g., extractive, agriculture, manufacturing, processing, construction, distribution, service).		
04.10 Identify types of business ownership and compare and contrast the advantages and disadvantages of each type.		
04.11 Identify and discuss ethics in business.		
04.12 Identify and discuss functions of business and channels of distribution.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
04.13 Identify and discuss elements of the marketing mix.		
05.0 Demonstrate communication and human relations skills – the student will be able to:		
05.01 Identify and apply effective communication (verbal, nonverbal, electronic).		
05.02 Describe effective staff communication and its uses (interpersonal, departmental, interdepartmental, company).		
05.03 Demonstrate ability to read and comprehend written communications.		
05.04 Identify a variety of written business communications utilized in the workplace.		
05.05 Prepare a business letter, memorandum, fax, and e-mail.		
05.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using proper grammar and terminology.		
05.07 Discuss importance of developing networking skills to expand business contacts.		
05.08 Prepare and deliver a business-related presentation.		
05.09 Demonstrate active listening strategies that improve understanding and performance.		
05.10 Describe positive customer relations.		
05.11 Demonstrate conflict resolution techniques.		
05.12 Identify means of nonverbal communication.		
05.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
05.14 Discuss methods of resolving customer complaints.		
05.15 Interpret business policies to customers/clients.		
05.16 Discuss importance of providing clear directions, descriptions, and explanations.		
05.17 Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.		
05.18 Identify types of technology and equipment used in the workplace.		
06.0 Demonstrate principles of advertising and sales promotions – the student will be able to:		
06.01 Identify purpose, importance, and techniques of advertising.		



CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
06.02 Identify purpose, importance, and techniques of sales promotions.		
06.03 Identify and discuss the nine elements of design (e.g., color, materials, interior architecture, illusion, landscaping, music, signage, attention to detail, general exterior).		
06.04 Identify and discuss the elements of an advertisement (e.g., headline, copy, illustration).		
06.05 Discuss target markets and their importance in advertising and sales promotions.		
06.06 Identify advertising design techniques and their applications.		
06.07 Create sales, holiday, and seasonal advertisements using accepted computer design techniques.		
06.08 Identify the purpose and importance of displays.		
06.09 Identify and discuss effective display techniques.		
06.10 Discuss the importance and purpose of cleaning and maintaining displays.		
06.11 Plan and construct an effective sales display.		
07.0 Demonstrate sales and customer relations techniques – the student will be able to:		
07.01 Identify the purpose and importance of selling.		
07.02 Identify qualities of a professional sales associate.		
07.03 Identify, discuss, and demonstrate the steps in the selling process.		
07.04 Identify and discuss the roles of sales associates and customers.		
07.05 Describe techniques for identifying customer needs, wants, and/or problems.		
07.06 Explain techniques for determining customer merchandise and/or service interests.		
07.07 Explain methods of observation that can be used to obtain a customer's surname.		
07.08 Discuss importance and methods of customer follow-up (e.g., client file).		
07.09 Model methods of resolving customer complaints.		
07.10 List abilities and qualities customers expect from sales associates.		
07.11 Demonstrate ability to create accessory sales.		

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
07.12 Identify and discuss importance and purpose of store policies as they relate to customer service.		
07.13 Role-play appropriate customer greetings.		
07.14 Describe how an employee represents the firm to customers.		
07.15 Explain techniques to balance responsive telephone service with in-store service.		

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Delivery Operations  
**Course Number:** 8809101  
**Course Credit:** .5

**Course Description:**

This course is designed to develop the fundamental competencies necessary to effectively and safely deliver automotive parts. Topics include planning and delivery activities, pick-up and delivery of merchandise, and delivery vehicle maintenance. Supervisory skills related to delivery operations are included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
08.0 Demonstrate delivery operations skills – the student will be able to:		
08.01 Identify and discuss the importance, purpose, and characteristics of delivery operations.		
08.02 Identify delivery documents (e.g., packing slips, invoices, freight bills, return forms, pick up tickets).		
08.03 List procedures for processing delivery documents.		
08.04 Identify delivery vehicle maintenance requirements and limitations.		
08.05 Inspect delivery vehicle, perform minor maintenance, report maintenance problems, and maintain delivery vehicle according to industry standards.		
08.06 Plan, prepare, and perform daily pickup and delivery activities.		
08.07 Verify ordered merchandise.		
08.08 Process merchandise for return to supplier.		
08.09 Identify and discuss cores and their importance.		

<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSS-Sci</b>
08.10 Identify and discuss keyboarding techniques necessary for the delivery process.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Warehousing Operations  
**Course Number:** 8809102  
**Course Credit:** 1

**Course Description:**

This course is designed to develop competencies necessary for the correct performance of warehousing operations skills. Topics include analyzing data, organizing the stockroom, and receiving and inspecting incoming merchandise. Supervisory skills related to warehouse operations are included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.0 Demonstrate warehouse operations – the student will be able to:		
09.01 Identify and discuss the characteristics of stock keeping and warehouse operations.		
09.02 Identify and discuss the importance and purpose of warehouse operations.		
09.03 Identify warehouse documents (e.g., pick tickets, special orders, inventory forms).		
09.04 Discuss and analyze computerized warehouse data.		
09.05 Describe procedures for using computerized warehouse data.		
09.06 Identify and discuss stock keeping methods and fundamentals.		
09.07 Receive, inspect, price, and stock incoming merchandise.		
09.08 Verify packing slips and rotate stock.		
09.09 Perform a physical inventory.		
09.10 Apply basic computer systems operations.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.11 Explain channels of distribution.		
09.12 Display and interpret inventory screens.		
09.13 Send and receive e-mail.		
09.14 Create a computerized document.		
09.15 Analyze computerized warehouse data.		
09.16 Describe delivery and warehouse operations supervisory skills.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Billing Operations  
**Course Number:** 8809103  
**Course Credit:** .5

**Course Description:**

This course is designed to develop competencies necessary for the correct processing of work orders. Topics include filing, opening, recording, and closing work orders. Auditing work order skills are included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.0 Demonstrate billing operations skills – the student will be able to:		
10.01 Identify and discuss importance, purpose, and characteristics of billing operations.		
10.02 Identify, discuss, and demonstrate bill filing methods and procedures according to industry standards.		
10.03 Explain requirements for opening work orders.		
10.04 Open work orders using customer-given information.		
10.05 Maintain work order accounting information.		
10.06 Close work orders using parts department and technician information.		
10.07 Verify, audit, and file work order documents.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Parts Accounting Operations  
**Course Number:** 8809104  
**Course Credit:** 1

**Course Description:**

This course is designed to develop competencies necessary for accurate computer accounting of inventory. Topics include both accounts receivable and accounts payable duties

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
11.0 Demonstrate accounts receivable skills – the student will be able to:		
11.01 Identify and discuss characteristics of a career in accounts receivable.		
11.02 Identify and discuss importance and purpose of accounts receivable.		
11.03 Identify and list documents used in the accounts receivable department.		
11.04 Verify and process pricing documents.		
11.05 Create and process computerized invoices and credit memos.		
11.06 Explain accounts receivable filing methods and procedures.		
11.07 Verify and file accounts receivable records.		
11.08 Run and analyze accounts receivable reports.		
11.09 Run and analyze customer statement reports.		
11.10 Perform customer statements functions.		



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.0 Demonstrate accounts payable skills – the student will be able to:		
12.01 Identify and discuss characteristics of a career in accounts payable.		
12.02 Identify and discuss importance and purpose of accounts payable.		
12.03 Identify and list documents used in accounts payable department.		
12.04 Identify methods to maintain a clean and orderly work area.		
12.05 Identify, discuss, and demonstrate manual general ledger procedures.		
12.06 Identify, discuss, and demonstrate computerized general ledger procedures.		
12.07 Identify and discuss methods to reconcile computerized daily accounts payable.		
12.08 Demonstrate reconciling computerized daily accounts payable.		
12.09 Identify and discuss methods to reconcile computerized monthly accounts payable.		
12.10 Demonstrate reconciling computerized monthly accounts payable.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Cataloging Operations  
**Course Number:** 8809107  
**Course Credit:** .5

**Course Description:**

This course is designed to develop competencies necessary for effective customer service and sales. Topics include automotive specialty parts, sales functions, and customer service duties.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.0 Research parts data and technical information – the student will be able to:		
13.01 Identify the purpose and importance of cataloging systems.		
13.02 Identify product manufacturers and types of catalogs.		
13.03 Identify procedures for setting up and maintaining a catalog rack.		
13.04 Identify manual, systematic procedures for locating specific part numbers.		
13.05 Demonstrate ability to use manual catalogs and interchanges to locate specific part numbers.		
13.06 Identify computerized, systematic procedures for locating specific part numbers.		
13.07 Demonstrate ability to use an automated cataloging system to locate specific part numbers.		
13.08 Demonstrate use of interchange lists and line cards.		
13.09 Identify computerized cataloging system maintenance and update procedures.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.10 Identify methods to call in special orders and stock orders.		
13.11 List steps to identify manufacturers and suppliers for specific parts.		
13.12 Articulate quantities, numbers, and manufacturers of parts according to numerical language.		
13.13 Demonstrate ability to call in and fax special and stock orders.		
14.0 Demonstrate automotive specialty parts sales skills – the student will be able to:		
14.01 Identify types of automotive basic tools.		
14.02 Identify types of automotive fasteners.		
14.03 Identify and discuss appropriate applications for specific tools.		
14.04 Identify and discuss appropriate applications for specific automotive fasteners.		
15.0 Demonstrate parts service skills – the student will be able to:		
15.01 Identify standard and metric measurements.		
15.02 Identify procedures for using metric devices.		
15.03 Identify inside and outside diameters.		
15.04 Read standard and metric measurements.		
15.05 Measure automotive belts using an industry approved belt measurer.		
15.06 Measure inside and outside diameters of hoses.		
15.07 Demonstrate use of a micrometer, T-bar, and ruler.		
15.08 Identify automotive component testing operational procedures.		
15.09 Identify types of testing equipment.		
15.10 Demonstrate operation of testing equipment (e.g., battery tester, alternator tester, starter tester, voltage regulator tester).		
15.11 Identify, discuss, and demonstrate procedures for refinishing brake drums.		
15.12 Identify, discuss, and demonstrate procedures for refinishing rotors.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Parts Specialist 1  
**Course Number:** 8809109  
**Course Credit:** .5

**Course Description:**

This course is designed to develop competencies necessary for fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems operating fundamentals.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
16.0 Identify parts systems, components, and their functions – the student will be able to:		
16.01 Identify operating fundamentals of fuel systems, their parts, and their functions.		
16.02 Identify operating fundamentals of emission control systems, their parts, and their functions.		
16.03 Identify operating fundamentals of exhaust systems, their parts, and their functions.		
16.04 Identify operating fundamentals of heating and cooling systems, their parts, and their functions.		
16.05 Identify operating fundamentals of air conditioning systems, their parts, and their functions.		
16.06 Identify operating fundamentals of electrical systems, their parts, and their functions.		
16.07 Identify operating fundamentals of electrical accessory systems, their parts, and their functions.		
16.08 Identify operating fundamentals of ignition systems, their parts, and their functions.		
16.09 Identify operating fundamentals of engine systems, their parts, and their functions.		
16.10 Identify operating fundamentals of brake systems, their parts, and their functions.		

<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSS-Sci</b>
16.11 Identify operating fundamentals of steering and suspension systems, their parts, and their functions.		
16.12 Identify operating fundamentals of power train systems, their parts, and their functions.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Parts Specialist 2  
**Course Number:** 8809110  
**Course Credit:** 1

**Course Description:**

This course is designed to develop competencies necessary for researching fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems parts systems.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
17.0 Research automotive systems parts – the student will be able to:		
17.01 Analyze customer parts requests.		
17.02 Identify steps to research part numbers using manual and computerized cataloging, interchanges, and price sheets.		
17.03 Research fuel systems part numbers.		
17.04 Research emission control systems part numbers.		
17.05 Research exhaust systems part numbers.		
17.06 Research heating and cooling systems part numbers.		
17.07 Research air conditioning systems part numbers.		
17.08 Research electrical systems part numbers.		
17.09 Research electrical accessory systems part numbers.		
17.10 Research ignition systems part numbers.		

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
17.11 Research engine systems part numbers.		
17.12 Research brake systems part numbers.		
17.13 Research steering and suspension systems part numbers.		
17.14 Research power train systems part numbers.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Parts Specialist 3  
**Course Number:** 8809111  
**Course Credit:** 1

**Course Description:**

This course is designed to develop competencies necessary for demonstrating fuel, emission, exhaust, heating and cooling, air conditioning systems, electrical, ignition, engine systems, brakes, chassis, and power train systems parts sales.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
18.0 Demonstrate automotive systems parts sales – the student will be able to:		
18.01 Demonstrate fuel systems parts using suggestive selling.		
18.02 Demonstrate emission control systems parts using suggestive selling.		
18.03 Demonstrate exhaust systems parts using suggestive selling.		
18.04 Demonstrate heating and cooling systems using suggestive selling.		
18.05 Demonstrate air conditioning systems using suggestive selling.		
18.06 Demonstrate electrical systems using suggestive selling.		
18.07 Demonstrate electrical accessory systems using suggestive selling.		
18.08 Demonstrate ignition systems using suggestive selling.		
18.09 Demonstrate engine systems using suggestive selling.		
18.10 Demonstrate brake systems using suggestive selling.		
18.11 Demonstrate steering and suspension systems using suggestive selling.		



CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
18.12 Demonstrate power train systems using suggestive selling.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Inventory Control Operations  
**Course Number:** 8809105  
**Course Credit:** .5

**Course Description:**

This course is designed to develop competencies necessary for inventory control operations. Topics include analyzing inventory reports, applying computerized sequencing procedures, maintaining automated inventory files, pricing information, and periodic automated inventory procedures.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.0 Demonstrate inventory control operations – the student will be able to:		
19.01 Identify the purpose and importance of inventory control.		
19.02 Identify characteristics of inventory control operations.		
19.03 Identify inventory fast paths and their purposes.		
19.04 Identify and explain various inventory reports.		
19.05 Prepare and analyze various inventory reports.		
19.06 Discuss inventory control equipment maintenance procedures.		
19.07 Enter product and vendor data using a computer system.		
19.08 Run and analyze product line and vendor reports using a computer system.		
19.09 Maintain automated inventory files and parts data.		
19.10 Describe importance of maintaining current price sheet information.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.11 Describe process to obtain current price sheets.		
19.12 Verify current manufacturer pricing and price sheets.		
19.13 Maintain automated pricing data.		
19.14 Read and interpret price sheets.		
19.15 Demonstrate periodic inventory procedures using an automated system.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Purchasing Operations  
**Course Number:** 8809106  
**Course Credit:** .5

**Course Description:**

This course is designed to develop competencies necessary for the computerized purchasing operations. Topics include analyzing sales potential, and buying parts and supplies using an automated system. Supervisory skills related to purchasing operations are included.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
20.0 Demonstrate purchasing operations skills – the student will be able to:		
20.01 Identify the purpose and importance of purchasing procedures.		
20.02 Describe characteristics of purchasing operations.		
20.03 Discuss the purpose and importance of analyzing sales potential.		
20.04 Identify lifespan and demand for individual parts.		
20.05 Use historical data to analyze sales potential of parts and supplies.		
20.06 Identify and discuss steps to conduct an Internet search for parts information.		
20.07 Conduct an Internet research project involving the parts industry.		
20.08 Identify and discuss specific purchase order control reports.		
20.09 Generate and control computerized purchase orders.		
20.10 Demonstrate ability to buy parts and supplies using an automated system.		

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
20.11 Identify responsibilities of a back office supervisor.		
20.12 Evaluate new products for sales potential.		
20.13 Identify and use inventory classifications.		
20.14 Maintain effective business communications with supervisors, co-workers, and industry representatives.		
20.15 Recommend solutions to inventory control and purchasing problems.		
20.16 Demonstrate ability to supervise inventory management.		

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Marketing Management Operations  
**Course Number:** 8809112  
**Course Credit:** 1

**Course Description:**

This course is designed to develop competencies necessary for the successful management of a parts department, a general lines retail outlet, or an independent parts retail store. Topics include generic marketing management skills, project planning, and employee relations skills.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
21.0 Demonstrate management and supervision techniques – the student will be able to:		
21.01 Identify and discuss managerial/supervisory functions.		
21.02 Identify and discuss the roles and responsibilities of a manager/supervisor.		
21.03 Identify and discuss qualities of effective leaders.		
21.04 Identify and demonstrate employee motivational techniques.		
21.05 Identify and demonstrate leadership skills.		
21.06 Identify and demonstrate time management techniques.		
21.07 Identify and demonstrate training techniques.		
21.08 Identify and demonstrate team-building techniques.		
21.09 Conduct a training session.		
21.10 Identify and demonstrate management communication techniques.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
21.11 Conduct a business meeting.		
21.12 Identify and demonstrate problem-solving techniques.		
21.13 Identify project planning and implementation techniques.		
21.14 Demonstrate the ability to develop and implement a project plan.		
21.15 Identify and demonstrate effective human resource management techniques.		
21.16 Identify and demonstrate management techniques to promote a productive workforce.		
21.17 Demonstrate ability to manage employee functions.		
21.18 Demonstrate ability to manage business operations.		
21.19 Demonstrate ability to supervise sales functions.		
21.20 Demonstrate ability to manage a business enterprise.		
21.21 Demonstrate ability to manage employees.		
21.22 Evaluate business problems and implement solutions.		
21.23 Analyze business performance and profit/loss statements.		
22.0 Research career opportunities in the industry – the student will be able to:		
22.01 Describe purpose and importance of career objectives.		
22.02 Identify individual interests, strengths, and weaknesses in relation to a career.		
22.03 Identify characteristics of selected careers (e.g., salary, working conditions, education requirements, career ladders, technology requirements).		
22.04 Identify steps to research, gather, and analyze career data.		
22.05 Prepare a career research plan for a selected career.		
22.06 Establish realistic career employment goals		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If



needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Program Title:** Business Ownership  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8812000
CIP Number	0252070101
Grade Level	9-12, 30, 31
Standard Length	1 credit
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	11-1021 – General and Operations Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

The content includes, but is not limited to, the essential competencies required to operate a small business.

The planning and operation of a simulated business are an important part of the instruction of this course.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion point.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8812000	Business Ownership	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7G	1 credit	11-1021	3	PA

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth-Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8812000	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8812000	23/67 34%	20/75 27%	16/54 30%	13/46 28%	13/45 29%	13/45 29%	13/45 29%

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

### Florida Standards for Technical Subjects

Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and

*technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Analyze the changing role of entrepreneurship in the global marketplace.
- 02.0 Compare and contrast management theories.
- 03.0 Explain the role of management in the operation of an enterprise.
- 04.0 List components of a business plan and explain how such a plan contributes to the success of a small business.
- 05.0 Prepare an introduction for a business plan.
- 06.0 Prepare a self-analysis.
- 07.0 Prepare an analysis of the trading area.
- 08.0 Prepare a market segment analysis.
- 09.0 Prepare an analysis of a potential location.
- 10.0 Prepare a description of proposed organization.
- 11.0 Prepare a description of proposed products/services.
- 12.0 Prepare a proposed pricing policy.
- 13.0 Prepare a marketing strategy.
- 14.0 Develop a financial plan for a small business.
- 15.0 Demonstrate the uses of marketing-related software.
- 16.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

**Course Title:** Business Ownership  
**Course Number:** 8812000  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Analyze the changing role of entrepreneurship in the global marketplace – the student will be able to:		
01.01 Evaluate the importance of entrepreneurship to the American economy; identify and research famous entrepreneurs.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
01.02 Analyze business trends created by changes in technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.N-Q.1.1	
01.03 Examine the innovations and inventions throughout history that created businesses.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
01.04 Summarize factors that have led to increased interdependence within the global marketplace.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
01.05 Analyze the impact of international law on sales transactions.		
02.0 Compare and contrast management theories – the student will be able to:	LAFS.910.W.3.7 LAFS.1112.W.3.7	
02.01 Identify motivational theories that impact management (e.g., Maslow, Herzberg).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.3.7 LAFS.1112.W.3.7	
02.02 Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.03 Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
03.0 Explain the role of management in the operation of an enterprise – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.01 Analyze and explain the functions of management.		
03.02 Prepare an organizational chart and explain its importance.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
03.03 Interpret the term <i>control</i> and explain its importance in operating a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.04 Discuss various aspects of supervising employees and the role of employees in the workplace.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.05 Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.06 Provide examples of regulations that affect small and large businesses.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.07 Identify the various types of taxes levied on a small business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
03.08 Compare sources of technical assistance for the small business owner.	LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	
04.0 List components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:	MAFS.912.A-REI.2.3	
04.01 Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
04.02 Analyze the importance of a business plan in developing a business idea and evaluating success.		
04.03 Select data, graphics, maps, and diagrams to include in a business plan.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
04.04 Utilize current technology for research and communication in the development of a business plan.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
04.05 Evaluate the possibility of and procedures for buying an existing business or franchise.	LAFS.910.W.3.8 LAFS.1112.W.3.8  MAFS.912.N-Q.1.1	
05.0 Prepare an introduction for a business plan – the student will be able to:	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.01 Identify and describe the type of business.		
05.02 Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
05.03 Evaluate various corporate mission statements and develop an individualized mission statement for the selected business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
05.04 Compose a description of the product/service and advantages and benefits the product/service will provide customers.	LAFS.910.W.1.2 LAFS.1112.W.1.2	
05.05 Substantiate why the business will be successful.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
05.06 Identify three business failures and evaluate the causes of each failure.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
06.0 Prepare a self-analysis – the student will be able to:		
06.01 Describe personal education, training, strengths, and weaknesses relevant to the operation of a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.02 Develop a timeline for the personal development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.03 Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
07.0 Prepare an analysis of the trading area – the student will be able to:		
07.01 Analyze the trading area with respect to geographic, demographic, and economic data by utilizing Internet-based resources (e.g., the Census Bureau website).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
07.02 Assess the competition and the effects of seasonal fluctuations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
08.0 Prepare a market segment analysis – the student will be able to:	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
08.01 Analyze the target market by geographical area, demographics, lifestyles, and product benefits.		
08.02 Explain the importance of market segmentation.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-IC.2.6	
08.03 Describe customer buying behavior related to the proposed business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
08.04 Analyze the customer base relative to local market demographics.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.0 Prepare an analysis of a potential location – the student will be able to:	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.RI.3.8	
09.01 Evaluate the availability, costs, traffic patterns, accessibility, and proximity to competition of an appropriate business location.		
09.02 Research cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
09.03 Determine advantages and disadvantages of different types of business locations.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
09.04 Understand different types of commercial leases and practice the calculations needed to establish rent.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.05 Determine the steps involved in selecting a specific business site.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
10.0 Prepare a description of proposed organization – the student will be able to:	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
10.01 Determine the type of ownership best suited to the business situation.		
10.02 Identify the steps required to form a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
10.03 Outline steps for the hiring of employees.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
10.04 Prepare an organizational chart.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
10.05 Compose job descriptions for the identified positions.		
11.0 Prepare a description of proposed products/services – the student will be able to:	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
11.01 Summarize the features, benefits, and advantages of the products and services to be offered.		
11.02 Identify potential suppliers and/or manufacturers for the business’s inventory and the operation of the business.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
11.03 Develop an inventory policy, if applicable.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.0 Prepare a proposed pricing policy – the student will be able to:	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	
12.01 Identify the elements of a pricing policy and the reasons for developing a pricing policy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.02 Explain the relationship to one's competitors.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
12.03 Understand all aspects of pricing and the impact of pricing on the bottom line of a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
12.04 Identify pricing incentive options.		
12.05 Describe pricing strategy decisions.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.1	
12.06 Define and describe <i>profit margin</i> .	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.07 Determine how to compute profit margin.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.2	
13.0 Prepare a marketing strategy – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	
13.01 Determine and describe an appropriate store image.	MAFS.912.A-CED.1.1	
13.02 Select a promotional mix for the business.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.2	
13.03 Establish promotional objectives for the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.		
13.05 Explore various advertising mediums and the costs associated with each type.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
13.06 Develop a promotional plan and include sales promotion.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
13.07 Develop ideas for obtaining publicity for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.08 Write a press release.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
13.09 Find three websites within the specific industry and compare/contrast the elements of the site that are effective.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.10 Plan a website for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.11 Identify the role of customer service.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
14.0 Develop a financial plan for a small business – the student will be able to:	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
14.01 Estimate the dollar amount required to open a business.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
14.02 Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
14.03 Use a financial calculator to determine the loan payment and amortization of a business loan.		
14.04 Prepare a plan to repay borrowed funds or provide return on investment to equity funds.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
14.05 Project monthly and annual business income for the first year of operation.		
14.06 Estimate monthly and annual cash flow for the first year of operation.		
14.07 Calculate sales volume required for the first year of operation to be profitable.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
14.08 Prepare a statement of opening assets, liabilities, and net worth (balance	MAFS.912.N-Q.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
sheet).	MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.09 Prepare a cash flow projection for the simulated business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.10 Prepare a five-year financial plan.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.11 Develop a summary of key points for supporting financial requests.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
15.0 Demonstrate the uses of marketing-related software – the student will be able to:	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
15.01 Perform data entry procedures.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
15.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).	LAFS.910.W.2.4 LAFS.1112.W.2.4	
15.03 Analyze a marketing spreadsheet in a decision-making situation.		
15.04 Design and prepare an advertising brochure.		
15.05 Discuss the importance of email, fax, scanning/sending operations, and online services to a small business.		
16.0 Apply a career plan to entrepreneurship – the student will be able to:		
16.01 Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities, and steps for reaching career goals.	MAFS.912.A-SSE.1.1a	
16.02 Demonstrate specific technology applications related to a career plan.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
16.03 Develop forms of documentation for inclusion in a career portfolio.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

## **Additional Information**

### **Laboratory Activities**

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### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.



Florida Department of Education  
Curriculum Framework

**Program Title:** Entrepreneurship  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8812100
CIP Number	0252070102
Grade Level	9-12; 30, 31
Standard Length	3 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	11-2021 – Marketing Managers 11-1021 – General and Operations Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a viable career option, provide students with the skills needed to realistically evaluate their potential as business owners, and to develop the fundamental knowledge and skills necessary to start and operate a business.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

A simulated business or a school-based enterprise (on or off site) is an integral part of the instruction of this program.

This program is a planned sequence of instruction consisting of two occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8812110 8812120	Principles of Entrepreneurship Business Management and Law	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G	1 credit 1 credit	11-2021	2 3	PA VO
B	8812000	Business Ownership	TC COOP ED @7 VOE @7 WHOLESALE 7G	1 credit	11-1021	3	PA

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### Academic Alignment Tables

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth- Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8812110	**	**	**	**	**	**	**	**	**	**	**
8812120	**	**	**	**	**	**	**	**	**	**	**
8812000	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8812110	19/67 28%	18/75 24%	16/54 30%	18/46 40%	18/45 40%	18/45 40%	18/45 40%
8812120	21/67 31%	18/75 24%	16/54 30%	12/46 26%	12/45 26%	11/45 24%	11/45 24%
8812000	23/67 34%	20/75 27%	16/54 30%	13/46 28%	13/45 29%	13/45 29%	13/45 29%

## **Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

## **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Discuss the role of the entrepreneur.
- 02.0 Discuss entrepreneurship as a career choice.
- 03.0 Identify the basic economic principles of entrepreneurship.
- 04.0 Discuss the importance of ethics in business.
- 05.0 Identify strategies and methods for generating a business idea and creating a brand.
- 06.0 Outline the steps in planning a new business.
- 07.0 Identify the principles of marketing.
- 08.0 Identify the principles of selling.
- 09.0 Identify the principles of financing.
- 10.0 Identify the principles of pricing.
- 11.0 Identify the types and sources of government regulations and taxation that may affect a business.
- 12.0 Identify the communication and technology skills used in entrepreneurship.
- 13.0 Identify and demonstrate employability and human relations skills.
- 14.0 Identify and demonstrate personal financial skills.
- 15.0 Identify the principles of management.
- 16.0 Demonstrate an understanding of entrepreneurship in a free enterprise system.
- 17.0 Demonstrate knowledge of the global economy.
- 18.0 Demonstrate knowledge of the importance of a business plan.
- 19.0 Investigate and analyze the components of a financial management strategy.
- 20.0 Demonstrate knowledge of merchandising and inventory control.
- 21.0 Identify elements of manufacturing and production.
- 22.0 Demonstrate knowledge of customer credit and collection management.
- 23.0 Describe risk/shrinkage management.
- 24.0 Demonstrate knowledge of government regulation of business.
- 25.0 Demonstrate knowledge of business law.
- 26.0 Investigate and analyze the components of human resources management.
- 27.0 Analyze changing role of entrepreneurship in the global marketplace.
- 28.0 Compare and contrast management theories.
- 29.0 Explain role of management in operation of an enterprise.
- 30.0 List the components of a business plan and explain how such a plan contributes to the success of a small business.
- 31.0 Prepare an introduction for a business plan.
- 32.0 Prepare a self-analysis.
- 33.0 Prepare an analysis of the trading area.
- 34.0 Prepare a market segment analysis.
- 35.0 Prepare an analysis of a potential location.
- 36.0 Prepare a description of the proposed organization of the selected business.
- 37.0 Prepare a description of the proposed products and/or services.

- 38.0 Prepare a proposed pricing policy.
- 39.0 Prepare a marketing strategy.
- 40.0 Develop a financial plan for a small business.
- 41.0 Demonstrate uses of marketing-related software.
- 42.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

**Course Title:** Principles of Entrepreneurship  
**Course Number:** 8812110  
**Course Credit:** 1

**Course Description:**

This course provides instruction in the basic principles of entrepreneurship: the role of the entrepreneur, entrepreneurship as a career, ethics in business, and the principles of marketing, financing, and managing a business.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Discuss the role of the entrepreneur – the student will be able to:		
01.01 Define <i>entrepreneurship</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
01.02 Research innovations and the names and biographies of famous entrepreneurs, past and present.		
01.03 Discuss the evolution of entrepreneurship.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Describe the differences between a product-based business and a service-based business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
01.05 Identify the contributions of entrepreneurs to the economic growth of the United States.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
01.06 Discuss future prospects for entrepreneurship and its anticipated impact on the economy.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.07 Discuss the role of the entrepreneur in his/her local community (e.g., mentoring,	LAFS.910.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
philanthropy).	LAFS.1112.SL.1.1	
02.0 Discuss entrepreneurship as a career choice – the student will be able to:		
02.01 Describe reasons for becoming an entrepreneur.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
02.02 Identify characteristics common to successful entrepreneurs; research famous entrepreneurs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
02.03 Identify the education, aptitudes, and skills recommended for entrepreneurs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
02.04 Discuss the advantages and disadvantages of self-employment.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.05 Discuss entrepreneurship as a personal goal.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.06 Assess personal potential for entrepreneurship.		
02.07 Identify career paths in supervisory, management, and small business environments.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.0 Identify the basic economic principles of entrepreneurship – the student will be able to:		
03.01 Identify the role of small businesses in the global economy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.02 Define and discuss <i>profit motive</i> and its impact on business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.03 Identify the different types of competition and explain the impact of competition on businesses (e.g., direct, indirect, price, non-price, competitive position).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.04 Describe the differences between industrial and consumer goods.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
03.05 Define <i>land, labor, capital, and entrepreneurship</i> as factors of production.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.06 Discuss form, place, time, possession, and information utility.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.07 Explain the meaning and causes of scarcity.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.08 Identify the components of the Law of Supply and Demand in a free enterprise system.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.09 Identify the stages of the product life cycle and the characteristics of each stage.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.10 Identify the roles and types of producers, distributors, and services in the current business economy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.11 Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.12 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.13 Identify factors that contribute to the success of a small business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
03.14 Describe the process of starting a small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
03.15 Explain the procedures for registering a sole proprietorship and obtaining a sales tax identification number.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.16 Discuss reasons for small business failure; develop an exit strategy and plan.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
03.17 Recognize opportunities for small businesses in the global marketplace.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.RI.3.7 LAFS.1112.RI.3.7	
04.0 Discuss the importance of ethics in business – the student will be able to:		
04.01 Define <i>ethics</i> and <i>ethical behavior</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.02 Identify examples of ethical and unethical business practices; research and discuss examples of infamous business scandals.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
04.03 Discuss the role of the entrepreneur in promoting ethical business practices and sustainable relationships.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
04.04 Identify social responsibilities and/or legal issues involved in making ethical choices in business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
05.0	Identify strategies and methods for generating a business idea and creating a brand – the student will be able to:		
05.01	Identify current publications and websites available to assist with determining what type of business to start.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
05.02	Discuss the importance of personality and ability when selecting the type of business to open.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.03	Identify changes and trends as a source of new enterprise ideas (e.g., outsourcing).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
05.04	Discuss how brainstorming, creative thinking, and observations can be used to develop new enterprise ideas.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.05	Explain how personal goals, lifestyle, background, hobbies, interests, experience, abilities, and financial resources will impact one's choice of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
06.0	Outline the steps in planning a new business – the student will be able to:		
06.01	Discuss the importance of "defining" a prospective business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.02	List reasons for writing a business plan.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
06.03	Identify and describe the components of a business plan.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.04	Describe the importance of a vision/mission statement in identifying the direction and objectives of a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.05	Discuss the importance of determining what products and services will be offered by the business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.06	Identify how the scope of products and services will vary based on type of business (e.g., wholesale, retail, service).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.07	Explain the importance of and the factors influencing the image of a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
06.08 Identify and discuss the legal forms of business ownership (sole proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.09 Identify and discuss different types of corporations.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.10 Identify factors that influence the choice of ownership type.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.11 Describe the legal implications and taxes for each type of business structure.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.12 Demonstrate an understanding of financial ratios.		
06.13 Define and understand <i>liquidity</i> .		
06.14 Demonstrate the ability to manage accounts receivable.		
06.15 Discuss the internal organization of a business and the assignment of tasks to be performed.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.16 Discuss the different types of organization charts.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.17 Describe different types of records needed by small businesses.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.18 Identify factors that affect purchasing.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.19 Explain the types and importance of inventory control.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
06.20 Identify the procedures to be followed in shipping and receiving (channels of distribution).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
06.21 Describe the role of <i>selling</i> in small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
06.22 Identify sources of assistance when planning a business [e.g., Small Business Development Center (SBDC), Small Business Administration (SBA), Chamber of Commerce, Service Corp of Retired Executives (SCORE)].	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.0 Identify the principles of marketing – the student will be able to:		
07.01 Define and explain <i>market, market research, market mix, market positioning, market penetration strategy, market segmentation, market share, target market, and customer profile survey</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.02 Identify and explain marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.03 Discuss methods of forecasting sales.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.04 Discuss the importance of the seven (7) P's of the marketing mix (product, price, promotion, place, packaging, positioning, people).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.05 Discuss the methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
07.06 Describe the factors that should be evaluated in a promotion (e.g., source, message, media, budget).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
07.07 Distinguish between institutional and promotional advertising.	LAFS.910.RI.3.7 LAFS.1112.RI.3.7	
07.08 Identify types of advertising media and describe the strengths and weaknesses of each type.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.09 Identify the components of a marketing plan.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
07.10 Describe the importance of coordinating promotional activities.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.2 LAFS.1112.W.1.2	
07.11 Explain the differences between direct sales and the utilization of external sales representatives.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
07.12 Identify and describe examples of diverse marketing activities.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
08.0 Identify the principles of selling – the student will be able to:		
08.01 Identify ways to satisfy consumer needs.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.02 Identify features/benefits of selling.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.03 Discuss the principles of selling.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.04 Identify the steps of a sale.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.05 Identify the stages of selling (attention, interest, desire, action).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
08.06 Discuss the advantages and disadvantages of establishing sales quotas/commissions.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.07 Discuss the importance of customer service.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.08 Discuss telemarketing as a sales tool.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.09 Discuss the role of selling via the Internet.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.10 Discuss network marketing (multi-level marketing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.11 Discuss selling opportunities at flea markets and trade shows.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.12 Understand the use of social marketing.		
09.0 Identify the principles of financing – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.01 Explain the difference between income (credit) and expense (debit).	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.02 Discuss the importance of maintaining an accounting journal.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.03 Discuss the personal risks involved in financing a business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.04 Define <i>invoice, balance sheet, equity capital, debt capital, income statement, financial ratios, line of credit, collateral, factoring, income</i> (earned and unearned), <i>cash flow analysis statement, return on investment, return on equity, and chart of accounts</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.05 Explain the importance of financial accounting and management.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
09.06 Identify start-up costs and operating expenses (fixed and variable) for a new business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.07 Identify sources of funds for financing a new business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.08 Discuss the impact of interest rates on short-term and long-term financing.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.09 Describe methods for establishing credit and obtaining a credit card.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.10 Define <i>crowd sourcing</i> .		
09.11 Identify sources of credit and list the steps to apply for a loan.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.12 Define <i>credit rating</i> ; discuss the importance of maintaining a favorable credit rating.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
09.13 Describe the differences between short-term and long-term capital needs.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.14 Identify circumstances that could require additional financing.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.15 Describe the differences between <i>cash basis</i> and <i>accrual basis</i> accounting.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
09.16 Identify the differences between bookkeeping, tax accounting, and managerial accounting.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
09.17 Understand the importance of managing cash flow.		
10.0 Identify the principles of pricing – the student will be able to:		
10.01 Define <i>selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6  MAFS.912.N-Q.1.2	
10.02 Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
10.03 Describe how the cost of goods sold influences the selling price.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	
10.04 Define <i>break-even point, fixed expenses, and variable expenses</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
10.05 Explain the difference between markup based on cost and markup based on retail.	LAFS.910.L.3.6 LAFS.1112.L.3.6  MAFS.912.N-Q.1.2	
10.06 Identify types of adjustments to selling price.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
10.07 Define <i>pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
10.08 Define <i>pricing strategy, penetration pricing, and price skimming</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
10.09 Identify the principles of contracts and regulatory compliance.		

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
11.0	Identify the types and sources of government regulations and taxation that may affect a business – the student will be able to:		
11.01	Define <i>license, permit, contract, patent, copyright, trademark, and logo</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
11.02	Identify the major state laws affecting the operation of a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.03	Identify the major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, FMLA).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.04	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission [SEC], Federal Trade Commission (FTC)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
11.05	Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, and self-employment).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
11.06	Discuss the importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (accountant, lawyer).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.0	Identify the communication and technology skills used in entrepreneurship – the student will be able to:		
12.01	Identify and demonstrate effective workplace communication skills (verbal, nonverbal, written, electronic).	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.02	Describe effective staff communication and its uses (interpersonal, departmental, interdepartmental, company).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
12.03	Demonstrate the ability to read and comprehend written communications.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10	
12.04	Identify forms of written business communications utilized in the workplace.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.05	Prepare a business letter, memorandum, fax, and e-mail.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
12.06	Demonstrate the ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.L.1.1	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.L.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.07 Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.08 Explain and demonstrate the art of negotiation.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
12.09 Prepare and deliver a business-related presentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
12.10 Demonstrate active listening strategies to improve understanding and performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
12.11 Demonstrate dispute resolution techniques.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
12.12 Identify means of nonverbal communication.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.13 Identify types of technology/equipment used in the workplace.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
12.14 Define <i>hypertext, URL, links, Internet Service Provider, Bulletin Board Service, electronic storefront, e-mail, newsgroups, and flames.</i>	LAFS.910.L.3.6 LAFS.1112.L.3.6	
13.0 Identify and demonstrate employability and human relations skills – the student will be able to:		
13.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
13.02 Discuss the importance of drug testing and criminal background checks in identifying possible employment options.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.03 Identify steps in the job application process; include references and proper documentation.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.04 Identify procedures and documents required to apply for a job (e.g., application, W-4, I-9).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.05 Prepare a résumé, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.06 Identify and demonstrate appropriate dress and grooming for employment.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.07 Identify and demonstrate effective interviewing skills.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.SL.1.1 LAFS.1112.SL.1.1 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
13.08 Describe methods for handling illegal interview and application questions.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
13.09 Discuss state and federal labor laws regulating the workplace.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.10 Locate sources to obtain the required posters businesses must display.		
13.11 Identify positive work attitudes and behaviors.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.12 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.13 Describe the importance of producing quality work and meeting performance standards.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
13.14 Identify personal and business ethics.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.15 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.		
13.16 Identify the qualities typically required for promotion (e.g., productivity, dependability, responsibility).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.17 Identify how to prepare for job separation and re-employment.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.18 Create and maintain a portfolio of documents for job placement (e.g., résumé, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.19 Identify and practice stress management and relaxation techniques.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
13.20 Maintain confidentiality of business matters.		
13.21 Discuss the importance of practicing positive customer service skills.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.22 Demonstrate the ability to collaborate with others in the workplace.		
13.23 Lead and manage conference calls and/or meetings.		
13.24 Create an agenda for a meeting or a conference.		
14.0 Identify and demonstrate personal financial skills – the student will be able to:		
14.01 Identify and prioritize personal financial goals.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
14.02 Create and maintain a budget that supports financial goals.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.03 Describe the importance of long-range financial planning.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
14.04 Evaluate various investment opportunities for financial growth.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.05 Compare and evaluate banking services (checking and savings accounts, ATM/check cashing cards, online banking).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
14.06 Demonstrate the ability to manage a checking and savings account.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
14.07 Complete a 1040EZ income tax form.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	

Florida Department of Education  
Student Performance Standards

**Course Title:** Business Management and Law  
**Course Number:** 8812120  
**Course Credit:** 1

**Course Description:**

This course is designed to provide an introduction to business management techniques. Topics include human relations, decision making, communication techniques, business-related legal concepts, and characteristics of the American enterprise system.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
15.0 Identify the principles of management – the student will be able to:		
15.01 Discuss the evolution of management as a science and as an art.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
15.02 Explain the role of management in small business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
15.03 Define the five (5) functions of management: planning, organizing, staffing, directing, and controlling.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
15.04 Discuss different types of leadership styles.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
15.05 Identify the characteristics of effective leaders.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
15.06 Explain the steps in the decision-making and problem-solving processes.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
15.07 Discuss strategies for dealing with conflict.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
15.08 Identify procedures for recruiting employees.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
15.09 Identify criteria for selecting prospective employees.	LAFS.910.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.3.7	
15.10 Review employee training methods.		
15.11 Discuss reasons for promoting and transferring employees.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
15.12 Discuss the reasons for terminating employment; analyze methods for terminating employment and handling volatile situations.		
15.13 Identify various types of wage and salary plans.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
15.14 Identify the most frequently offered fringe benefits.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
15.15 Describe obligations employers have to employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
16.0 Demonstrate an understanding of entrepreneurship in a free enterprise system – the student will be able to:		
16.01 Research the role of entrepreneurship in a free enterprise system.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
16.02 Compare and contrast different types of business ownership.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
16.03 Assess the advantages and disadvantages of business ownership.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
16.04 Analyze the risks and responsibilities involved in ownership of a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
16.05 Examine the obligations related to business ownership.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
16.06 Diagram the economic/business cycle.		
16.07 Interpret the Law of Supply and Demand in relation to a specific product and/or service.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
16.08 Investigate current trends that contribute to economic change.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
17.0 Demonstrate knowledge of the global economy – the student will be able to:		
17.01 Identify the role of an Internet site in generating international interest.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
17.02 Define and explain <i>exchange rate</i> , <i>letter of credit</i> , and <i>freight forwarder</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.03 Analyze characteristics of the global economy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
17.04 Discuss the impact of international trade on small businesses (e.g., balance of trade).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.05 Compare and contrast global business opportunities.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.06 Describe methods of researching specific international markets.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
17.07 Identify potential barriers to international trade.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
17.08 Identify differences between importing and exporting.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
17.09 Examine the impact of changes in trade barriers and technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
18.0 Demonstrate knowledge of the importance of a business plan – the student will be able to:		
18.01 Discuss how a business plan contributes to the success of a business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.02 Describe the circumstances for conducting a feasibility study.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
18.03 Analyze examples of business plans.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
18.04 Explain the importance of the presentation of the business plan.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
18.05 Express the importance of reviewing and updating the business plan.	LAFS.910.SL.2.6 LAFS.1112.SL.2.6 LAFS.910.W.2.4 LAFS.1112.W.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
18.06 Understand the purpose and application of SWOT analysis.		
19.0 Investigate and analyze the components of a financial management strategy – the student will be able to:		
19.01 Demonstrate the importance of financial and accounting management.		
19.02 Demonstrate how to determine and calculate start-up costs for a business in a given situation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
19.03 Compare and contrast the three means of obtaining equity funding (private corporation, public corporation, venture capitalists).	LAFS.910.L.3.6 LAFS.1112.L.3.6	
19.04 Compare and contrast sources of start-up and operating capital.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
19.05 Analyze fixed and variable costs, equity financing, debt financing, and trade credit.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
19.06 Explain the components and importance of a profit and loss statement.	LAFS.910.L.3.6 LAFS.1112.L.3.6  MAFS.912.A-SSE.1.1a	
19.07 Create a balance sheet, income statement, and cash flow projection.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
19.08 Identify the records necessary for effective inventory control.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
19.09 Discuss the use of computers in financial analysis.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
20.0 Demonstrate knowledge of merchandising and inventory control – the student will be able to:		
20.01 Define <i>planned sales, planned stock levels, estimated markdowns, and shrinkage</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
20.02 Analyze options for inventory control (cost versus retail).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.N-Q.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
20.03 Explain the purchasing procedures for a small business by defining model stock.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
20.04 Describe the factors to consider when selecting vendors (e.g., terms of sale, cash discount, quantity discount, seasonal discount, future dating, consignment buying).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
20.05 Define and calculate basic business measurements (e.g., break-even point, stock turnover, cost of goods sold, markup, markdown, discounts/terms).	LAFS.910.L.3.6 LAFS.1112.L.3.6  MAFS.912.A-REI.2.3 MAFS.912.N-Q.1.3	
20.06 Explain methods that businesses use to authorize payments for goods and services.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
20.07 Identify uses of computer systems in managing merchandise and inventory.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
21.0 Identify elements of manufacturing and production – the student will be able to:		
21.01 Identify different types of manufacturing (e.g., custom, mass, continuous, repetitive, intermittent).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
21.02 Identify the elements of product production planning (inventory, human resources, production scheduling).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
21.03 Identify factors that influence the location of a manufacturing business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
21.04 Discuss the principles of quality management.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
22.0 Demonstrate knowledge of customer credit and collection management – the student will be able to:		
22.01 Define <i>credit policy</i> , <i>credit bureau</i> , <i>credit limits</i> , <i>accounts receivable</i> , and <i>aging of accounts</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
22.02 Discuss the advantages and disadvantages of offering credit to customers.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
22.03 Analyze credit options for a small business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.1	
22.04 Examine the criteria for granting credit to customers.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10	
22.05 Identify the associated costs of offering credit card service to customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.1	
22.06 Identify agencies that provide credit information on customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
22.07 Describe uses for credit records or reports.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
22.08 Analyze the procedures used for credit collections.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
22.09 Explain the purpose of an accounts receivable aging report.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
22.10 Identify the roles of small claims court and collection agencies in debt collection.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
23.0 Describe risk/shrinkage management – the student will be able to:		
23.01 Identify methods to minimize shoplifting.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
23.02 Determine procedures to reduce the amount of loss from internal theft.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
23.03 Identify procedures to reduce the amount of loss from bad checks.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
23.04 Discuss security procedures to discourage burglary and robbery.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
23.05 Discuss ways to prevent accidents and lawsuits.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
23.06 Identify different types of business insurance policies required for different types of businesses.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
23.07 Identify procedures for handling cash transactions.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.1	
23.08 Compare and contrast different store policies concerning shrinkage (e.g., returns, mark out of stocks, charge backs).	LAFS.910.L.3.6 LAFS.1112.L.3.6  MAFS.912.N-Q.1.1	
23.09 Identify procedures for maintaining quality customer service.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
24.0 Demonstrate knowledge of government regulation of business – the student will be able to:		
24.01 Analyze government regulations and the agencies that impact a business venture (e.g., OSHA, FTC, FCC, UCC).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
24.02 Investigate the role of government regulations in dealing with customers and employees.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
24.03 Explain the differences between a license and a permit and identify issuing agencies.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
24.04 Discuss the importance of evaluating the environmental impact of a business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
24.05 Describe the health and safety issues an entrepreneur should consider.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
24.06 Describe facility/equipment maintenance records.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
24.07 Discuss consumer product safety laws.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.0 Demonstrate knowledge of business law – the student will be able to:		
25.01 Explain the evolution of business law.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.02 Explain and analyze the elements of a contractual relationship (e.g., power of attorney, limited power of attorney).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.RI.3.8	
25.03 Analyze elements of an enforceable contract.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
25.04 Identify essential information to maintain compliance with the statute of frauds.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
25.05 Analyze various breaches of contract and available remedies.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
25.06 Identify the enforceable and non-enforceable elements of a case study.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
25.07 Identify requirements for negotiability.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.0 Investigate and analyze the components of human resources management – the student will be able to:		
26.01 Compare and contrast the use of independent contractors, temporary help agencies, co-op programs, interns, and permanent employees.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
26.02 Create a job description.	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
26.03 Role-play an interview using appropriate, legal questions.	LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
26.04 Evaluate appropriate work habits (e.g., punctuality, initiative, self-management, reliability).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
26.05 Analyze traits that promote human relations and increase job productivity.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
26.06 Discuss the components and functions of a company policy manual (e.g., drinking and smoking, tardiness and absenteeism, sexual harassment, medical insurance, holidays, vacation, sick time).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
26.07 Select and develop written solutions to behavior problems that affect job performance.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8 LAFS.910.W.2.4 LAFS.910.W.2.4	
26.08 Describe the procedures for training and promoting employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
26.09 Describe the methods for supervising and motivating employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
26.10 Discuss alternative methods for evaluating employee performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
26.11 Examine and critique a performance appraisal of an employee.	LAFS.910.RI.4.10 LAFS.1112.RI.4.10 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
26.12 Identify the steps in developing a comprehensive employee compensation package.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.13 Identify the records necessary for payroll taxes.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.14 Describe the components of employee contracts (e.g., non-compete clause, non-solicitation clause).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
26.15 Identify the records used for effective human resource management.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
26.16 Describe the legal implications of using performance appraisals to terminate or demote employees.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	

Florida Department of Education  
Student Performance Standards

**Course Title:** Business Ownership  
**Course Number:** 8812000  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
27.0 Analyze the changing role of entrepreneurship in the global marketplace – the student will be able to:		
27.01 Evaluate the importance of entrepreneurship to the American economy; identify and research famous entrepreneurs.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
27.02 Analyze business trends created by changes in technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.N-Q.1.1	
27.03 Examine the innovations and inventions throughout history that created businesses.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
27.04 Summarize the factors that lead to increased interdependence within the global marketplace.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
27.05 Analyze the impact of international law on sales transactions.		
28.0 Compare and contrast management theories – the student will be able to:	LAFS.910.W.3.7 LAFS.1112.W.3.7	
28.01 Identify the motivational theories that impact management (e.g., Maslow, Herzberg).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.3.7 LAFS.1112.W.3.7	
28.02 Determine the wants, needs, and motives of a particular audience and identify an appropriate motivational strategy.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
28.03 Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.0 Explain the role of management in the operation of an enterprise – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.01 Analyze and explain the functions of management.		
29.02 Prepare an organizational chart and explain its importance.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.03 Interpret the term <i>control</i> and explain its importance in operating a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	
29.04 Discuss the various aspects of supervising employees and the role of employees in the workplace.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
29.05 Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
29.06 Provide examples of regulations that affect small and large businesses.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
29.07 Identify the various types of taxes levied on a small business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
29.08 Compare sources of technical assistance for the small business owner.	LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	
30.0 List the components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:	MAFS.912.A-REI.2.3	
30.01 Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
30.02 Analyze the importance of a business plan in developing a business idea and evaluating success.		
30.03 Select the data, graphics, maps, and diagrams to include in a business plan.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
30.04 Utilize current technology for research and communication in the development of a business plan.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
30.05 Evaluate the possibility of and procedures for buying an existing business or franchise.	LAFS.910.W.3.8 LAFS.1112.W.3.8  MAFS.912.N-Q.1.1	
31.0 Prepare an introduction for a business plan – the student will be able to:	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
31.01 Identify and describe the type of business.		
31.02 Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
31.03 Evaluate various corporate mission statements and develop an individualized mission statement for the selected business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
31.04 Compose a description of the product/service and the advantages and benefits the product/service will provide customers.	LAFS.910.W.1.2 LAFS.1112.W.1.2	
31.05 Substantiate why the business will be successful.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
31.06 Identify three business failures and evaluate the causes of each failure.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
32.0 Prepare a self-analysis – the student will be able to:		
32.01 Describe personal education, training, strengths, and weaknesses relevant to the operation of a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
32.02 Develop a timeline for the personal development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.2 LAFS.1112.W.1.2	
32.03 Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
33.0 Prepare an analysis of the trading area – the student will be able to:		
33.01 Analyze the trading area with respect to geographic, demographic, and economic data by utilizing Internet-based resources (e.g., the Census Bureau website).	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
33.02 Assess the competition and the effects of seasonal fluctuations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
34.0 Prepare a market segment analysis – the student will be able to:	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
34.01 Analyze the target market by geographical area, demographics, lifestyles, and product benefits.		
34.02 Explain the importance of market segmentation.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-IC.2.6	
34.03 Describe customer buying behavior related to the proposed business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
34.04 Analyze the customer base relative to local market demographics.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.0 Prepare an analysis of a potential location – the student will be able to:	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.RI.3.8	
35.01 Evaluate the availability, costs, traffic patterns, accessibility, and proximity to competition of an appropriate business location.		
35.02 Research the cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
35.03 Determine the advantages and disadvantages of different types of business locations.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
35.04 Understand different types of commercial leases and practice the calculations needed to establish rent.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.05 Determine the steps involved in selecting a specific business site.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
36.0 Prepare a description of the proposed organization of the selected business – the student will be able to:	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
36.01 Determine the type of ownership best suited to the business situation.		
36.02 Identify the steps required to form a business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
36.03 Outline the steps for the hiring of employees.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
36.04 Prepare an organizational chart.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
36.05 Create job descriptions for the identified positions.		
37.0 Prepare a description of the proposed products and/or services – the student will be able to:	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
37.01 Summarize the features, benefits, and advantages of the products and services to be offered.		
37.02 Identify potential suppliers and/or manufacturers.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
37.03 Develop an inventory policy, if applicable.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
38.0 Prepare a proposed pricing policy – the student will be able to:	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	
38.01 Identify the elements of a pricing policy and the reasons for developing a pricing policy.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
38.02 Explain the relationship to one's competitors.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
38.03 Understand all aspects of pricing and the impact of pricing on the bottom line of the business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.04 Identify pricing incentive options.		
38.05 Describe pricing strategy decisions.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.1	
38.06 Define and describe <i>profit margin</i> .	LAFS.910.W.3.7 LAFS.1112.W.3.7	
38.07 Determine how to compute profit margin.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.2	
39.0 Prepare a marketing strategy – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	
39.01 Determine and describe an appropriate store image.	MAFS.912.A-CED.1.1	
39.02 Select a promotional mix for the business.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.2	
39.03 Establish promotional objectives for the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
39.04 Identify the methods of promotion to be used by comparing and contrasting costs versus benefits.		
39.05 Explore various advertising mediums and the costs associated with each type.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
39.06 Develop a promotional plan; include sales promotion.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
39.07 Develop ideas for obtaining publicity.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
39.08 Write a press release.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
39.09 Find three websites within the specific industry; compare/contrast the elements of each site for effectiveness.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
39.10 Plan a website for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
39.11 Identify the role of customer service.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
40.0 Develop a financial plan for a small business – the student will be able to:	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
40.01 Estimate the dollar amount required to open a business.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
40.02 Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
40.03 Use a financial calculator to determine the loan payment and amortization of a business loan.		
40.04 Prepare a plan to repay borrowed funds or to provide return on investment to equity funds.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
40.05 Project monthly and annual business income for the first year of operation.		
40.06 Estimate monthly and annual cash flow for the first year of operation.		
40.07 Calculate the sales volume required for the first year of operation to be profitable.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
40.08 Prepare a statement of opening assets, liabilities, and net worth.	MAFS.912.N-Q.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
40.09 Prepare a cash flow projection for the simulated business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
40.10 Prepare a five-year financial plan.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
40.11 Develop a summary of key points for supporting financial requests.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
41.0 Demonstrate the uses of marketing-related software – the student will be able to:	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
41.01 Perform data entry procedures.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
41.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).	LAFS.910.W.2.4 LAFS.1112.W.2.4	
41.03 Analyze a marketing spreadsheet in a decision-making situation.		
41.04 Design and prepare an advertising brochure.		
41.05 Discuss the importance of email, fax, scanning/sending operations, and online services.		
42.0 Apply a career plan to entrepreneurship – the student will be able to:		
42.01 Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities, and steps for reaching career goals.	MAFS.912.A-SSE.1.1a	
42.02 Demonstrate specific technology applications related to a career plan.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.03 Develop forms of documentation for inclusion in a career portfolio.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Program Title:** E-Commerce Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8827200
CIP Number	0252020802
Grade Level	9-12, 30, 31
Standard Length	3 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 15-1199 – Computer Occupations, All Other

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment or advanced training in the Electronic Commerce (e-Commerce) Marketing industry. The content includes, but is not limited to, employability skills, selling techniques, public relations and publicity, event planning and execution, and licensing, sponsorship, and endorsements.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8827110	Marketing Essentials	BUS ED 1 @2 MKTG 1	1 credit	41-2031	2	PA
	8827120	Marketing Applications		1 credit		2	PA
B	8827210	E-Commerce Marketing	MKTG MGMT @7 7G RETAILING @7 7G	1 credit	15-1199	3	VO

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth-Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8827110	**	**	**	**	**	**	**	**	**	**	**
8827120	**	**	**	**	**	**	**	**	**	**	**
8827210	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8827120	#	#	#	15/46 33%	15/45 33%	16/45 36%	16/45 36%
8827210	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

### Florida Standards for Technical Subjects

Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that



*educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Discuss the Internet as a marketing tool.
- 20.0 Conduct a marketing analysis.
- 21.0 Develop a marketing-oriented website.
- 22.0 Identify and implement marketing support activities.
- 23.0 Manage an e-Commerce marketing campaign.
- 24.0 Apply entrepreneurial concepts to e-Commerce marketing.
- 25.0 Analyze global trends in the e-Commerce marketing industry.
- 26.0 Apply a career plan to e-Commerce marketing.

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.02 Define and discuss issues involving gender equity, disability, and age.	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.05 Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .	LAFS.910.SL.2.4, LAFS.1112.SL.2.4	
01.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.07 Maintain a professional personal appearance and attitude.		
01.08 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	
01.09 Demonstrate self-management, initiative, and multitasking.		
01.10 Explain the concepts of self-knowledge, self-esteem, and self-image.		
01.11 Demonstrate professional behavior and etiquette.		
01.12 Demonstrate respect for the opinions, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
01.13 Set personal and career goals and develop a plan of action to achieve those goals.		
01.14 Identify areas where personal and professional change and adjustment may be necessary.		
01.15 Demonstrate the ability to offer and to accept feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
01.16 Identify and practice stress management and relaxation techniques.		
01.17 Recognize the importance of maintaining confidentiality in business matters.		
01.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).		
01.19 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
02.02 Demonstrate the ability to read and comprehend written communications.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.03 Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
02.04 Identify a variety of internal and external business communications utilized in the workplace.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.05 Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.06 Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	
02.07 Prepare and deliver a business-related presentation.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.08 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
02.09 Describe positive customer relations.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.10 Demonstrate conflict and dispute resolution techniques.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
02.11 Identify means of nonverbal communication.	LAFS.910.W.1.3 LAFS.1112.W.1.3	
02.12 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
02.13 Discuss methods of resolving customer complaints.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
02.14 Interpret business policies to customers/clients.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.15 Discuss the importance of providing clear directions, descriptions, and explanations.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
02.16 Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.17 Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business	LAFS.910.W.3.8 LAFS.1112.W.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
productivity.		
02.18 Identify types of computer applications and explain how these applications are used in business and marketing.		
03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
03.02 Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).		
03.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	
03.04 Demonstrate ability to make change correctly.	LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	
03.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
03.06 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
03.07 Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.	MAFS.912.S-IC.2.6	
03.08 Apply standard industry formulas to determine markup and markdown on merchandise.		
03.09 Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.		
03.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
03.11 Identify components of a break-even analysis.		
03.12 Compute and analyze a break-even point.		
04.0 Identify economic principles – the student will be able to:		
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
04.02 Explain the concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
04.03 Explain the concept of economic resources and the scarcity of resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.04 Explain the concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.05 Explain the concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.06 Explain the concept of price.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.07 Identify, compare, and contrast major types of economic systems.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.08 Explain the relationship between government and business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.09 Explain the concept of private enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.10 Explain the role of profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.11 Explain the concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.12 Explain the concept of competition and recognize the government regulations monitoring competition.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
04.13 Explain the concept of productivity and the factors of production needed to produce goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.14 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.15 Explain the function of the Federal Reserve Board.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.0 Identify marketing and business fundamentals – the student will be able to:	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.01 Define marketing and its benefits.		
05.02 Explain the purpose and scope of marketing in a free enterprise system.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.03 Identify and explain the four foundations of marketing and describe each marketing core function.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.04 Explain how each component of the marketing mix contributes to marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.05 Compare and contrast consumer and organizational markets.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.07 Describe how marketers use knowledge of the market to sell products.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8  MAFS.912.S-IC.2.3	
05.09 Explain marketing strategies and marketing concepts.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.10 Differentiate between mass marketing and market segmentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.11 Explain the importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.12 Explain the nature of channels of distribution.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.14 Explain the “4 P’s” of marketing: price, place, promotion, and product.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.15 Define and analyze a target market.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.17 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.18 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.0 Identify effective selling techniques and procedures – the student will be able to:	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.		
06.03 Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.04 Handle different customer types and analyze how customers make buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
06.06 Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.		
06.07 Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Applications  
**Course Number:** 8827120  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the Internet in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.0 Select a marketing industry for career planning – the student will be able to:		
07.01 Identify current employment opportunities in marketing-related fields.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.02 Identify sources of information for career planning.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.04 Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.05 Identify the advantages and disadvantages of a particular career in marketing.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.06 Complete self-assessments and an analysis of lifestyle goals and career aspirations.		
07.07 Develop an individualized education and career plan related to a major marketing field.		
07.08 Write a job description for a selected marketing occupation.	LAFS.910.W.1.2 LAFS.1112.W.1.2	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
		LAFS.910.W.2.4-5 LAFS.1112.W.2.4-5	
08.0	Demonstrate applications of distribution for the selected marketing industry – the student will be able to:		
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.02	Explain the concepts of physical distribution and transportation systems related to the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.03	Identify and analyze appropriate transportation services for the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.	LAFS.910.2.2.4 LAFS.1112.W.2.4	
08.05	Demonstrate skills required for materials and service management.		
08.06	Analyze information related to routing and tracking merchandise.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
08.07	Explain the relationship between customer service and distribution.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
09.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:		
09.01	Explain the financial concepts used in making business decisions.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.02	Explain the concept of financial administration.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.03	Explain the difference between income (credit) and expense (debit).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.04	Describe and prepare a cash-flow statement.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.05	Identify various types of credit policies and procedures.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
	LAFS.1112.W.1.1.2	
09.06 Explain the purposes and importance of credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.07 Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.08 Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
09.09 Analyze industry concepts of price, profit, competition, and productivity.		
09.10 Calculate exchange rates.		
10.0 Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:		
10.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.111W.2.1.1-2	
10.03 Explain the importance of product and service technology as it relates to customer satisfaction.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.2.1.1-2 LAFS.1112.2.1.1-2	
10.04 Identify sources of product knowledge.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.05 Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
10.06 Explain product and service quality as applicable to grades and industry standards.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
10.07 Discuss product-liability risks.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
10.08 Explain warranties and guarantees.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.09 Develop a product/service plan for a marketing area.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.10 Describe factors used by marketers to position products/business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.11 Identify the stages and impact of product life cycle.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
<b>11.0 Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:</b>		
11.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.02 Explain the process of marketing information management.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.03 Explain the nature and scope of marketing operations.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
11.05 Identify procedures for the use of technology to gather information.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
11.06 Utilize appropriate marketing information management forms.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
12.0 Demonstrate pricing applications for the selected marketing industry – the student will be able to:		
12.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.02 Explain pricing objectives, policies, and strategies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.03 Explain price-marking techniques.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.04 Explain procedures for changing prices.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.05 Demonstrate decision-making skills required for determining pricing relative to the competition.		
12.06 Demonstrate problem-solving skills required when considering profit and price.		
13.0 Demonstrate promotion applications for the selected marketing industry – the student will be able to:		
13.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.02 Identify types of promotion used in the industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
13.03 Discuss the importance of advertising media and the role of digital and social media in advertising.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.04 Explain the purposes and elements of advertising and display.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	



CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
13.05	Explain the impact on and uses of the Internet and Intranet in marketing products and services.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
13.06	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
13.07	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.		
13.08	Write a promotional message to appeal to a target market.		
13.09	Develop a sales promotion plan for a marketing organization.	LAFS.910.W.1.2-3 LAFS.1112.W.1.2-3	
13.10	Demonstrate public relations techniques as used in the marketing industry.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.11	Design a website to promote a product or service.		
14.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:		
14.01	Explain the relationship between stock turnover and purchasing.		
14.02	Demonstrate proper purchasing procedures.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
14.03	Explain different types of purchasing situations.		
14.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
14.05	Demonstrate use of the forms required for purchasing.	LAFS.910.SL.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.4 LAFS.1112.SL.2.6	
14.06	Evaluate merchandise or services using industry standards or company assessments.		
15.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.01	Explain how a lack of knowledge and/or skill can cause accidents and health hazards in the workplace.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
15.02 Explain how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.03 Describe actions that various agencies take to prevent accidents on the job.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.04 Demonstrate an understanding of environmental problems that impact health and safety.	LAFS.910.R.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.05 Explain procedures for handling and reporting accidents.	LAFS.910.W.1.2 LAFS.1112.W.1.2 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	
15.06 Identify security procedures for the marketing industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.07 Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.08 Identify the procedures used to prevent internal theft and embezzlement.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.09 Explain the nature and scope of risk management.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.10 Identify various types of business risks.		
15.11 Describe ways businesses can manage risks, including purchasing insurance.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.0 Demonstrate applications of selling for the selected marketing industry – the student	LAFS.910.RI.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
will be able to:	LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.01 Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
16.02 Describe the appropriate relationship between buyer and seller.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
16.03 Demonstrate sales knowledge of industry, company, products, and competition.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
16.04 Analyze potential prospects and customer buying behavior.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.05 Analyze the importance of communication and listening to create a positive buying climate.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.06 Identify sales techniques to aid customers/clients in making buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6	
16.07 Create a sales presentation using presentation software.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.08 Identify strategies to build and maintain a clientele.		
16.09 Explain the purpose and goal of the selling function and how it relates to the marketing concept.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
16.10 Explain the steps in a sale and how to handle objections.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.0 Demonstrate an understanding of entrepreneurship – the student will be able to:	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.01 Define <i>entrepreneurship</i> .	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.02 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.03 Discuss the role of the entrepreneur in the domestic and global economy.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
17.04 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.05 Understand the importance of small business in various economies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1.-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
17.06 Read and reconcile financial statements.	LAFS.910.W.3.7-8 LAFS.910.W.3.-78	
17.07 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.08 Analyze current entrepreneurial trends in the marketplace.		
17.09 Discuss the importance of ethics in business.	LAFS.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.10 Identify the strategies and methods for generating a business idea.		
17.11 Outline the legal steps involved in planning a new business.		
17.12 Identify the types and sources of government regulations and taxation that may affect a business.		
17.13 Describe the advantages and risks of entrepreneurship.		
18.0 Identify the uses of technology in marketing – the student will be able to:		
18.01 Explain the importance and uses of computers and the Internet in marketing.		
18.02 Utilize word processing software to create a career/industry-related document.	LAFS.910.W.3.7, LAFS.1112.W.3.7	
18.03 Perform data entry procedures (e.g., payroll, inventory control).		
18.04 Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).		
18.05 Demonstrate marketing spreadsheet data entry and output procedures.		
18.06 Utilize spreadsheet software to enhance decision-making skills.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
18.07 Utilize integrated software programs to generate marketing reports and solve marketing problems.		
18.08 Identify technology appropriate for marketing functions and practices related to a selected marketing career field.		
18.09 Select and use a variety of electronic media (e.g., the Internet, information services, and desktop-publishing software programs) to create, revise, and verify information.		

Florida Department of Education  
Student Performance Standards

**Course Title:** E-Commerce Marketing  
**Course Number:** 8827210  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with a general knowledge of the use of the Internet as a marketing tool, includes the development of a website and supporting marketing activities, and the management of an Internet marketing campaign.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.0 Discuss the Internet as a marketing tool – the student will be able to:		
19.01 Define the Internet and industry-related terms (e.g., protocol, ISP, URL, bandwidth).		
19.02 Identify services the Internet provides (e.g., file transfer protocol, news lists, e-mail).		
19.03 Identify advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility).		
19.04 Identify forms of communication (e.g., website, e-mail, newsgroups, chat rooms).		
19.05 Identify the differences between unsolicited commercial messages and opt-in e-mail.		
19.06 Discuss the political, ethical and legal issues of using the Internet.		
19.07 Define and discuss <i>netiquette</i> .		
19.08 Discuss the history of the Internet and emerging trends.		
19.09 Discuss security issues (e.g., firewalls, hacking, viruses, e-Commerce).		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.10 Discuss the social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data).		
19.11 Discuss demographics of Internet users.		
19.12 Demonstrate the principles of navigating a web browser.		
19.13 Discuss and utilize search engines.		
19.14 Discuss the criteria for selecting an Internet Service Provider (ISP) based on bandwidth, host capabilities, and other aspects.		
19.15 Identify the process for securing a domain name.		
19.16 Discuss copyright and registered trademark issues in securing a domain name.		
19.17 Explain the use of mobile devices and smart televisions in e-Commerce.		
19.18 Explain the use of databases for e-Commerce marketing.		
20.0 Conduct a marketing analysis – the student will be able to:		
20.01 Compare and contrast e-Commerce marketing options for a variety of products.		
20.02 Assess current e-Commerce product marketing efforts (e.g., direct marketing, cable, print, media, newspaper).		
20.03 Develop a product business plan (e.g., sales revenue projection, expenses, cash flow, profit).		
20.04 Identify products best suited for Internet marketing.		
20.05 Identify the target market for a selected product.		
20.06 Determine the optimal message delivery method.		
20.07 Research and analyze current marketing methods; include those methods used by the competition.		
20.08 Determine legal issues that may affect online marketing (e.g., location of buyer/seller, privacy issues, collecting and paying sales taxes across state or international borders, emerging Internet laws).		
20.09 Compare and contrast Internet law with traditional business law.		
20.10 Conduct a cost analysis.		
20.11 Select the best Internet marketing method(s).		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
20.12 Conduct a formal presentation of a market analysis and recommended solutions (e.g., to supervisor, to client).		
21.0 Develop a marketing-oriented website – the student will be able to:		
21.01 Research and analyze software and hardware requirements.		
21.02 Develop and test market a storyboard for the message; interpret test market results and make design modifications.		
21.03 Design text and corresponding multimedia elements required for a storyboard (e.g., graphics, audiovisual).		
21.04 Create website content.		
21.05 Test the website for effectiveness (e.g., loading, graphics, view from different browsers, link integrity).		
21.06 Establish security measures (e.g., firewalls, backups, virus protection).		
21.07 Analyze e-Commerce solutions for back-end management.		
22.0 Identify and implement marketing support activities – the student will be able to:		
22.01 Identify the role of websites in the marketing mix (e.g., marketing department, human resources, public relations, customer service and support, database references, file transfer protocol, sales, newsletters).		
22.02 Develop a potential customer database (e.g., demographics, purchase preferences, address, e-mail).		
22.03 Define <i>push technology</i> and identify products or services appropriate for push technology advertising.		
22.04 Subscribe to outside groups to enhance presence.		
22.05 Identify sites for a linking strategy and determine associated costs.		
22.06 Identify steps for establishing e-Commerce (e.g., securing credit card services, implementing security, database, setting up shopping cart software, electronic malls).		
22.07 Identify processes to improve visibility in search engines.		
22.08 Establish means to identify a customer base and marketing profile (e.g., surveys, hit counters, on-site registration, log-in data analysis).		
23.0 Manage an e-Commerce marketing campaign – the student will be able to:		
23.01 Determine methods for promoting a universal resource locator (URL).		



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
23.02 Determine appropriate search engines for listing a URL (e.g., industry specific, news group related, general).		
23.03 Determine methods to register with a selected search engine (e.g., manual, securing a service).		
23.04 Discuss strategies for improving visibility in search engines (e.g., meta tags, titling, keyword repetition).		
23.05 Establish and manage links with other sites, including reciprocal links.		
23.06 Discuss the viability of banner advertising.		
23.07 Determine methods to generate hit analysis data.		
23.08 Calculate and analyze site effectiveness (e.g., statistical hits, click-throughs).		
23.09 Compose updates based on analysis results (e.g., streamline graphics, add meta tags).		
23.10 Publicize e-Commerce marketing through non-Internet means (e.g., mail, press releases, letters, TV, networking).		
23.11 Express the importance of establishing customer service guidelines (e.g., communication skills, tech support, follow-through, seeking prospects, availability of chat rooms).		
23.12 Discuss the search engine interface, the purpose of robots, and types of robots.		
23.13 Discuss page rank (PR) and the search engine results page (SERP).		
23.14 Discuss <i>keyword</i> versus <i>key phrase</i> and the benefits of each type.		
23.15 Understand the concept of meta tags and the importance of meta tags in the marketing of a website.		
23.16 Establish methods to incorporate target market keywords into meta tags.		
23.17 Discuss the importance of a sitemap and how it relates to search engine marketing.		
23.18 Understand methods for optimization to ensure the site and all pages are indexed by search engines.		
24.0 Apply entrepreneurial concepts to e-Commerce marketing – the student will be able to:		
24.01 Describe the importance of entrepreneurship to related industries.		
24.02 Discuss the impact of Internet entrepreneurs.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
24.03 List the advantages and disadvantages of ownership of an Internet business.		
24.04 Identify risks involved in ownership of an Internet-related business.		
24.05 Develop a business plan to establish an Internet-related business or develop a creative marketing research project.		
25.0 Analyze global trends in the e-Commerce marketing industry – the student will be able to:		
25.01 Identify global marketing trends in e-Commerce.		
25.02 Analyze the impact of Internet marketing on traditional marketing methods.		
25.03 Analyze multicultural influences on global Internet marketing trends.		
25.04 Discuss the risks of marketing across international borders (e.g., legal, distribution issues).		
25.05 Discuss the impact of Electronic Data Interchange (EDI) on e-Commerce.		
25.06 Discuss the impact of e-Commerce and social networking on the business world and job market (e.g., automatic sourcing, EDI).		
25.07 Explain the impact of the shift of the purchasing function from the supplier to the purchaser.		
26.0 Apply a career plan to e-Commerce marketing – the student will be able to:		
26.01 Develop a plan for pursuing a specific career in Internet marketing; include training and educational requirements, skills and abilities, and steps for reaching career goals in the chosen career.		
26.02 Demonstrate the competencies required at the career-sustaining level in a chosen marketing position.		
26.03 Demonstrate proficiency in software and hardware related to the student's selected marketing career plan.		
26.04 Develop forms of documentation (including electronic résumés) for inclusion in a marketing career portfolio.		
26.05 Discuss the changing hardware and software environment as it applies to e-Commerce marketing.		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Program Title:** Sport, Recreation and Entertainment Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8827400
CIP Number	0252191005
Grade Level	9-12, 30, 31
Standard Length	4 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	27-2099 – Entertainers and Performers, Sports and Related Workers, all Other 11-2021 – Marketing Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment or advanced training in the sport, recreation, and entertainment marketing and sales industry.

The content includes, but is not limited to, employability skills; selling techniques; public relations and publicity; event planning and execution; and licensing, sponsorship, and endorsements.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

*NOTE: 8827440 Sport, Recreation, and Entertainment Internship is eligible for Gold Seal, 8800410 Marketing Cooperative Education -OJT is NOT.*

This program is a planned sequence of instruction consisting of two occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8827110 or 8827410	Marketing Essentials or Sport, Recreation, and Entertainment Essentials	ADVR PROM 7 G BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G	1 credit	27-2099	2	PA VO
	8827120 or 8827420	Marketing Applications or Sport, Recreation, and Entertainment Applications		1 credit		2	PA PA
B	8827430	Sport, Recreation, and Entertainment Marketing Management		1 credit	11-2021	3	VO
	8827440 or 8800410	Sport, Recreation, and Entertainment Internship or Marketing Cooperative Education - OJT		1 credit		2	VO VO

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth-Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8827410	**	**	**	**	**	**	**	**	**	**	**
8827110	**	**	**	**	**	**	**	**	**	**	**
8827120	**	**	**	**	**	**	**	**	**	**	**
8827420	**	**	**	**	**	**	**	**	**	**	**
8827430	**	**	**	**	**	**	**	**	**	**	**

8827440	**	**	**	**	**	**	**	**	**	**	**
8800410	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827410	17/67 25%	18/75 24%	17/54 31%	23/46 50%	23/45 51%	22/45 49%	22/45 49%
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8827120	#	#	#	15/46 33%	15/45 33%	16/45 36%	16/45 36%
8827420	#	#	#	21/46 46%	21/45 47%	14/45 31%	14/45 31%
8827430	#	#	#	14/46 30%	14/45 31%	13/45 29%	13/45 29%
8827440	#	#	#	#	#	#	#
8800410	#	#	#	#	#	#	#

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

### **Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

### **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.



## **Standards**

After successfully completing this program, the student will be able to perform the following:

### **Marketing Essentials**

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.

### **Sport, Recreation, and Entertainment Essentials**

- 07.0 Demonstrate human relations skills necessary for success in sport, recreation, and entertainment marketing occupations.
- 08.0 Demonstrate proficiency in applying communication and technology skills.
- 09.0 Demonstrate proficiency in applying math skills unique to sport, recreation, and entertainment marketing.
- 10.0 Identify economic principles.
- 11.0 Identify marketing and business fundamentals.
- 12.0 Identify effective selling techniques and procedures.
- 13.0 Discuss the history of sport, recreation, and entertainment marketing.
- 14.0 Discuss sport, recreation, and entertainment marketing as an industry.

### **Marketing Applications**

- 15.0 Select a marketing industry for career planning.
- 16.0 Demonstrate applications of distribution to the selected marketing industry.
- 17.0 Demonstrate applications of financing to the selected marketing industry.
- 18.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 19.0 Demonstrate applications of marketing-information management to the selected marketing industry.
- 20.0 Demonstrate pricing applications for the selected marketing industry.
- 21.0 Demonstrate promotion applications for the selected marketing industry.
- 22.0 Demonstrate purchasing applications to the selected marketing industry.
- 23.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 24.0 Demonstrate applications of selling to the selected marketing industry.
- 25.0 Demonstrate an understanding of entrepreneurship.
- 26.0 Identify the uses of technology in marketing.

### **Sport, Recreation, and Entertainment Applications**

- 27.0 Select a sport, recreation, and entertainment marketing industry for career planning.
- 28.0 Demonstrate applications of distribution to the sport, recreation, and entertainment marketing industry.
- 29.0 Demonstrate applications of financing to the selected sport, recreation, and entertainment marketing industry.
- 30.0 Demonstrate applications of product/service planning to the sport, recreation, and entertainment marketing industry.
- 31.0 Demonstrate applications of marketing-information management to the sport, recreation, and entertainment marketing industry.
- 32.0 Demonstrate pricing applications for the sport, recreation, and entertainment marketing industry.
- 33.0 Demonstrate promotion applications for the sport, recreation, and entertainment marketing industry.
- 34.0 Demonstrate purchasing applications to the sport, recreation, and entertainment marketing industry.
- 35.0 Demonstrate applications of safety and risk-management to the sport, recreation, and entertainment marketing industry.
- 36.0 Demonstrate applications of selling to the sport, recreation, and entertainment marketing industry.
- 37.0 Identify the use of computers in sport, recreation, and entertainment marketing.
- 38.0 Explain and discuss licensing, sponsorships, and endorsements in sport, recreation, and entertainment marketing.
- 39.0 Demonstrate an understanding of the impact of the media on sport, recreation, and entertainment marketing.
- 40.0 Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing.

### **Sport, Recreation, and Entertainment Marketing Management**

- 41.0 Apply economic principles to sport, recreation, and entertainment marketing.
- 42.0 Explain the business structure of the sport, recreation, and entertainment marketing industry.
- 43.0 Describe legal and ethical aspects of sport, recreation, and entertainment marketing industry.
- 44.0 Explain methods of dealing with agents, personal managers, and labor unions.
- 45.0 Apply market research to determine viability of proposed sport, recreation, and entertainment project or event.
- 46.0 Design, plan, execute, and evaluate an event.
- 47.0 Develop a career plan for a sport, recreation, and entertainment marketing career.

### **Sport, Recreation, and Entertainment Marketing Internship**

- 48.0 Perform critical job skills
- 49.0 Display professional work habits.
- 50.0 Demonstrate ethical behavior.

### **Marketing Cooperative Education OJT**

- 51.0 Perform designated job skills.
- 52.0 Demonstrate work ethics.

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in marketing occupations – The student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.02 Define and discuss issues involving gender equity, disability, and age.	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS, 910.SL.1.1, LAFS.1112.SL.1.1	
01.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.05 Explain concepts of integrity, credibility, reliability, and perseverance.	LAFS.910.SL.2.4, LAFS.1112.SL.2.4	
01.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.07 Maintain professional personal appearance and attitude.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	
01.09 Demonstrate self-management, initiative, and multi-tasking.		
01.10 Explain concepts of self-understanding, self-esteem, and self-image.		
01.11 Demonstrate professional behavior and etiquette.		
01.12 Demonstrate respect for the opinions, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
01.13 Set personal and career goals and develop a plan of action to achieve those goals.		
01.14 Identify areas where personal and professional change and adjustment may be necessary.		
01.15 Demonstrate ability to offer and accept feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
01.16 Identify and practice stress management and relaxation techniques.		
01.17 Maintain confidentiality of business matters.		
01.18 Support and follow company policies and procedures (e.g. attendance, tardiness, returns).		
01.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
02.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.03 Demonstrate ability to read and comprehend written communications.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
02.04 Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.05 Prepare a business letter, memorandum, fax, and e-mail.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	
02.07 Discuss importance of developing networking skills to expand business contacts.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.08 Prepare and deliver a business-related presentation.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
02.09 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.10 Describe positive customer relations.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
02.11 Demonstrate conflict and dispute resolution techniques.	LAFS.910.W.1.3 LAFS.1112.W.1.3	
02.12 Identify means of nonverbal communication.		
02.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
02.14 Discuss methods of resolving customer complaints.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.15 Interpret business policies to customers/clients.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
02.16 Discuss importance of providing clear directions, descriptions, and explanations.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.17 Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and internet resources.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
02.18 Identify types of technology/equipment used in the workplace.		
02.19 Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.		
03.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals.	MAFS.912.S-IC.2.6	
03.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	
03.04 Demonstrate ability to make change correctly.		
03.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
03.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.	MAFS.912.S-IC.2.6	
03.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.		
03.08 Apply standard industry formula to determine markup and markdown on merchandise.		
03.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.		
03.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
03.11 Identify components of a break-even analysis		
03.12 Compute and analyze a break-even point.		
04.0 Identify economic principles – the student will be able to:		
04.01 Explain concept of economics and economic activities.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.02 Explain concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.03 Explain concept of economic resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
04.04 Explain concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.05 Explain concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.06 Explain concept of price.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.07 Identify, compare, and contrast major types of economic systems.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.08 Explain relationship between government and business.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.09 Explain concept of private enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.10 Explain role of profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.11 Explain concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.12 Explain concept of competition.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.13 Explain concept of productivity.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.14 Identify components of Gross National Product (GNP) and Gross Domestic Product (GDP).	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.15 Explain function of the Federal Reserve Board.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
05.0 Identify marketing and business fundamentals – the student will be able to:		
05.01 Define marketing and its role.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.02 Explain purpose of marketing in the free enterprise system.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.03 Identify and explain the four foundations of marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.04 Identify and explain differences between indirect and direct marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.05 Identify and explain the functions of and differences between marketing and merchandising.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
05.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8  MAFS.912.S-IC.2.3	
05.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.10 Explain concept of marketing strategies.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.11 Explain concept of market segmentation and demographics.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.12 Explain importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.13 Explain nature of channels of distribution.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.15 Explain factors affecting pricing decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	
05.17 Discuss role e-commerce and social networking will play in the marketing of goods and services.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
05.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.0 Identify effective selling techniques and procedures – the student will be able to:		
06.01 Explain purpose, principles, and importance of selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.02 Identify qualities of a professional sales associate.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.3.7-9	
06.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling	LAFS.910.W.3.8 LAFS.1112.W.3.8	
06.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.		
06.05 Discuss importance of meeting specialized sales needs.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.07 Discuss reasons for maintaining a client file.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Sport, Recreation, and Entertainment Essentials  
**Course Number:** 8827410  
**Course Credit:** 1

**Course Description:**

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

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
07.0	Demonstrate human relations skills necessary for success in sport, recreation, and entertainment marketing occupations – the student will be able to:		
07.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1,2.4, 2.6 LAFS.1112.SL.2.4, 2.6	
07.02	Define and discuss issues involving gender equity, disability, and age.	LAFS.910.SL.2.4	
07.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1,2.4, 2.6 LAFS.1112.SL.2.4,2.6	
07.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.RI.2.4	
07.05	Explain concepts of integrity, credibility, reliability, and perseverance.	LAFS.910.SL.1.1, 2.4, 2.6 LAFS.1112.SL.2.4,2.6	
07.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).		
07.07	Maintain professional personal appearance and attitude.		
07.08	Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.RL.1.2, LAFS.1112.RL.1.2 LAFS.910.SL.1.1,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.1.1	
07.09 Demonstrate self-management, initiative, and multi-tasking.		
07.10 Explain concepts of self-understanding, self-esteem, and self-image.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
07.11 Demonstrate professional behavior and etiquette.		
07.12 Demonstrate respect for the opinions, customs, and individual differences of others.		
07.13 Set personal and career goals and develop a plan of action to achieve those goals.	LAFS.910.W.1.2, 2.4, 2.5, 2.6, 3.7, 3.8, 3.9,10 LAFS.1112.W.1.2,2.4,2.5,2.6,3 .7,3.8, 3.9, 10	
07.14 Identify areas where personal and professional change and adjustment may be necessary.	LAFS.910.W.1.2, 2.4, 2.5, 2.6, 3.7, 3.8, 3.9,10 LAFS.1112.W.1.2,2.4,2.5,2.6,3 .7,3.8, 3.9, 10	
07.15 Demonstrate ability to offer and accept feedback.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
07.16 Identify and practice stress management and relaxation techniques.		
07.17 Maintain confidentiality of business matters.		
07.18 Support and follow company policies and procedures (e.g., attendance, tardiness, and returns).		
07.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.		
08.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
08.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.W.1.2, 2.4, 2.5, LAFS.910.SL.1.1, 2.6, LAFS.910L.1.1, 1.2 LAFS.1112. W.1.2, 2.4, 2.5, LAFS.1112. SL.1.1, 2.6 LAFS.1112,L.1.1,1.2	
08.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).	LAFS.910.SL.1.1, W.2.6 LAFS.1112.SL.1.1, W.2.6	
08.03 Demonstrate ability to read and comprehend written communications.	LAFS.910.L.3.6, LAFS.910.RI.410	
08.04 Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.RI.3.7, LAFS.1112.RI.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.05 Prepare a business letter, memorandum, fax, and e-mail.	LAFS.910.W.1.2, 2.4, 2.5, 2.6, 4.10, LAFS.910.L.1.1,1.2 LAFS.1112.W.1.2,2.4,2.5,2.6, 4.10, LAFS.1112.L.1.1,1.2	
08.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.L.1.1, LAFS.1112.L.1.1	
08.07 Maintain professional personal appearance and attitude.		
08.08 Discuss importance of developing networking skills to expand business contacts.		
08.09 Prepare and deliver a business-related presentation.	LAFS.910.W.1.2, 2.4, 2.5, 2.6, 3.8, LAFS.910.SL.1.2, 2.4, 2.5, LAFS.910.L.1.1, L.1.2 LAFS.1112. W.1.2, 2.4, 2.5, 2.6, 3.8, LAFS.1112.SL.1.2, 2.4, 2.5, LAFS.1112.L.1.1, L.1.2	
08.10 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
08.11 Describe positive customer relations.	LAFS.910.SL.1.1, 2.4, LAFS.910.L.1.1 LAFS.1112.SL.1.1, 2.4, LAFS.1112.L.1.1	
08.12 Demonstrate conflict and dispute resolution techniques.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
08.13 Identify means of nonverbal communication.		
08.14 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
08.15 Discuss methods of resolving customer complaints.	LAFS.910.SL.1.1, 2.4, 2.6 LAFS.1112.SL.1.1, 2.4, 2.6	
08.16 Interpret business policies to customers/clients.	LAFS.910.SL.2.4, 2.6 LAFS.1112.SL.2.4, 2.6	
08.17 Discuss importance of providing clear directions, descriptions, and explanations.	LAFS.910.SL.1.1, 2.4, 2.6 LAFS.1112.SL.1.1, 2.4, 2.6	
08.18 Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.2, LAFS.910.RI.3.7 LAFS.1112.SL.1.2, LAFS.1112.RI.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.19 Identify types of technology/equipment used in the workplace.		
08.20 Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.	LAFS.910.RL.2.4, LAFS.1112.RL.2.4	
09.0 Demonstrate proficiency in applying math skills unique to sport, recreation, and entertainment marketing – the student will be able to:		
09.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.		
09.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals.		
09.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	
09.04 Demonstrate ability to make change correctly.		
09.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
09.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.	LAFS.910.RI.3.7, LAFS.1112.RI.3.7 MAFS.912.S-IC.2.6	
09.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio.		
09.08 Apply standard industry formula to determine markup and markdown on merchandise.	MAFS.912.A-REI.1.2, 2.3	
09.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.		
09.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.	MAFS.912.A-REI.1.2, 2.3	
09.11 Identify components of a break-even analysis.		
09.12 Compute and analyze a break-even point.		
09.13 Operate 10-key keypad.		
09.14 Read and interpret a lease agreement.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
09.15 Read and interpret a contract for purchase of real estate.	LAFS.910.RI.4.10, LAFS.1112.RI.4.10	
09.16 Read and complete an application for a bank loan.	LAFS.910.RI.1.2, LAFS.1112.W.1.2 LAFS1112.W.1.3	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes.	MAFS.912.G-MG.1.3	
09.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan.		
10.0 Identify economic principles – the student will be able to:		
10.01 Explain concept of economics and economic activities.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.02 Explain concept of economic goods and services.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.03 Explain concept of economic resources.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.04 Explain concept of economics and economic activities.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.05 Explain concept of utility (form, place, time, possession, information).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.06 Explain concept of "supply and demand."	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.07 Explain concept of price.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.08 Identify, compare, and contrast major types of economic systems.	LAFS.910.SL.1.1,1.2, 2.4, 2.6, LAFS.910.L.3.6, LAFS.910.W.3.7, 3.8, 3.9 LAFS.1112.SL.1.1,1.2, 2.4, 2.6, LAFS.1112.L.3.6, LAFS.1112.W.3.7, 3.8, 3.9	
10.09 Explain relationship between government and business.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.L.3.6	
10.10 Explain concept of private enterprise and business ownership.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.11 Explain role of profit motive.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.12 Explain concept of risk.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.13 Explain concept of competition.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, L.3.6	
10.14 Explain concept of productivity.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.15 Identify components of Gross National Product (GNP) and Gross Domestic Product (GDP).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
10.16 Explain function of the Federal Reserve Board.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.0 Identify marketing and business fundamentals – the student will be able to:		
11.01 Define marketing and its role.	LAFS.910.RL.2.4, LAFS.910.L.3.6, LAFS.910.W.1.2 LAFS.1112. RL.2.4, LAFS.1112. L.3.6, LAFS.1112.W.1.2	
11.02 Explain purpose of marketing in the free enterprise system.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
11.03 Identify and explain the four foundations of marketing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6 LAFS.910.RL.2.4, LAFS.910.W.1.2 LAFS.1112.W.1.2	
11.04 Identify and explain differences between indirect and direct marketing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6 LAFS.910.W.1.2 LAFS.1112. RL.2.4 LAFS.1112.W.1.2	
11.05 Identify and explain the functions of and differences between marketing and merchandising.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6 LAFS.910.RL.2.4, L.3.6, LAFS.910.W.1.2 LAFS.1112. RL.2.4, LAFS.1112.W.1.2	
11.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.09 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.1.1,1.2, 2.4, 2.6, LAFS.910.L.3.6, LAFS.910.W.3.7, 3.8, 3.9 LAFS.1112.SL.1.1,1.2, 2.4, 2.6, LAFS.1112.L.3.6, LAFS.1112.W.3.7, 3.8, 3.9	
11.10 Explain concept of marketing strategies.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.L.3.6	
11.11 Explain concept of market segmentation and demographics.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.12 Explain importance and techniques of offering the right merchandising blend.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.13 Explain nature of channels of distribution.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.15 Explain factors affecting pricing decisions.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).	LAFS.910.RL.2.4, LAFS.1112.RL.2.4 LAFS.910.L.3.6, LAFS.1112.L.3.6	
11.17 Discuss role e-commerce will play in the marketing of goods and services.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
11.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
12.0 Identify effective selling techniques and procedures – the student will be able to:		
12.01 Explain purpose, principles, and importance of selling.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.02 Identify qualities of a professional sales associate.	LAFS.910.RI.3.8, LAFS.910.RI.2.5 LAFS.1112.RI.3.8, LAFS.1112.RI.2.5	
12.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.	LAFS.910.RI.2.5, LAFS.1112.RI.2.5	
12.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
12.05 Discuss importance of meeting specialized sales needs.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
12.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.		
12.07 Discuss reasons for maintaining a client file.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
13.0 Discuss the history of sport, recreation, and entertainment marketing – the student will be able to:		
13.01 Describe the theories of the origin of sport, recreation, and entertainment.	LAFS.910.SL.1.1, LAFS.910.W.2.6 LAFS.1112.SL.1.1, LAFS.1112.W.2.6	
13.02 Describe the influences of historical events on American and global sports, recreation, and entertainment.	LAFS.910.SL.1.1, W.2.6 LAFS.1112.SL.1.1, W.2.6	
13.03 Explain economic, demographic, social, and political influences on sports, recreation, and entertainment.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
13.04 Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
13.05 Discuss the stages and length of the sport, recreation, and entertainment cycle.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.06 Discuss impact of technology on the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
13.07 Discuss the influence of electronic media on the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
13.08 Discuss the growth and trends in sport, recreation, and entertainment marketing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
14.0 Discuss sport, recreation, and entertainment marketing as an industry – the student will be able to:		
14.01 Define sport, recreation, and entertainment marketing.	LAFS.910.RL.2.4, LAFS.910.L.3.6, LAFS.910.W.1.2 LAFS.1112. RL.2.4, LAFS.1112.L.3.6, LAFS.1112.W.1.2	
14.02 Identify relationship between: <ul style="list-style-type: none"> <li>• Fans/Audience</li> <li>• Team/Players/Event/Property</li> <li>• Corporate partners/Sponsors of a sport, recreation, and/or entertainment event.</li> </ul>	LAFS.910.SL.1.1,1.2, 2.4, 2.6, LAFS.910.L.3.6, LAFS.910.W.3.7, 3.8, 3.9 LAFS.1112.SL.1.1,1.2, 2.4, 2.6, LAFS.1112.L.3.6, LAFS.1112.W.3.7, 3.8, 3.9	
14.03 Discuss the role of marketing as it applies to sports, recreation, and entertainment.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
14.04 Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, W.2.6 LAFS.1112.SL.1.1, W.2.6	
14.05 Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
14.06 Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
14.07 Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.L.3.6	
14.08 Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
14.09 Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.	LAFS.910.L.1.1, 1.2, LAFS.910.SL.2.4, 2.6, LAFS.910.W.1.2, 2.4, 2.5, 2.6, 3.7, 3.8, 3.9, 4.10 LAFS.1112. L.1.1, 1.2, LAFS.1112.SL.2.4, 2.6, LAFS.1112.W.1.2, 2.4, 2.5, 2.6, 3.7, 3.8, 3.9, 4.10	

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Applications  
**Course Number:** 8827120  
**Course Credit:** 1

**Course Description:**

Marketing Applications focuses on the functional implementation of strategic marketing within a variety of industries. Students will develop the critical thinking skills necessary for understanding the roles of marketing within a given organization; students will learn and apply the primary concepts of strategic marketing (e.g.: distribution, financing, product/service planning, marketing-information management, pricing and promotion applications, purchasing, safety and risk management, and selling).

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
15.0	Select a marketing industry for career planning – the student will be able to:		
15.01	Identify current employment opportunities in marketing related fields.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
15.02	Identify sources of information for career planning including the Internet.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
15.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
15.04	Explain duties, responsibilities, and needed skills and knowledge of a particular career.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
15.05	Identify advantages and disadvantages of a particular career	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
15.06	Complete self-assessments and analysis of life-style goals and career aspirations.		
15.07	Develop an individualized education and career plan related to a major marketing field.		
15.08	Write a job description for a selected marketing occupation.	LAFS.910.W.1.2 LAFS.1112.W.1.2	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
		LAFS.910.W.2.4-5 LAFS.1112.W.2.4-5	
16.0	Demonstrate applications of distribution to the selected marketing industry – the student will be able to:		
16.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
16.02	Explain concepts of physical distribution and transportation systems related to the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
16.03	Identify and analyze appropriate transportation services for the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
16.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.	LAFS.910.2.2.4 LAFS.1112.W.2.4	
16.05	Demonstrate skills required for materials and service management.		
16.06	Analyze information related to routing and tracking merchandise	LAFS.910.W.3.8 LAFS.1112.W.3.8	
16.07	Explain the relationship between customer service and distribution.		
17.0	Demonstrate applications of financing to the selected marketing industry – the student will be able to:		
17.01	Explain financial concepts used in making business decisions.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.02	Explain concept of financial administration.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.03	Explain difference between income (credit) and expense (debit).	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.04	Describe and prepare a cash-flow statement.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.05	Identify various types of credit policies and procedures.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.06	Explain purposes and importance of credit.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.07 Identify the positive and negative impacts of using credit in marketing situations.	LAFS.910.R.I.1.2 LAFS.1112.R.I.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
17.08 Compare and contrast the use of different credit applications.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
17.09 Analyze industry concepts of price, profit, competition, and productivity.		
17.10 Calculate exchange rates.		
18.0 Demonstrate applications of product/service planning to the selected marketing industry – the student will be able to:		
18.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.R1.1.2 LAFS.1112.R1.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
18.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).	LAFS.910.R1.1.2 LAFS.1112.R1.1.2 LAFS.910.W.1.1-2 LAFS.111W.2.1.1-2	
18.03 Explain importance of product and service technology as it relates to customer satisfaction.	LAFS.910.R1.1.2 LAFS.1112.R1.1.2 LAFS.910.2.1.1-2 LAFS.1112.2.1.1-2	
18.04 Identify sources of product knowledge.	LAFS.910.R1.1.2 LAFS.1112.R1.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
18.05 Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and marketing occupations.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
18.06 Explain product and service quality as applicable to grades and industry standards.	LAFS.910.R1.1.2 LAFS.1112.R1.1.2 LAFS.910.2.1.1-2 LAFS.1112.W.1.1-2	
18.07 Discuss product-liability risks.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
18.08 Explain warranties and guarantees.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
18.09 Develop a product/service plan for a marketing area.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
18.10 Describe factors used by marketers to position products/business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
18.11 Identify stages of and discuss impact of product life cycle.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
19.0 Demonstrate applications of marketing-information management to the selected marketing industry – the student will be able to:		
19.01 Explain concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
19.02 Explain process of marketing-information management.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
19.03 Explain nature and scope of marketing operations.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS1112.W.3.7-8	
19.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
19.05 Identify procedures for gathering information using technology.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
19.06 Utilize appropriate marketing-information management forms.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
20.0 Demonstrate pricing applications for the selected marketing industry – the student will be able to:		
20.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
20.02 Explain pricing objectives, policies, and strategies.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
20.03 Explain price-marking techniques.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
20.04 Explain procedures for changing prices.	LAFS.910.R1.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
20.05 Demonstrate decision-making skills required for determining pricing relative to the competition.		
20.06 Demonstrate problem-solving skills required when considering profit and price.		
21.0 Demonstrate promotion applications for the selected marketing industry – the student will be able to:		
21.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
21.02 Identify types of promotion used in the industry.	LAFS.910.RI.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
21.03 Discuss importance of advertising media.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
21.04 Explain purposes and elements of advertising and display as related to the industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
21.05 Explain the impact on and uses of the internet and intranet in marketing products and services.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
21.06 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, internet, and others.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
21.07 Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point of sale.		
21.08 Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.		
21.09 Write a promotional message to appeal to a target market.	LAFS.910.W.1.2-3 LAFS.1112.W.1.2-3	
21.10 Develop a sales promotion plan for a marketing organization	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
21.11 Demonstrate public relations techniques as used in the marketing industry.		
21.12 Design a web site to promote a product/service.		
22.0 Demonstrate purchasing applications to the selected marketing industry – the student will be able to:		
22.01 Explain relationship between stock turnover and purchasing.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
22.02 Demonstrate proper purchasing procedures.		
22.03 Explain types of purchasing situations.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
22.04 Demonstrate techniques used to obtain the best terms when negotiating a purchase.	LAFS.910.SL.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.4 LAFS.1112.SL.2.6	
22.05 Demonstrate use of forms required for purchasing		
22.06 Evaluate merchandise or services using industry standards or company assessments.	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.0 Demonstrate applications of safety and risk management to the selected marketing industry – the student will be able to:		
23.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.	LAFS.910.R.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.	LAFS.910.R.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.03 Describe actions that various agencies take to prevent accidents on the job.	LAFS.910.R.1.1-2 LAFS.1112.R1.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.04 Demonstrate an understanding of environmental problems that impact health and safety.	LAFS.910.W.1.2 LAFS.1112.W.1.2 LAFS.910.SL.2.4 LAFS.1112.SL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
23.05 Explain procedures for handling and reporting accidents.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.06 Identify security procedures for the marketing industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.07 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
23.08 Identify procedures used by industry to prevent internal theft and embezzlement.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
24.0 Demonstrate applications of selling to the selected marketing industry – the student will be able to:		
24.01 Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
24.02 Describe the appropriate relationship between buyer and seller.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
24.03 Demonstrate sales knowledge of industry, company, products, and competition.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
24.04 Analyze potential prospects and customer buying behavior.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
24.05 Analyze importance of communication and listening in creating a positive buying climate.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
24.06 Identify sales techniques to aid customers/clients in making buying decisions.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
24.07 Prepare a list of skills necessary to maintain sales accounts.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
24.08 Create a sales presentation using presentation software.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6	
24.09 Identify strategies to build and maintain a clientele.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
24.10 Read and reconcile financial statements.		
24.11 Research, compare and contrast investment opportunities.		
25.0 Demonstrate an understanding of entrepreneurship – the student will be able to:		
25.01 Define "entrepreneurship."	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.02 Discuss role of the entrepreneur in the domestic and global economy.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.03 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.04 Identify economic principles of entrepreneurship.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
25.05 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.06 Analyze current Entrepreneurship trends in the marketplace.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
25.07 Discuss importance of ethics in business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
25.08 Identify strategies and methods for generating a business idea.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
25.09 Outline steps in planning a new business.	LAFS.910.W.3.7-8 LAFS.910.W.3-78	
25.10 Identify types and sources of government regulations and taxation that may affect a business.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.0 Identify the use of technology in marketing – the student will be able to:		
26.01 Explain importance and uses of computers and the internet in marketing.	LAFS.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
26.02 Utilize word processing software to create a career/industry related document.		
26.03 Perform data entry procedures, i.e., payroll, inventory control, etc.		
26.04 Perform merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.		
26.05 Demonstrate marketing spreadsheet data entry and output procedures.		
26.06 Utilize spreadsheet software to enhance decision-making skills.		
26.07 Utilize integrated software programs to generate marketing reports and solve marketing problems.		
26.08 Identify technology appropriate for marketing functions and practices related to a selected marketing career field.	LAFS.910.W.3.7, LAFS.1112.W.3.7	
26.09 Select and use a variety of electronic media, such as the Internet, information services, and desktop-publishing software programs, to create, revise, and verify information.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Sport, Recreation, and Entertainment Applications  
**Course Number:** 8827420  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with an in-depth study of sport, recreation, and entertainment marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of sport, recreation, and entertainment marketing occupations.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
27.0	Select a sport, recreation, and entertainment marketing industry for career planning – the student will be able to:		
27.01	Identify current employment opportunities in the sport, recreation, and entertainment marketing field.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
27.02	Identify sources of information for career planning including the Internet.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
27.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field.	LAFS.910.SL.2.4, 2.6, LAFS.910.L.1.1, 1.2, LAFS.910.W.1.2, 2.4, 2.6, 3.7, 3.8	
27.04	Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
27.05	Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
27.06	Complete self-assessments and analysis of life-style goals and career aspirations.		
27.07	Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field.	LAFS.910.W.1.2, 2.4, 2.5, 2.6,3.7,3.8,3.9,3.10	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
27.08	Write a job description for a selected sport, recreation, and entertainment marketing occupation.	LAFS.910.W.1.2, LAFS.1112.W.1.2	
28.0	Demonstrate applications of distribution to the sport, recreation, and entertainment marketing industry – the student will be able to:		
28.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
28.02	Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
28.03	Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
28.04	Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs).	LAFS.910.W.1.2, 2.4, 2.5, 2.6, 3.7, 3.9, 3.10	
28.05	Demonstrate skills required for sport, recreation, and entertainment materials and service management.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
28.06	Analyze information related to routing and tracking sport, recreation, and entertainment merchandise.	LAFS.910.SL.1.2, LAFS.1112.SL.1.2	
28.07	Explain relationship between sport, recreation, and entertainment customer service and distribution.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.0	Demonstrate applications of financing to the selected sport, recreation, and entertainment marketing industry – the student will be able to:		
29.01	Explain financial concepts used in making sport, recreation, and entertainment marketing decisions.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.02	Explain concept of financial administration.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.03	Explain difference between income (credit) and expense (debit).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.04	Describe and prepare a cash-flow statement.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6,	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.L.3.6	
29.05 Identify various types of credit policies and procedures.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
29.06 Explain purposes and importance of credit.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.07 Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
29.08 Compare and contrast the use of different credit applications.	LAFS.910.W.3.7, 3.8, 3.9, LAFS.910.SL.1.1, 1.2, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. W.3.7, 3.8, 3.9, LAFS.1112.SL.1.1, 1.2, 2.4, 2.6, LAFS.1112.L.3.6	
29.09 Discuss industry concepts of price, profit, competition, and productivity.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
29.10 Identify and explain the components of a budget for a sport, recreation, and entertainment program.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
30.0 Demonstrate applications of product/service planning to the sport, recreation, and entertainment marketing industry – the student will be able to:		
30.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.02 Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation).	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.03 Explain importance of customer satisfaction to the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.04 Explain importance of product and service technology as it relates to customer satisfaction.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
30.05 Identify sources of sport, recreation, and entertainment product knowledge.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
30.06 Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.07 Explain product and service quality as applicable grades and industry standards.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.08 Discuss product-liability risks.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
30.09 Explain warranties and guarantees.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
30.10 Develop a product/service plan for an area of sport, recreation, and entertainment marketing.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
30.11 Describe factors used by marketers to position products/business.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
30.12 Identify stages of and discuss impact of product life cycle.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
30.13 Explain importance of concessions on sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
31.0 Demonstrate applications of marketing-information management to the sport, recreation, and entertainment marketing industry – the student will be able to:		
31.01 Explain process of marketing-information management.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
31.02 Explain nature and scope of sport, recreation, and entertainment marketing operations.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
31.03 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
31.04 Identify procedures for gathering information using technology.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
31.05 Utilize appropriate marketing information management forms.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
32.0 Demonstrate pricing applications for the sport, recreation, and entertainment marketing industry – the student will be able to:		
32.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers’ perceptions of value.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
32.02 Explain pricing objectives, policies, and strategies.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
32.03 Explain price-marking techniques.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
32.04 Explain procedures for changing prices.		
32.05 Demonstrate decision-making skills required for determining pricing relative to the competition.	LAFS.910.W.1.2, 2.4, 2.6, 3.7, 3.8, 3.9, 8.5,10	
32.06 Demonstrate problem-solving skills required when considering profit and price.	LAFS.910.RL.1.1, 1.2, LAFS.1112.RL.1.1, 1.2	
33.0 Demonstrate promotion applications for the sport, recreation, and entertainment marketing industry – the student will be able to:		
33.01 Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
33.02 Identify types of promotion used in the sport, recreation, and entertainment industry.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
33.03 Discuss importance of advertising media and branding.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
33.04 Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
33.05 Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
33.06 Explain the impact on and uses of the internet and intranet in marketing sport, recreation, and entertainment products and services.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
33.07 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, internet, and others.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
33.08 Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale.	LAFS.910.L.1.1 LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
33.09 Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
33.10 Write a promotional message to appeal to a target market.		
33.11 Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization.		
33.12 Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry.		
33.13 Design a website for the sport, recreation, and entertainment marketing program.		
34.0 Demonstrate purchasing applications to the sport, recreation, and entertainment marketing industry– the student will be able to:		
34.01 Explain relationship between stock turnover and purchasing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
34.02 Demonstrate proper purchasing procedures.		
34.03 Explain types of purchasing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
34.04 Demonstrate the techniques used to obtain the best terms when negotiating a purchase.		
34.05 Demonstrate use of forms required for purchasing.		
34.06 Evaluate merchandise or services using industry standards or company assessments.		
35.0 Demonstrate applications of safety and risk-management to the sport, recreation, and entertainment marketing industry – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
35.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
35.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
35.03 Describe actions that various agencies take to prevent accidents on the job.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
35.04 Demonstrate understanding of environmental problems that impact health and safety.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
35.05 Explain procedures for handling and reporting accidents.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
35.06 Identify components of an effective security plan for a sport, recreation, and entertainment program.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
<b>36.0 Demonstrate applications of selling to the sport, recreation, and entertainment marketing industry – the student will be able to:</b>		
36.01 Analyze demographics and identify target market.	LAFS.910.RI.3.7, LAFS.1112.RI.3.7	
36.02 Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
36.03 Describe the appropriate relationship between buyer and seller.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
36.04 Demonstrate sales knowledge of industry, company, products, and competition.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
36.05 Analyze potential prospects and customer buying behavior.	LAFS.910.RI.3.7, LAFS.1112.RI.3.7	
36.06 Analyze importance of communication and listening in creating a positive buying climate.	LAFS.910.RI.3.7, LAFS.1112.RI.3.7	
36.07 Identify sales techniques to aid customers/clients in making buying decisions.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
36.08 Prepare a list of skills necessary to maintain sales accounts including group sales.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
36.09 Describe types of sales quotas and reasons for their use.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
36.10 Create a sales presentation using presentation software.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
36.11 Identify strategies to build and maintain a clientele.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
37.0 Identify the use of computers in sport, recreation, and entertainment marketing – the student will be able to:		
37.01 Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
37.02 Utilize word processing software to create a career/industry related document.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.03 Perform data entry procedures (e.g., payroll, inventory control).	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.04 Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.05 Demonstrate marketing spreadsheet data entry and output procedures.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.06 Utilize spreadsheet software to enhance decision-making skills.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.07 Utilize integrated software programs to generate marketing reports and solve marketing problems.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
37.08 Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
38.0 Explain and discuss licensing, sponsorships, and endorsements in sport, recreation, and entertainment marketing – the student will be able to:		
38.01 Explain the licensing industry and process.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
38.02 Define and describe copyright and trademark laws.	LAFS.910.RL.2.4, L.3.6, LAFS.910.W.1.2 LAFS.1112.RL.2.4, L.3.6, LAFS.1112.W.1.2	
38.03 Differentiate between licensing, sponsorship, and endorsements.	LAFS.910.RL.2.4, LAFS.1112.RL.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.L.3.6, LAFS.1112.L.3.6	
38.04 Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
38.05 Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations.	LAFS.910.W.3.7, 3.8, 3.9, LAFS.910.SL.1.1, 1.2, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.W.3.7, 3.8, 3.9, LAFS.1112SL.1.1, 1.2, 2.4, 2.6, LAFS.1112.L.3.6	
38.06 Define exclusivity as a part of licensing.	LAFS.910.RL.2.4, L.3.6, W.1.2 LAFS.1112. RL.2.4, L.3.6, LAFS.1112.W.1.2	
38.07 Describe sponsorship criteria.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
38.08 Research methods of obtaining event sponsorships or private support.	LAFS.910.SL.2.4, 2.6, L.1.1, 1.2, W.1.2, 2.4, 2.6, 3.7, 3.8	
38.09 Evaluate use of sport as a venue for promotional licensing.		
38.10 Explain impact of entertainment figures and endorsements on sport, recreation, and/or entertainment marketing.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112.SL.1.1, 2.4, 2.6, LAFS.1112.L.3.6	
38.11 Research the effect of endorsements on sport, recreation, and/or entertainment sales.	LAFS.910.SL.2.4, 2.6, L.1.1, 1.2, W.1.2, 2.4, 2.6, 3.7, 3.8	
38.12 Explain importance of on-site merchandising to the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
38.13 Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
39.0 Demonstrate an understanding of the impact of the media on sport, recreation, and entertainment marketing – the student will be able to:		
39.01 Research the impact of the media on sport, recreation, and entertainment marketing.	LAFS.910.SL.2.4, 2.6, L.1.1, 1.2, W.1.2, 2.4, 2.6, 3.7, 3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
39.02 Identify the different media that have increased the popularity of sport, recreation, and entertainment venues.	LAFS.910.W.1.2, 2.4, 2.5, 3.7, 3.9, 4.10	
39.03 Research the conflict between the media's ownership of sport businesses and the reporting of the news.	LAFS.910.SL.2.4, 2.6, L.1.1, 1.2, W.1.2, 2.4, 2.6, 3.7, 3.8	
39.04 Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	
39.05 Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.	LAFS.910.SL.2.4, 2.6, L.1.1, 1.2, W.1.2, 2.4, 2.6, 3.7, 3.8	
40.0 Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing – the student will be able to:		
40.01 Define and explain the differences between public relations and publicity.	LAFS.910.RL.2.4, L.3.6, W.1.2 LAFS.1112.RL.2.4, L.3.6, LAFS.1112.W.1.2	
40.02 Compare and contrast internal and external public relations.	LAFS.910.W.3.7, 3.8, 3.9, SL.1.1, 1.2, 2.4, 2.6, L.3.6 LAFS.1112. W.3.7, 3.8, 3.9, SL.1.1, 1.2, 2.4, 2.6, L.3.6	
40.03 Construct letters to the media concerning a sport, recreation, and/or entertainment event.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
40.04 Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.	LAFS.910.W.1.2, 2.4, 3.8 LAFS.1112.W.1.2, 2.4, 3.8	
40.05 Create a database of potential contacts for a sport, recreation, and/or entertainment event.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
40.06 Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.	LAFS.910.W.2.6, LAFS.1112.W.2.6	
40.07 Explain the role of public relations and publicity in creating an advantage through association and exclusivity.	LAFS.910.SL.1.1, 2.4, 2.6, LAFS.910.L.3.6 LAFS.1112. SL.1.1, 2.4, 2.6, LAFS.1112. L.3.6	



Florida Department of Education  
Student Performance Standards

**Course Title:** Sport, Recreation, and Entertainment Marketing Management  
**Course Number:** 8827430  
**Course Credit:** 1

**Course Description:**

This course provides instruction for career sustaining level employment in the sport, recreation, and entertainment industry. The content includes applied skills related to the sport, recreation, and entertainment marketing functions and industries including employment skills required for success in sport, recreation, and entertainment and career planning as related to the sport, recreation, and entertainment industry.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
41.0 Apply economic principles to sport, recreation, and entertainment marketing – the student will be able to:	LAFS.910.RI.1.1-2, LAFS.1112.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
41.01 Examine role of the profit motive in the marketing of sports, recreation, and entertainment.	LAFS.910.RI.1.1-2, LAFS.1112.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
41.02 Explain role of sport, recreation, and entertainment marketing in the free enterprise system.	LAFS.910.RI.1.1-2, LAFS.1112.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
41.03 Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles.	LAFS.910.RI.1.1-2, LAFS.1112.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
41.04 Analyze relationship between economics and the sport, recreation, and entertainment industry.	LAFS.910.W.2.4, LAFS.910.W.1.1-2 LAFS.1112.W.2.4, LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
41.05	Describe the economic growth of the sport, recreation, and Entertainment industry, including its various contributions to the Gross National Product (GNP).	LAFS.910.L.3.6, LAFS.1112.L.3.6	
41.06	Analyze economic impact of sport, recreation, and entertainment programs on local, state, national, and international economies.	LAFS.910.L.3.6, LAFS.1112.L.3.6	
41.07	Describe revenue sources for financing sport, recreation, and entertainment projects.	LAFS.910.L.3.6, LAFS.1112.L.3.6	
41.08	Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).		
41.09	Explain the interdependence between: <ul style="list-style-type: none"> <li>Fans/Audience</li> <li>Team/Players/Event/Property</li> <li>Corporate partners/Sponsors of a successful sport, recreation, and/or entertainment event.</li> </ul>	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	
42.0	Explain the business structure of the sport, recreation, and entertainment marketing industry – the student will be able to:		
42.01	Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
42.02	Assess role of electronic commerce in sport, recreation, and/or entertainment marketing.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
42.03	Define national trade and international trade in terms of sport, recreation, and entertainment.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
43.0	Describe legal and ethical aspects of sport, recreation, and entertainment marketing industry – the student will be able to:		
43.01	Explain the term liability.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.02	Explain the term contract.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.03	Identify essential elements of contracts.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.04	Describe basic sport, recreation, and entertainment contracts.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.05	Explain expressed, implied, unilateral, and bilateral contracts.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.06	Explain importance of liability insurance.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.07	Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
43.08	Identify professional ethical issues related to sport, recreation, and	LAFS.910.SL.1.1,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
entertainment marketing.	LAFS.1112.SL.1.1	
43.09 Examine social responsibility and its relation to sport, recreation, and entertainment marketing.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
44.0 Explain methods of dealing with agents, personal managers, and labor unions – the student will be able to:		
44.01 Explain differences between an agent and a personal manager.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
44.02 Explain financial compensation options for agents.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
44.03 Identify the factors involved in selecting an agent and a personal manager.		
44.04 Identify agent’s role in pre-negotiations and endorsement contracts.	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
44.05 Examine the role of unions in sport, recreation, and entertainment marketing.	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
44.06 Identify unions relevant to sport, recreation, and entertainment marketing.	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
45.0 Apply market research to determine viability of proposed sport, recreation, and entertainment project or event – the student will be able to:	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
45.01 Describe the steps for developing a market research project.	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
45.02 Develop a market research project.	LAFS.910.RI.1.1-2, LAFS.1112.RI.1.1-2	
46.0 Design, plan, execute, and evaluate an event – the student will be able to:	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2, LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
46.01 Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.).	LAFS.910.W.2.4-6, LAFS.910.W.3.7-8, LAFS.1112.W.2.4-6, LAFS.1112.W.3.7-8	
46.02 Define event marketing and explain its objectives.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2, LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
46.03 Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2, LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
46.04 Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
	LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
46.05 Create a work plan that identifies necessary human and financial resources.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2 LAFS.910.W.2.4-6, LAFS.910.W.3.7-8 LAFS.1112.W.2.4-6, LAFS.1112.W.3.7-8	
46.06 Formulate a budget for an event.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2 LAFS.910.W.2.4-6, LAFS.910.W.3.7-8 LAFS.1112.W.2.4-6, LAFS.1112.W.3.7-8	
46.07 Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2 LAFS.910.W.2.4-6, LAFS.910.W.3.7-8 LAFS.1112.W.2.4-6, LAFS.1112.W.3.7-8	
46.08 Create an operational timeline of a sport, recreation, and/or entertainment event.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2 LAFS.910.W.2.4-6, LAFS.910.W.3.7-8 LAFS.1112.W.2.4-6, LAFS.1112.W.3.7-8	
46.09 Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.		
46.10 Implement a sport, recreation, and/or entertainment event.		
46.11 Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
46.12 Develop follow-up activities to recognize/thank participants.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
47.0 Develop a career plan for a sport, recreation, and entertainment marketing career – the student will be able to:		
47.01 Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.		
47.02 Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.2, LAFS.1112.W.1.1-2	
47.03 Identify barriers to employment and strategies to overcome them.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.2, LAFS.1112.W.1.1-2	
47.04 Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.2, LAFS.1112.W.1.1-2	
47.05 Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.	LAFS.910.W.3.7-9, LAFS.W.3.7-9	
47.06 Demonstrate how specific technology applications (i.e. internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry.		
47.07 Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field.		
47.08 Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio.	LAFS.910.SL.2.5, LAFS.1112.SL.2.5	
47.09 Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.	LAFS.910.SL.2.5, LAFS.1112.SL.2.5	

Florida Department of Education  
Student Performance Standards

**Course Title:** Sport, Recreation, and Entertainment Internship  
**Course Number:** 8827440  
**Course Credit:** 1

**Course Description:**

The Sport, Recreation, and Entertainment Internship course provides students with authentic learning experiences in which they demonstrate human relations, technical, communication, and career development skills through entry level employment in the financial services industry. Through hands-on project management, major tasks outlined in a training plan, mentors supervise student learning in specific skill attainment and professional development. Students earn high school credit and financial compensation.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
48.0 Perform critical job skills – the student will be able to:		
48.01 Apply literacy skills in technical reading, computing and calculating.		
48.02 Perform tasks as outlined in the individualized job performance skills plan.		
48.03 Maintain relevant employment documents.		
48.04 Sustain mentoring relationships in the workplace.		
48.05 Communicate in business settings by listening, writing, speaking and presenting with professional demeanor.		
48.06 Collaborate, communicate and interact utilizing technology.		
48.07 Offer alternative suggestions or solutions rather than simply rejecting others ideas.		
48.08 Contribute to team efforts by fulfilling responsibilities and valuing diversity.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
48.09 Explore networking opportunities through professional associations.		
48.10 Exercise proper judgment in decision making.		
48.11 Adapt to changing organizational environments with flexibility.		
48.12 Build a career portfolio reflecting experiences and skills gained during the internship.		
49.0 Display professional work habits – the student will be able to:		
49.01 Report as expected, on time, appropriately dressed and groomed and ready to work.		
49.02 Create a positive professional image through proper introductions, eye contact, and a firm handshake.		
49.03 Model acceptable work habits and conduct in the workplace as defined by company policy.		
49.04 Complete and follow through on tasks and take initiative as warranted.		
49.05 Respond to internal and external customers' needs and concerns.		
49.06 Practice business etiquette and social sensitivity in face to face interaction, on the telephone and the Internet.		
49.07 Build bridges between conflicting attitudes and ways of thinking.		
50.0 Demonstrate ethical behavior – the student will be able to:		
50.01 Compare business activities to professional standards.		
50.02 Show empathy, respect and support for others.		
50.03 Value confidentiality and privacy.		
50.04 Recognize sexual and cultural inappropriate behaviors.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Cooperative Education OJT  
**Course Number:** 8800410  
**Course Credit:** 1

**Course Description:**

This course provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service cluster.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
51.0 Perform designated job skills – the student will be able to:		
51.01 Perform tasks as outlined in the training plan.		
51.02 Demonstrate job performance skills.		
51.03 Demonstrate safety procedures on the job.		
51.04 Maintain appropriate records.		
51.05 Attain an acceptable level of productivity.		
51.06 Demonstrate appropriate dress and grooming habits.		
52.0 Demonstrate work ethics – the student will be able to:		
52.01 Follow directions.		
52.02 Demonstrate good human relations skills on the job.		
52.03 Demonstrate good work habits.		



<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
52.04 Demonstrate acceptable business ethics.		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Program Title:** International Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8839100
CIP Number	0252140101
Grade Level	9-12, 30, 31
Standard Length	4 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	43-3021 – Billing and Posting Clerks 43-5011 – Cargo and Freight Agents 11-2022 – Sales Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to enable students to explore and understand marketing practices in a global environment with respect to trade, global economics, and basic import/export principles.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of three occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8827110	Marketing Essentials	BUS ED 1	1 credit	43-3021	2	PA
	8839110	International Marketing 1	MKTG 1	1 credit		2	VO
B	8839120	International Marketing 2	MKTG MGMT @7 7G	1 credit	43-5011	2	VO
C	8839130	International Marketing 3	RETAILING @7 7G TC COOP ED @7 WHOLESALE 7G	1 credit	11-2022	3	VO

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth-Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8827110	**	**	**	**	**	**	**	**	**	**	**
8839110	**	**	**	**	**	**	**	**	**	**	**
8839120	**	**	**	**	**	**	**	**	**	**	**
8839130	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8839110	**	**	**	**	**	**	**
8839120	**	**	**	**	**	**	**
8839130	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

## **Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

## **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Demonstrate an understanding of global marketing and transportation.
- 08.0 Demonstrate comprehension of global trade.
- 09.0 Demonstrate an understanding of global economics.
- 10.0 Demonstrate an understanding of import and export basics.
- 11.0 Demonstrate an understanding of trade documentation.
- 12.0 Analyze global and economic issues.
- 13.0 Develop knowledge of government agencies administering trade regulations.
- 14.0 Demonstrate an understanding of global finance.
- 15.0 Demonstrate an understanding of the laws and regulations related to global marketing.
- 16.0 Discuss global marketing strategies.
- 17.0 Demonstrate an understanding of global advertising and promotion.
- 18.0 Demonstrate effective communication skills specific to global marketing.
- 19.0 Explain the concept and importance of entrepreneurship.
- 20.0 List the components of a business plan and understand how a business plan contributes to the success of an import/export business.
- 21.0 Prepare an introduction to a business plan for an import/export business.
- 22.0 Prepare an analysis of the trading country.
- 23.0 Prepare a market segment analysis.
- 24.0 Prepare an analysis of a potential location.
- 25.0 Prepare a description of the proposed organization of the selected business.
- 26.0 Prepare a description of the proposed products and/or services.
- 27.0 Prepare a proposed pricing policy.
- 28.0 Prepare a marketing strategy.
- 29.0 Develop a financial plan for an import/export business.
- 30.0 Demonstrate the uses of marketing-related software.
- 31.0 Apply a career plan to international marketing.



Florida Department of Education  
Student Performance Standards

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

**Course Description:**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.02 Define and discuss issues involving gender equity, disability, and age.	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.05 Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .	LAFS.910.SL.2.4, LAFS.1112.SL.2.4	
01.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.07 Maintain a professional personal appearance and attitude.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.08 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	
01.09 Demonstrate self-management, initiative, and multitasking.		
01.10 Explain the concepts of self-knowledge, self-esteem, and self-image.		
01.11 Demonstrate professional behavior and etiquette.		
01.12 Demonstrate respect for the opinions, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
01.13 Set personal and career goals and develop a plan of action to achieve those goals.		
01.14 Identify areas where personal and professional change and adjustment may be necessary.		
01.15 Demonstrate the ability to offer and to accept feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
01.16 Identify and practice stress management and relaxation techniques.		
01.17 Recognize the importance of maintaining confidentiality in business matters.		
01.18 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).		
01.19 Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
02.02 Demonstrate the ability to read and comprehend written communications.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.03 Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
02.04 Identify a variety of internal and external business communications utilized in the workplace.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.05 Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.06 Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	
02.07 Prepare and deliver a business-related presentation.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.08 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
02.09 Describe positive customer relations.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.10 Demonstrate conflict and dispute resolution techniques.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
02.11 Identify means of nonverbal communication.	LAFS.910.W.1.3 LAFS.1112.W.1.3	
02.12 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
02.13 Discuss methods of resolving customer complaints.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
02.14 Interpret business policies to customers/clients.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.15 Discuss the importance of providing clear directions, descriptions, and explanations.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
02.16 Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.17 Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
02.18 Identify types of computer applications and explain how these applications are used in business and marketing.		
03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
03.02 Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
fee withdrawals).		
03.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	
03.04 Demonstrate ability to make change correctly.	LAFS.910.W.3.8 LAFS.1112.W.3.8 LAFS.910.W.2.4 LAFS.1112.W.2.4	
03.05 Calculate tax, gratuity, commission, and miscellaneous charges.		
03.06 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
03.07 Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.	MAFS.912.S-IC.2.6	
03.08 Apply standard industry formulas to determine markup and markdown on merchandise.		
03.09 Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.		
03.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
03.11 Identify components of a break-even analysis.		
03.12 Compute and analyze a break-even point.		
04.0 Identify economic principles – the student will be able to:		
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
04.02 Explain the concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.03 Explain the concept of economic resources and the scarcity of resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.04 Explain the concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.05 Explain the concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
04.06 Explain the concept of price.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.07 Identify, compare, and contrast major types of economic systems.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.08 Explain the relationship between government and business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.09 Explain the concept of private enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.10 Explain the role of profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.11 Explain the concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.12 Explain the concept of competition and recognize the government regulations monitoring competition.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.13 Explain the concept of productivity and the factors of production needed to produce goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.14 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.15 Explain the function of the Federal Reserve Board.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.0 Identify marketing and business fundamentals – the student will be able to:	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.01 Define marketing and its benefits.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.02 Explain the purpose and scope of marketing in a free enterprise system.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.03 Identify and explain the four foundations of marketing and describe each marketing core function.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.04 Explain how each component of the marketing mix contributes to marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.05 Compare and contrast consumer and organizational markets.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.07 Describe how marketers use knowledge of the market to sell products.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
05.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8  MAFS.912.S-IC.2.3	
05.09 Explain marketing strategies and marketing concepts.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.10 Differentiate between mass marketing and market segmentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.11 Explain the importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.12 Explain the nature of channels of distribution.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising,	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
distribution).	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.14 Explain the “4 P’s” of marketing: price, place, promotion, and product.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.15 Define and analyze a target market.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.16 Discuss the roles e-Commerce and social networking play in the marketing of goods and services.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.17 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	
05.18 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.0 Identify effective selling techniques and procedures – the student will be able to:	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.		
06.03 Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.04 Handle different customer types and analyze how customers make buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
06.06 Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.		
06.07 Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

The purpose of this program is to enable students to explore and understand marketing practices in a global environment with respect to trade, global economics, and basic import/export principles.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.0 Demonstrate an understanding of global marketing and transportation – the student will be able to:		
07.01 Define the terms <i>international marketing</i> and <i>international trade</i> .		
07.02 Discuss the importance of global marketing to the individual consumer and his/her country of residence with an emphasis on cultural differences.		
07.03 Identify the major global trade regions.		
07.04 Explain the purpose of global trade agreements.		
07.05 Discuss the opportunities available in global business.		
07.06 Explain why an understanding of geography, culture, history, world market potential, and global economic, social, and political trends is necessary for success in global marketing.		
07.07 Describe how cultural and technological characteristics can link or divide regions.		
07.08 Explain the importance of market research in determining cultural and economic development.		
07.09 Discuss licensing agreements and cartels.		
08.0 Demonstrate comprehension of global trade – the student will be able to:		



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.01 Define <i>global trade</i> .		
08.02 Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.		
08.03 Outline the advantages and disadvantages of a protectionist policy.		
08.04 Identify possible solutions to the problem of meeting foreign competition.		
08.05 Distinguish between imports and exports.		
08.06 Discuss the financial interdependence of nations.		
08.07 Explain the advantages and disadvantages of global trade.		
08.08 Discuss the factors that led to increased international interdependence and the basic concepts associated with trade between nations.		
08.09 Define the major agreements governing international trade: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU), ASEAN Free Trade Area (AFTA), and Southern Common Market (Mercosur).		
08.10 Discuss the U.S. Balance of Trade.		
08.11 Discuss how government taxes, policies, and programs affect individuals, groups, businesses, and countries.		
08.12 Define <i>trade, tariff, quota, voluntary export restraints, embargo, most favored nation status, foreign trade zones, dumping, kickbacks, International Monetary Fund (IMF)</i> .		
08.13 Discuss the role of the World Trade Organization (WTO).		
09.0 Demonstrate an understanding of global economics – the student will be able to:		
09.01 Describe the role of global trade.		
09.02 Explain the economic terms associated with global trade.		
09.03 Discuss the economic systems of other countries.		
09.04 Identify potential barriers to international trade.		
09.05 Profile the economic structure of a foreign nation.		
09.06 Discuss events and issues relevant to global economics.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.0 Demonstrate an understanding of import and export basics – the student will be able to:		
10.01 Identify the differences and similarities between domestic and international business.		
10.02 Explain the reasons for exporting and importing.		
10.03 Describe the exporting process.		
10.04 Describe the importing process.		
10.05 Explain global data.		
10.06 Identify global business resources.		
10.07 Explain the need for overseas business travel.		
11.0 Demonstrate an understanding of trade documentation – the student will be able to:		
11.01 Identify the documents necessary for exporting.		
11.02 Identify the documents necessary for importing.		
11.03 Practice calculations using the metric system.		
11.04 Discuss the flow of documentation.		
11.05 Prepare trade documentation.		
11.06 Describe export and commercial licensing.		
11.07 Explain the documentation required for letters of credit.		
11.08 (Optional) Prepare the following documents: export packing list, <i>pro forma</i> invoice / commercial invoice, Shipper’s Export Declaration, Certification of Origin, bill of lading, customs entry forms, consular invoices, insurance documentation, damaged goods claim report.		
12.0 Analyze global and economic issues – the student will be able to:		
12.01 Analyze characteristics of the global economy.		
12.02 Compare and contrast global business opportunities.		
12.03 Analyze scenarios to determine how trade barriers work.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.04 Analyze the role of the Internet in promoting international trade.		
13.0 Develop knowledge of government agencies administering trade regulations – the student will be able to:		
13.01 Explain the role of the Department of Treasury.		
13.02 Explain the role of the U.S. Customs Service.		
13.03 Explain the role of the Department of Commerce.		
13.04 Explain the role of the Bureau of Export Administration.		
13.05 Explain the role of the International Trade Administration.		
13.06 Explain the role of Eximbank.		

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

The purpose of this course is to develop competencies regarding international marketing, transportation, finance, laws and regulations, and communications.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
14.0 Demonstrate an understanding of global finance – the student will be able to:		
14.01 Explain the basic concepts of global finance.		
14.02 Identify foreign currency and exchange rates.		
14.03 Describe methods of global payment and finance.		
14.04 Discuss the importance of global finance to global trade.		
14.05 List the types of financial institutions involved in global trade.		
14.06 Analyze the effects of fluctuating exchange rates.		
14.07 Profile the financial system of a foreign nation.		
14.08 Analyze current events and issues relevant to global finance.		
14.09 Explain the concepts of <i>letter of credit</i> and <i>bill of exchange</i> .		
14.10 Explain barter, compensation deals, counter purchase, and buy-back as types of countertrades.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
14.11 Describe the major types of financial risk (commercial, political, foreign-exchange).		
14.12 Describe the major ways to minimize potential financial risk (hedging, foreign-exchange options, European Currency Unit).		
15.0 Demonstrate an understanding of the laws and regulations related to global marketing – the student will be able to:		
15.01 Explain the laws regulating exports.		
15.02 Explain the laws regulating imports.		
15.03 Explain intellectual property rights protection.		
15.04 Explain the basic legal concepts of the Uniform Commercial Code.		
15.05 Explain the basic legal concepts pertaining to the international sale of goods.		
16.0 Discuss global marketing strategies – the student will be able to:		
16.01 Describe the importance of designing quality products to meet customer needs and advancing technology.		
16.02 Explain the importance of cost containment, customer satisfaction, and after-sale support.		
17.0 Demonstrate an understanding of global advertising and promotion – the student will be able to:		
17.01 Analyze the advantages and disadvantages of centralized and decentralized advertising.		
17.02 Discuss the importance of global market segmentation and promotion.		
17.03 Explain how language barriers affect communication.		
17.04 Discuss the impact of cultural diversity on global advertising.		
17.05 Explain the importance of media availability, coverage, and effectiveness.		
18.0 Demonstrate effective communication skills specific to global marketing – the student will be able to:		
18.01 Explain how methods of communication differ on a global scale.		
18.02 Identify the communication modes used to facilitate global trade.		
19.0 Explain the concept and importance of entrepreneurship – the student will be able to:		
19.01 Define <i>entrepreneurship</i> and <i>entrepreneur</i> .		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.02 Differentiate between a product-based and a service-based business.		
19.03 Discuss the role of the entrepreneur in the global community.		
19.04 Identify the opportunities and risks involved in ownership of an import/export business.		
19.05 Discuss the role of the entrepreneur in promoting ethical business practices and relationships.		
19.06 List the components of a business plan.		
19.07 Identify how a business plan contributes to the success of a business.		
19.08 Determine the advantages and disadvantages of entrepreneurship.		
19.09 Discuss entrepreneurship as a career choice.		
19.10 Evaluate personal entrepreneurial potential.		

**Florida Department of Education  
Student Performance Standards**

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

**Course Description:**

The purpose of this course is to provide instruction for the career-sustaining level employment in the industry. The content includes applied skills related to international marketing functions, employment skills required for success in international marketing, career planning, and entrepreneurship as related to an international market.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
20.0 List the components of a business plan and understand how a business plan contributes to the success of an import/export business – the student will be able to:		
20.01 Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).		
20.02 Discuss the importance of a business plan in developing a business idea and evaluating success.		
20.03 Select the data/graphics, maps, and diagrams to be included in the business plan.		
20.04 Utilize current technology to develop a business plan.		
21.0 Prepare an introduction for a business plan for an import/export business – the student will be able to:		
21.01 Identify and describe the type of import/export business.		
21.02 Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.		
21.03 Create a business philosophy pertaining to the operation of the business and the expected attitude toward customers, employees, and competitors.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
21.04 Compose a description of the product/service and the advantages and benefits the product/service will provide customers.		
21.05 Predict why the business will be successful.		
22.0 Prepare an analysis of the trading country – the student will be able to:		
22.01 Analyze the trading country with respect to geographic, demographic, and economic data.		
22.02 Assess the competition and the effects of seasonal fluctuations.		
22.03 Analyze the projected growth of the trading country.		
23.0 Prepare a market segment analysis – the student will be able to:		
23.01 Analyze the target market by geographical area, demographics, lifestyle, and product benefits.		
23.02 Explain the importance of market segmentation.		
23.03 Describe customer buying behavior related to the proposed business.		
23.04 Profile potential customers.		
24.0 Prepare an analysis of a potential location – the student will be able to:		
24.01 Evaluate appropriate business locations based on availability, cost, traffic patterns, accessibility, and proximity to the competition and shipping facilities.		
24.02 Research the cultural, financial, career and technical, age, and mobility characteristics of inhabitants of potential locations.		
24.03 Describe the market trends affecting potential locations.		
24.04 Determine the advantages and disadvantages of different types of business locations.		
24.05 Determine the steps involved in selecting a specific business site.		
25.0 Prepare a description of the proposed organization of the selected business – the student will be able to:		
25.01 Determine the type of ownership best suited to business situation.		
25.02 Identify the steps involved in the formation of a business.		
25.03 Outline the steps in the employee hiring process.		
25.04 Prepare an organizational chart.		



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
25.05 Create job descriptions for identified positions.		
26.0 Prepare a description of the proposed products and/or services – the student will be able to:		
26.01 Summarize details of the products/services to be offered.		
26.02 Identify potential suppliers/manufacturers.		
26.03 Develop an inventory policy, if applicable.		
26.04 Identify the supplies necessary for operation of the business.		
26.05 Compose and develop a customer profile.		
26.06 Evaluate the importance of determining a product policy.		
27.0 Prepare a proposed pricing policy – the student will be able to:		
27.01 Identify costs and proposed markups.		
27.02 Explain the relationship to competitors.		
27.03 Evaluate the importance of determining a priceline.		
27.04 Define and describe <i>profit margin</i> .		
27.05 Determine how to compute profit margin.		
27.06 Identify pricing incentive options.		
27.07 Describe pricing strategy choices.		
28.0 Prepare a marketing strategy – the student will be able to:		
28.01 Determine an appropriate image.		
28.02 Select a promotional mix for the business.		
28.03 Establish promotional objectives for the business.		
28.04 Identify the methods of promotion to be used by comparing and contrasting costs versus benefits.		
28.05 Develop an advertising plan; identify the types and costs of media to be used.		
28.06 Develop a promotional plan; include sales promotion.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
28.07 Develop ideas for obtaining publicity for the business.		
28.08 Write a press release.		
28.09 Plan a website for the business.		
28.10 Discuss the importance of the Internet in marketing products/services globally.		
28.11 Identify the role of customer service.		
28.12 Discuss the role of selling in an import/export business.		
29.0 Develop a financial plan for an import/export business – the student will be able to:		
29.01 Estimate the dollar amount required to open an import/export business.		
29.02 Compare available funding sources; identify the amount of personal financial commitment required.		
29.03 Complete a loan application.		
29.04 Prepare a plan to repay borrowed funds or to provide a return on investment to equity funds.		
29.05 Project monthly and annual business income for the first year of operation.		
29.06 Estimate monthly and annual cash flow for the first year of operation.		
29.07 Calculate the sales volume required for profitability during the first year of operation.		
29.08 Prepare a statement of opening assets, liabilities, and net worth.		
29.09 Prepare a cash flow projection for a simulated import/export business.		
29.10 Prepare a five-year financial plan.		
29.11 Develop a summary of key points for supporting financial requests.		
30.0 Demonstrate the uses of marketing-related software – the student will be able to:		
30.01 Perform data entry procedures.		
30.02 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open-to-buy, pricing, invoicing).		
30.03 Perform marketing spreadsheet data entry and output procedures.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
30.04 Analyze a marketing spreadsheet in a decision-making situation.		
30.05 Design and prepare an advertising brochure.		
30.06 Discuss the importance of e-mail, fax, and online services to an import/export business.		
31.0 Apply a career plan to international marketing – the student will be able to:		
31.01 Develop a plan for pursuing a specific career in international marketing; include training and educational requirements, skills and abilities, and steps for reaching career goals.		
31.02 Demonstrate the competencies required for career-sustaining and mid-level management positions in international marketing.		
31.03 Demonstrate specific technology applications related to the selected international marketing career plan.		
31.04 Develop forms of documentation for inclusion in a career portfolio for international marketing.		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If

needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

**Florida Department of Education  
Curriculum Framework**

**Program Title:** Customer Service Representative  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**Secondary – Career Preparatory**

Program Number	8848100
CIP Number	0252041100
Grade Level	9-12, 30, 31
Standard Length	4 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	43-2011 – Switchboard Operators, Including Answering Service 41-9041 – Telemarketers 43-4051 – Customer Service Representatives 43-1011 – First-Line Supervisors of Office and Administrative Support Workers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in customer service occupations (e.g., customer service representative, customer service consultant, customer service agent, customer care manager). The program is designed to prepare students for employment in entry-level positions involving customer service activities.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of four occupational completion points

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8848110	Customer Service Representative 1	ADVR PROM 7 G	1 credit	43-2011	2	VO
B	8848120	Customer Service Representative 2	BANK FINC @7 7G	1 credit	41-9041	2	VO
C	8848130	Customer Service Representative 3	BUS ED 1 @2	1 credit	43-4051	2	VO
D	8848140	Customer Service Representative 4	HOTEL TRNG 7 G INSURANCE 7 G MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G TRANSPORT 7G WHOLESALE @7 7 G	1 credit	43-1011	2	VO

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

### **Florida Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

### **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.



## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Identify and classify customer services.
- 02.0 Demonstrate technology literacy related to customer service.
- 03.0 Describe and demonstrate the human relations skills necessary for success in customer service.
- 04.0 Demonstrate the communication skills necessary for success in customer service.
- 05.0 Identify and define the terminology applicable to customer service operations.
- 06.0 Describe the duties and responsibilities of a call center representative.
- 07.0 Describe and perform telephone activities applicable to customer service.
- 08.0 Identify customer service activities.
- 09.0 Demonstrate job seeking and employability skills.
- 10.0 Develop a plan for a career in customer service.
- 11.0 Describe the leadership and organizational skills necessary for success in customer service.
- 12.0 Utilize effective techniques and procedures for selling customer services.
- 13.0 Demonstrate basic math operations relevant to customer services.
- 14.0 Demonstrate an understanding of a client's business policies and procedures.
- 15.0 Demonstrate the budget operations relevant to customer services.
- 16.0 Demonstrate the human relations skills necessary for hiring individuals in customer service occupations.
- 17.0 Demonstrate the ability to communicate skillfully.
- 18.0 Demonstrate an awareness of management functions and organizational structures.
- 19.0 Demonstrate an understanding of basic contractual obligations.
- 20.0 Demonstrate the ability to train others in keyboarding and the use of general office equipment.
- 21.0 Demonstrate the ability to perform supervisory/management functions.
- 22.0 Develop a plan for a career in management.
- 23.0 Analyze the impact of government regulations and community involvement on management decisions.
- 24.0 Operate computers and other equipment appropriate to marketing and managing customer services.
- 25.0 Demonstrate an understanding of business ownership.

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Customer Service Representative 1  
**Course Number:** 8848110  
**Course Credit:** 1

**Course Description:**

This course provides instruction in the basic principles of customer service: the identification and classification of customer service, technology literacy related to customer service, the human relations, leadership, organization, and communication skills necessary for success in the customer service industry, and the terminology applicable to customer service.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Identify and classify customer services – the student will be able to:		
01.01 Define <i>customer</i> , <i>customer service</i> , and <i>quality</i> .		
01.02 Explain the nature of quality customer/client relations.		
01.03 Demonstrate the ability to handle customer inquiries and complaints.		
01.04 Demonstrate the ability to handle difficult customers.		
01.05 Explain company policies to customers/clients.		
01.06 Classify customer services according to the nature and characteristics of the activity.		
01.07 Demonstrate competence in resolving customer problems (e.g., clarify, explain policies/procedures, come to a consensus).		
01.08 Explain the importance of stress management as it relates to job performance.		
02.0 Demonstrate technology literacy related to customer service – the student will be able to:		
02.01 Identify the types of technology, systems, and software used in customer service.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.02 Describe the technological applications used in customer service (e.g., file management, email management).		
02.03 Discuss ethical issues involving the use of technology, employer/employee relationships, and customers.		
02.04 Demonstrate keyboarding proficiency and the ability to enter and manipulate text and data.		
02.05 Use word processing software to create documents.		
02.06 Explain the relationship between database management and call centers.		
02.07 Employ current and emergent computer technology and software to perform tasks related to customer service.		
02.08 Demonstrate the use of electronic communication and networking systems (e.g., fax, email, voicemail, Internet).		
02.09 Research current and emergent telecommunications systems.		
02.10 Analyze situations in which technology positively or negatively impacts customer service.		
03.0 Describe and demonstrate the human relations skills necessary for success in customer service – the student will be able to:		
03.01 Model punctuality, initiative, courtesy, loyalty, honesty, respect, responsibility, fairness, and trustworthiness.		
03.02 List acceptable health and grooming habits.		
03.03 Explain the importance of adhering to absentee and tardy policies.		
03.04 Exhibit the ability to collaborate with others.		
03.05 Discuss and develop the human relations skills essential for success and progress in customer service occupations.		
03.06 Model empathy, compassion, caring, enthusiasm, integrity, a positive attitude, self-motivation, and responsible behavior.		
03.07 Demonstrate orderly and systematic behavior and follow the chain of command.		
03.08 Explain the importance of working effectively with people from diverse backgrounds.		
03.09 Demonstrate the ability to maintain a professional demeanor toward co-workers and customers.		
03.10 Demonstrate conflict and dispute resolution techniques.		
03.11 Demonstrate the techniques used to persuade and convince others.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.12 Explain the importance of self-management under minimum direction/supervision.		
03.13 Describe scenarios related to customer service.		
03.14 Describe the importance and benefits of time management.		
03.15 Prepare a time management analysis.		
03.16 Use a personality inventory for personal improvement.		
03.17 Utilize feedback for personal and professional growth.		
03.18 Demonstrate the ability to adapt to change.		
03.19 Exhibit corporate and professional etiquette.		
04.0 Demonstrate the communication skills necessary for success in customer service – the student will be able to:		
04.01 Demonstrate the ability to greet and assist visitors and clients in a professional manner.		
04.02 Demonstrate appropriate use of grammar, vocabulary, diction, and body language to deliver professional customer service.		
04.03 Identify appropriate conversation for work-related settings.		
04.04 Model professional vocabulary appropriate to a work environment.		
04.05 Demonstrate the ability to communicate in diverse settings.		
04.06 Demonstrate the ability to interact with customers, co-workers, and supervisors in a logical, clear, understandable, and effective manner.		
04.07 Describe and demonstrate the listening, speaking, and non-verbal skills necessary to determine customer needs.		
04.08 Identify major barriers to listening; demonstrate techniques to overcome those barriers.		
04.09 Explain the importance of using a pleasant tone of voice, smiling, making eye contact, maintaining proper posture, listening, being prepared to answer questions, using the customer’s name, handling customer complaints, and thanking the customer.		
04.10 Demonstrate the ability to avoid defensive responses to customers/clients and co-workers.		
04.11 Monitor written, oral, and electronic sources of information and materials relevant to delivering accurate customer service.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.0 Identify and define the terminology applicable to customer service operations – the student will be able to:		
05.01 Identify and define commonly used customer service terms (e.g., credit, adjustments, complaints, delivery service, internal customers, external customers).		
05.02 Identify and record customer service data.		
06.0 Describe the duties and responsibilities of a call center representative – the student will be able to:		
06.01 Identify different types of call centers.		
06.02 Discuss the role of a customer service specialist.		
06.03 Identify the benefits of customer service.		
06.04 Identify reasons for providing customer service.		
06.05 Describe the customer service mindset.		
06.06 Identify the factors to consider when deciding which customer services to provide.		
06.07 Compare various types of customer service (e.g., mass market, department store, specialty).		
06.08 Explain the importance of good customer service relations to a business.		
06.09 Describe the importance of possessing adequate knowledge of services and products to perform customer service tasks.		
06.10 Demonstrate methods of communicating with customers to identify their needs, problems, and expectations.		
06.11 Discuss the importance of accuracy, efficiency, and follow through when dealing with customers.		
06.12 Identify major areas of customer complaints (e.g., product, personnel, business).		
06.13 List the tangible and intangible costs of complaints to both the salesperson and business.		
06.14 Explain how to handle and document customer inquiries/complaints.		
06.15 Identify the types of resources used to resolve problems and satisfy the needs of customers.		
06.16 Identify types of difficult customers (e.g., disagreeable, domineering/superior, suspicious, slow/methodical, dishonest).		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.17 Explain procedures for handling difficult internal and external customers.		
06.18 Identify actions that typically lead to customer satisfaction.		
06.19 Identify the ways customer service affects a company's success.		
06.20 Identify the ways that the reputation of a business is influenced by customer satisfaction.		
06.21 Demonstrate an understanding of courtesy.		
07.0 Describe and perform telephone activities applicable to customer service – the student will be able to:		
07.01 Demonstrate techniques to make a positive first impression or to continue a positive relationship using the telephone (e.g., vocabulary, voice quality and tone, grammar, courteousness, rapport).		
07.02 Demonstrate techniques for placing, answering, screening, holding and directing telephone calls.		
07.03 Identify and demonstrate procedures for recording and relaying accurate messages.		
07.04 Explain the procedures for dealing with an obscene telephone call.		
07.05 Identify the components of a customer service call.		
07.06 Demonstrate use of the telephone as a customer service tool to gather, receive, record, and convey accurate and complete information in a professional and courteous manner.		
07.07 Demonstrate active listening skills.		
07.08 Demonstrate the ability to organize ideas and communicate messages appropriate to the listener and situation.		
07.09 Review the guidelines used to inform customers of order receipt, prices, shipping date, and delays.		
07.10 Describe and demonstrate a positive and caring telephone voice.		
07.11 Demonstrate techniques for handling an irate or upset caller.		
07.12 Model the impact of facial expression on tone of voice.		
07.13 Explain the importance of maintaining a telephone log.		
07.14 Demonstrate the ability to maintain a telephone log accurately and in accordance with defined procedures.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.15 Demonstrate the ability to access voicemail and record information accurately and neatly.		
07.16 Demonstrate the ability to retrieve messages from an answering machine and record information accurately and neatly.		
07.17 Practice logging in and out of a telephone system.		
08.0 Identify customer service activities – the student will be able to:		
08.01 Demonstrate appropriate customer greetings.		
08.02 Describe how an employee represents the firm to customers.		
08.03 Explain the techniques used to balance responsive telephone service with in-store service.		
08.04 Demonstrate the ability to determine the customer's need for specific types of product support and customer services.		
08.05 Discuss the importance of suggestive selling of complementary goods and services.		
08.06 Demonstrate knowledge of the customer services offered by selected marketing organizations.		
08.07 Demonstrate the ability to overcome objections.		
08.08 Explain the role of customer mailing lists in the customer service industry.		
08.09 Demonstrate closing a transaction and thanking the customer.		
08.10 Explain methods of observation that can be used to obtain a customer's surname.		
08.11 Discuss the importance of customer follow-up; include those instances when writing a thank you note could be appropriate.		
08.12 Describe techniques for listening to, identifying, and satisfying the customer' needs/wants/problems.		
08.13 Explain techniques for determining customer merchandise/service interests.		
08.14 Discuss techniques for recognizing and responding to customer preferences.		
08.15 Explain the importance of product knowledge, features, and benefits to successful cross-selling.		
08.16 Demonstrate the ability to obtain customer commitment.		
08.17 Model methods of resolving customer complaints.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
08.18 Discuss the importance of assisting customers in the location of desired items.		
08.19 List the abilities and qualities customers expect in a customer service associate.		
09.0 Demonstrate job seeking and employability skills – the student will be able to:		
09.01 Identify the resources used in a job search.		
09.02 Identify the job application process; research the company prior to applying or interviewing.		
09.03 Locate company websites.		
09.04 Identify the documentation required to seek and obtain employment.		
09.05 Discuss the importance of drug testing and criminal background checks.		
09.06 List the documents completed by an employee for payroll and eligibility purposes.		
09.07 Arrange for and/or obtain personal and professional references.		
09.08 Prepare a professional résumé (traditional and digital).		
09.09 Prepare a letter of interest (letter of application) for a customer service position		
09.10 Read and accurately complete job application forms for customer service positions.		
09.11 Participate in a job interview scenario by roleplaying as an interviewer and an applicant.		
09.12 Demonstrate methods for handling illegal interview and application form questions.		
09.13 Compose a set of questions to ask of an interviewer.		
09.14 Participate in pre-employment testing (e.g., simulations, telephone interview, telephone screening).		
09.15 Conduct an interview follow-up.		
09.16 List the procedures to follow when accepting an employment offer.		
09.17 Illustrate an understanding of the appropriate techniques to use when changing jobs.		
09.18 Describe appropriate methods for resigning from a position.		



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
09.19 Identify reasons for termination.		
09.20 Prepare a letter of resignation.		
09.21 Identify and demonstrate appropriate responses to feedback from supervisors.		
09.22 Identify and demonstrate acceptable work habits.		
09.23 Demonstrate acceptable health and hygiene habits.		
09.24 Discuss examples of company standards, policies, and procedures.		
09.25 Explain the importance of following accepted rules, regulations, policies, and workplace safety guidelines.		
09.26 Describe the importance of producing quality work and meeting performance standards.		
09.27 Describe the implications of racial, ethnic, regional, educational, social, and age differences.		
09.28 Demonstrate attitudes and behaviors that eliminate stereotyping, gender bias, and recognize the value of cultural diversity.		
09.29 Demonstrate the ability to work as a team member.		
09.30 Demonstrate a strong work ethic and a positive attitude.		
09.31 Recognize the importance of the efficient use of materials and space.		
09.32 Demonstrate an understanding of ethical business practices.		
09.33 Explain the importance of confidentiality in the workplace concerning any written, oral, or digitally transmitted information pertaining to personnel, customers, or materials.		
09.34 Obtain letters of reference summarizing work/volunteer experiences.		
10.0 Develop a plan for a career in customer service – the student will be able to:		
10.01 Discuss the advantages and disadvantages of working in the customer service field.		
10.02 Identify the personal qualities necessary for success as a customer service representative.		
10.03 Research customer service occupations.		
10.04 Diagram a career path for the customer service associate.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
10.05 Write a job description for a customer service associate.		
10.06 Identify the educational requirements and work experience needed for a customer service associate.		
10.07 Identify personal qualities and skills necessary for job enhancement and career development in a customer service field.		
10.08 Develop appropriate documentation to include in a career portfolio.		

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Customer Service Representative 2  
**Course Number:** 8848120  
**Course Credit:** 1

**Course Description:**

This course provides instruction concerning the duties and responsibilities of a customer service specialist, the telephone activities performed by a customer service representative, customer relations activities, job seeking and employability skills, and the development of a career plan for a career in customer service.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
02.0 Demonstrate technology literacy related to customer service – the student will be able to:		
02.11 Demonstrate computer literacy by producing documents utilizing database and spreadsheet software.		
02.12 Employ reference materials such as online help, vendor bulletin boards, tutorials, and manuals available for application software.		
02.13 Employ computer networks (e.g., Internet, online databases, email) to facilitate learning and communication.		
04.0 Demonstrate the communication skills necessary for success in customer service – the student will be able to:		
04.12 Demonstrate techniques for writing letters and memorandums appropriate to a particular audience (e.g., management, customers, coworkers, manufacturers).		
04.13 Compose professional emails and business letters.		
04.14 Demonstrate effective probing skills.		
06.0 Describe the duties and responsibilities of a call center representative – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
06.22 Identify potentially difficult customers and the strategies to meet their needs.		
06.23 Explain the differences between consumer rights and business responsibilities.		
06.24 Explain the differences between internal and external customers (e.g., productivity, motivation, commitment, stress management, order taking, handling routine inquiries and application questions, problem solving).		
06.25 Exhibit how to interpret policies to internal and external customers.		
06.26 Demonstrate sensitivity to internal and external customer needs.		
06.27 Classify customer services according to the nature and characteristics of an activity.		
06.28 Classify customer services as <i>primary/essential</i> or <i>secondary/optional</i> .		
06.29 Review methods to resolve customer problems through clarifying, explaining policies/procedures, and coming to a consensus.		
06.30 Analyze the relationship between public relations and marketing.		
06.31 Demonstrate the methods used to initiate and maintain client account records.		
06.32 Prepare statements for clients.		
07.0 Describe and perform telephone activities applicable to customer service – the student will be able to:		
07.18 Assume accountability for the services provided during customer service calls.		
07.19 Maintain a file of addresses and telephone numbers.		
08.0 Identify customer service activities – the student will be able to:		
08.26 Discuss the importance of changing displays to maintain customer interest.		
08.27 Explain the concepts of market segmentation and niche marketing.		
11.0 Describe the leadership and organizational skills necessary for success in customer service – the student will be able to:		
11.01 Describe the qualities of an effective leader.		
11.02 Describe different types of leadership.		
11.03 Identify and utilize the planning process.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
11.04 Outline the steps utilized in problem resolution when dealing with customers.		
11.05 Outline and apply the steps used in decision-making when dealing with customers.		
11.06 Work cooperatively with others to achieve organizational goals.		
11.07 Describe the role of the vision and mission statement in a customer service organization.		
11.08 Explain how innovation and efficiency impact a customer service organization.		
11.09 Display the ability to adjust one's behavior to a situation; listen and respond appropriately.		
11.10 Model personal responsibility for the welfare of others.		
11.11 Model professional techniques for shaking hands.		
12.0 Utilize effective techniques and procedures for selling customer services – the student will be able to:		
12.01 Demonstrate how to increase total sales volume by selling complementary goods or services.		
12.02 Demonstrate knowledge of the customer services offered by selected marketing organizations.		
12.03 Demonstrate the ability to determine a customer's need for specific types of product support services.		
12.04 Explain the <i>value added</i> concept as it applies to customer services.		
12.05 Demonstrate and evaluate one's ability to overcome objections.		
12.06 Demonstrate the ability to identify and satisfy a customer's needs/wants/problems.		
12.07 Evaluate one's ability to obtain customer commitment.		
12.08 Identify and demonstrate cross-selling techniques.		
12.09 Explain the concept of <i>product</i> as a component of the marketing mix.		
12.10 Explain the relationship between economic utilities and customer services.		
13.0 Demonstrate basic math operations relevant to customer services – the student will be able to:		
13.01 Perform basic computational operations.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.02 Solve work-related problems using whole numbers, fractions, decimals, ratios, and percentages.		
13.03 Operate a 10-key keypad.		
14.0 Demonstrate an understanding of a client's business policies and procedures – the student will be able to:		
14.01 Identify the client's mission and objectives.		
14.02 Identify the client's business type.		
14.03 Identify customer service guidelines.		
14.04 Identify the procedure for logging in and out of the client's system.		
14.05 Identify correct screen management techniques.		
14.06 Identify the codes for different procedures.		
14.07 Identify data entry guidelines; include procedures for editing and correcting errors.		
14.08 Identify the procedure to obtain assistance (e.g., help desk, online assistance).		
14.09 Demonstrate the ability to receive and process calls according to the client's guidelines.		
14.10 Practice taking orders and processing requests.		

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Customer Service Representative 3  
**Course Number:** 8848130  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to provide students with the competencies required for employment at the career specialist level in the customer service industry.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

<b>CTE Standards and Benchmarks</b>		<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
15.0	Demonstrate the budget operations relevant to customer services – the student will be able to:		
15.01	Demonstrate correct procedures for handling major types of sales transactions.		
15.02	Reconcile a customer account.		
15.03	Develop a group work schedule and calculate the required budget to implement the schedule for a week, a month, and a year.		
15.04	Adjust monthly and yearly schedules and budgets to reflect business variations (e.g., seasonal, increase/decrease in sales).		
16.0	Demonstrate the human relations skills necessary for hiring individuals in customer services occupations – the student will be able to:		
16.01	Identify the benefits of professional staff development (e.g., workshops, conferences, coursework, membership in professional organizations).		
16.02	Explain the need for employee evaluations, describe the procedures used in the evaluation process, and identify the consequences of positive and negative performance appraisals.		
16.03	Describe the methods used to compensate employees (e.g., wages, salary, commission).		
16.04	Practice accurately answering call center representative questions pertaining to policies, procedures, and systems.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
16.05 Practice guiding call center representatives through reference materials.		
16.06 Practice monitoring and providing coaching and feedback to call center representatives.		
16.07 Identify a variety of action plans to train new hires.		
17.0 Demonstrate the ability to communicate skillfully – the student will be able to:		
17.01 Express oneself in a concise, timely, and professional manner both orally and in writing.		
17.02 Demonstrate effective probing skills.		
17.03 Demonstrate the impact of effective communication on a business decision.		
18.0 Demonstrate an awareness of management functions and organizational structures – the student will be able to:		
18.01 Identify the different levels of management.		
18.02 Identify, compare, and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, franchise) and other organizational structures (e.g., nonprofit organizations, government agencies).		
18.03 Compare and contrast the legal procedures and processes involved when establishing business ownership (e.g., sole proprietorships, partnerships, limited partnerships, joint ventures, limited partnership associations, registered partnerships with limited liability, limited liability companies [LLC], corporations, franchises).		
18.04 Compare and contrast the advantages and disadvantages of each type of business ownership based on complexity and the risk of legal procedures and processes.		
18.05 Demonstrate knowledge of procedures, systems, and reference materials.		
19.0 Demonstrate an understanding of basic contractual obligations – the student will be able to:		
19.01 Demonstrate an understanding of contractual relationships.		
19.02 Explain how an offer and acceptance can create contractual rights and duties.		
19.03 Identify people who lack contractual capacity.		
19.04 Describe <i>breach of contract</i> and the remedies available when a contract is breached.		
19.05 Define an agency relationship and list the ways agency relationships are created.		



<b>CTE Standards and Benchmarks</b>	<b>FS-M/LA</b>	<b>NGSSS-Sci</b>
19.06 Identify which applicants can be asked to participate in testing (e.g., aptitude, psychological, polygraph, drug).		
20.0 Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:		
20.01 Apply formatting principles.		
20.02 Obtain and transmit credit information.		
20.03 Perform basic computer operations.		
21.0 Demonstrate the ability to perform supervisory/management functions – the student will be able to:		
21.01 Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.		
21.02 Identify factors of strategic planning and define the role of strategic planning in a business environment.		
21.03 Demonstrate project management skills.		
21.04 Prepare training materials or update existing materials.		
21.05 Dramatize appropriate handling of elevated customer calls.		
21.06 Demonstrate ways to support team members to achieve professional individual and team goals.		
21.07 Identify relevant management information based on existing records.		
21.08 Identify information at various decision-making levels.		
21.09 Identify appropriate applications for computer usage.		
21.10 Identify the administrative tasks that are the responsibility of the customer care coach.		
22.0 Develop a plan for a career in management – the student will be able to:		
22.01 Discuss the advantages and disadvantages of working in the management field.		
22.02 Identify the personal qualities necessary for success in management.		
22.03 Research management-related occupations.		
22.04 Diagram a career path for a management-level position.		
22.05 Write a job description for a management-level position.		

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
22.06 Identify the educational and work experience requirements for a management position.		
22.07 Identify the personal qualities and skills necessary for job advancement and career development in management.		
22.08 Develop documents to include in a professional career portfolio.		

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Customer Service Representative 4  
**Course Number:** 8848140  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to provide students with the skills and knowledge required for supervisory level and mid-management level employment in the customer service industry.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
 NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: FS-M/LA and NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
12.0 Utilize effective techniques and procedures for selling customer services – the student will be able to:		
12.11 Develop a written feature-benefit analysis sheet for a specified customer service.		
12.12 Effectively critique a sales demonstration involving customer services.		
12.13 Demonstrate effective suggestive selling techniques to solve client problems.		
12.14 Develop an action plan to improve call center representative sales performance.		
13.0 Demonstrate basic math operations relevant to customer services – the student will be able to:		
13.04 Complete an invoice and purchase order form.		
13.05 Calculate discount rates, due dates, and payment amounts.		
13.06 Read charts and graphs.		
13.07 Post debits and credits.		
13.08 Calculate basis points.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
17.0 Demonstrate the ability to communicate skillfully – the student will be able to:		
17.04 Prepare a variety of categories and structures of messages.		
17.05 Practice providing clear, concise, and professional written and verbal communication.		
20.0 Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:		
20.04 Obtain information, schedule, place orders, and route information using email, telephone, fax, the Internet, and other devices.		
21.0 Demonstrate the ability to perform supervisory/management functions – the student will be able to:		
21.01 Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.		
21.02 Identify factors of strategic planning and define the role of strategic planning in a business environment.		
21.03 Demonstrate project management skills.		
21.04 Prepare training materials or update existing materials.		
21.05 Dramatize appropriate handling of elevated customer calls.		
21.06 Demonstrate ways to support team members to achieve professional individual and team goals.		
21.07 Identify relevant management information based on existing records.		
21.08 Identify information at various decision-making levels.		
21.09 Identify appropriate applications for computer usage.		
21.10 Identify the administrative tasks that are the responsibility of the customer care coach.		
23.0 Analyze the impact of government regulations and community involvement on management decisions.		
23.01 Understand antitrust laws and how these laws affect corporate behavior.		
23.02 Describe the pros and cons of various levels of community involvement by a business.		
23.03 Describe how tax policies affect a business.		
23.04 Describe how licensure requirements affect a business.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
23.05 Describe how government regulations affect a business.		
23.06 Identify and evaluate various ways in which the government affects business operations.		
24.0 Operate computers and other equipment appropriate to marketing and managing customer services – the student will be able to:		
24.01 Obtain and transmit credit information.		
24.02 Obtain information, schedule, place orders, and route using current and emergent technologies.		
24.03 Demonstrate merchandising and operations data entry procedures (e.g., prices, sales, inventory changes, costs, reductions).		
25.0 Demonstrate an understanding of business ownership – the student will be able to:		
25.01 Define <i>entrepreneurship</i> .		
25.02 List the advantages and disadvantages of business ownership.		
25.03 Identify the risks involved in ownership of a business.		
25.04 Identify the personal characteristics necessary for success as an entrepreneur.		
25.05 Identify the business skills needed to efficiently and effectively operate a business.		
25.06 Define the purpose and identify and describe the major components of a business plan.		
25.07 Identify the pros and cons of a home-based business.		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

The occupational standards and benchmarks outlined in this secondary program correlate to the standards and benchmarks of the postsecondary program with the same Classification of Instructional Programs (CIP) number.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If

needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Program Title:** Marketing, Management and Entrepreneurial Principles Secondary  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales and Service

**Secondary – Career Preparatory**

Program Number	9200500
CIP Number	0252140103
Grade Level	9-12, 30, 31
Standard Length	4 credits
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 11-2021 – Marketing Managers 11-1021 – General and Operations Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.



## Program Structure

This program is a planned sequence of instruction consisting of three occupational completion points.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
A	8827110	Marketing Essentials	ADVR PROM 7 G BUS ED 1	1 credit	41-2031	2	PA
	8827120	Marketing Applications		1 credit		2	PA
B	8827130	Marketing Management	MKTG 1	1 credit	11-2021	2	PA
C	8812000	Business Ownership	MKTG MGMT @7 7G RETAILING @7 7G	1 credit	11-1021	3	PA

(Graduation Requirement Abbreviations- EQ= Equally Rigorous Science, PA= Practical Arts, EC= Economics, VO= Career and Technical Education)

## Academic Alignment Table

Academic alignment is an ongoing, collaborative effort of professional educators specializing in the fields of science, mathematics, English/language arts, and Career and Technical Education (CTE). This initiative supports CTE programs by improving student performance through the integration of academic content within CTE courses. Career and Technical Education courses that have been aligned to the Next Generation Sunshine State Standards for Science and the Florida Standards for Mathematics and English/Language Arts will show the following data: the quantity of academic standards in the CTE course; the total number of standards contained in the academic course; and the percentage of alignment to the CTE course.

Courses	Anatomy/ Physiology Honors	Astronomy Solar/Galactic Honors	Biology 1	Chemistry 1	Earth- Space Science	Environmental Science	Genetics	Integrated Science	Marine Science 1 Honors	Physical Science	Physics 1
8827110	**	**	**	**	**	**	**	**	**	**	**
8827120	**	**	**	**	**	**	**	**	**	**	**
8827130	**	**	**	**	**	**	**	**	**	**	**
8812000	**	**	**	**	**	**	**	**	**	**	**

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

Courses	Algebra 1	Algebra 2	Geometry	English 1	English 2	English 3	English 4
8827110	16/67 24%	18/75 24%	16/54 30%	17/46 37%	17/45 38%	17/45 38%	17/45 38%
8827120	#	#	#	15/46 33%	15/45 33%	16/45 36%	16/45 36%
8827130	#	#	#	12/46 26%	12/45 27%	16/45 36%	16/45 36%
8812000	23/67 34%	20/75 27%	16/54 30%	13/46 28%	13/45 29%	13/45 29%	13/45 29%

\*\* Alignment pending review

# Alignment attempted, but no correlation to academic course

### **Florida State Standards for Technical Subjects**

*Florida Standards (FS) for English Language Arts and Literacy in History/Social Studies, Science, and Technical Subjects are the critical reading and writing literacy standards designed for grade 6 and above. These standards are predicated on teachers of history/social studies, science, and technical subjects using their content area expertise to help students meet the particular challenges of reading, writing, speaking, listening, and language in their respective fields. The FS for Mathematical Practices are designed for grades K-12 and describe varieties of expertise that educators at all levels should seek to develop in their students. These practices rest on important “processes and proficiencies” with longstanding importance in mathematics education.*

**Instructors must incorporate the Florida Standards for Technical Subjects and Mathematical Practices throughout instruction of this CTE program.**

### **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL’s need for communication and social skills.

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Apply economic principles to marketing.
- 20.0 Apply product and service technology.
- 21.0 Demonstrate merchandising skills appropriate for marketing.
- 22.0 Implement marketing operational techniques.
- 23.0 Demonstrate proficiency in applying higher level mathematical skills specific to marketing.
- 24.0 Apply promotional planning techniques and procedures to product marketing.
- 25.0 Apply Entrepreneurship concepts to marketing.
- 26.0 Apply marketing management principles to a business.
- 27.0 Analyze global trends in marketing.
- 28.0 Demonstrate applications of technology to marketing.
- 29.0 Apply a career plan to marketing.
- 30.0 Analyze changing role of entrepreneurship in the global marketplace.
- 31.0 Compare and contrast management theories.
- 32.0 Explain role of management in operation of an enterprise.
- 33.0 List components of a business plan and explain how such a plan contributes to the success of a small business.
- 34.0 Prepare an introduction for a business plan.
- 35.0 Prepare a self-analysis.
- 36.0 Prepare an analysis of the trading area.
- 37.0 Prepare a market segment analysis.

- 38.0 Prepare an analysis of potential location.
- 39.0 Prepare a description of proposed organization.
- 40.0 Prepare a description of proposed product(s)/service(s).
- 41.0 Prepare a proposed pricing policy.
- 42.0 Prepare a marketing strategy.
- 43.0 Develop a financial plan for a small business.
- 44.0 Demonstrate uses of marketing-related software.
- 45.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

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

**Course Description:**

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.0 Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:		
01.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.02 Define and discuss equality issues (e.g., gender, race, ethnicity, age, disability).	LAFS.910.RL.1.1, LAFS.1112.RL.1.1, LAFS.910.SL.1.1, LAFS.1112.SL.1.1	
01.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.05 Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .	LAFS.910.SL.2.4, LAFS.1112.SL.2.4	
01.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
01.07 Maintain a professional personal appearance and attitude.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
01.08 Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.	LAFS.910.W.1.1, LAFS.1112.W.1.1, LAFS.910.W.3.7, LAFS.1112.W.3.7, LAFS910.SL.2.6, LAFS.1112.SL.2.4	
01.09 Demonstrate self-management, initiative, and multitasking.		
01.10 Explain the concepts of self-knowledge, self-esteem, and self-image.		
01.11 Demonstrate professional behavior and etiquette.		
01.12 Demonstrate respect for the opinions, customs, and individual differences of others.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1, LAFS.910.SL.W.1.1, LAFS.1112.W.1.1	
01.13 Define <i>criticism</i> , <i>constructive criticism</i> , and <i>feedback</i> .		
01.14 Demonstrate the ability to provide appropriate constructive criticism and feedback.	LAFS.910.SL.1.3, LAFS.910.SL.1.3	
01.15 Recognize the importance of maintaining confidentiality in business matters.		
01.16 Support and follow company policies and procedures (e.g., attendance, tardiness, returns).		
02.0 Demonstrate proficiency in applying communication and technology skills – the student will be able to:		
02.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
02.02 Demonstrate the ability to read and comprehend written communications.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.03 Identify a variety of forms of written business communications utilized in the workplace.	LAFS.910.RI.1.2, LAFS.1112.RI.1.2	
02.04 Identify a variety of internal and external business communications utilized in the workplace.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.05 Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.	LAFS.910.W.2.4-6, LAFS.1112.SL.2.4-6	
02.06 Discuss the importance of developing networking skills to expand business contacts.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6, LAFS.910.L.1.1, LAFS.1112.L.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
02.07 Prepare and deliver a business-related presentation.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.08 Demonstrate active listening strategies that improve understanding and performance.	LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
02.09 Describe positive customer relations.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.10 Demonstrate conflict and dispute resolution techniques.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
02.11 Identify means of nonverbal communication.	LAFS.910.W.1.3 LAFS.1112.W.1.3	
02.12 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.		
02.13 Discuss methods of resolving customer complaints.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.W.2.6 LAFS.1112.W.2.6 LAFS.910.SL.2.6 LAFS.1112.SL.2.6	
02.14 Interpret business policies to customers/clients.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.15 Discuss the importance of providing clear directions, descriptions, and explanations.	LAFS.910.RI.1.1 LAFS.1112.RI.1.1 LAFS.910.SL.1.3 LAFS.1112.SL.1.3	
02.16 Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
02.17 Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
02.18 Identify types of computer applications and explain how these applications are used in business and marketing.		
03.0 Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
03.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.		
03.02 Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).		
03.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace.	MAFS.912.S-IC.2.6	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
03.04 Calculate tax, gratuity, commission, and miscellaneous charges.		
03.05 Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.		
03.06 Apply standard industry formulas to determine markup and markdown on merchandise.		
03.07 Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.		
03.08 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
03.09 Identify components of a break-even analysis.		
03.10 Compute and analyze a break-even point.		
04.0 Identify economic principles – the student will be able to:		
04.01 Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.		
04.02 Explain the concept of economic goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.03 Explain the concept of economic resources and the scarcity of resources.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.04 Explain the concept of utility (form, place, time, possession, information).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.05 Explain the concept of "supply and demand."	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.06 Explain the concept of price.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.07 Identify, compare, and contrast major types of economic systems.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
04.08 Explain the relationship between government and business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
04.09 Explain the concept of private enterprise and business ownership.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.10 Explain the role of profit motive.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.11 Explain the concept of risk.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.12 Explain the concept of competition and recognize the government regulations monitoring competition.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.13 Explain the concept of productivity and the factors of production needed to produce goods and services.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.14 Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
04.15 Discuss the ways consumers can compare the cost of credit by using the annual percentage rate (APR), initial fees charged, and the fees charged for late or missed payments.		
04.16 Compare the basic characteristics of the four market structures (monopoly, oligopoly, monopolistic competition, pure competition).		
04.17 Examine the benefits of natural monopolies and the purposes of governmental regulation of monopolies.		
04.18 Define <i>inflation</i> and identify the impact of inflation on society.		
04.19 Identify and demonstrate the impact of inflation on world economies.		
04.20 Examine absolute and comparative advantage; explain why most trade occurs because of comparative advantage.		
04.21 Identify barriers to trade; discuss the effect of trade barriers and analyze why nations erect barriers to trade or establish free trade zones.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
04.22 Compare the current economy of the United States with other developed and developing nations.		
04.23 Demonstrate knowledge of historical economic theories.		
04.24 Discuss the correlation between changes in economic conditions or the labor market and the worker’s income; discuss how changes in economic conditions can result in unemployment.		
04.25 Discuss how income sources, the amount of income, and the amount/type of spending affect taxes.		
04.26 Examine the establishment of laws and institutions to provide consumers with information about goods/services; identify consumer protection laws related to fraud.		
05.0 Identify marketing and business fundamentals – the student will be able to:	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.01 Define marketing and its benefits.		
05.02 Explain the purpose and scope of marketing in a free enterprise system.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
05.03 Identify and explain the four foundations of marketing and describe each marketing core function.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.04 Explain how each component of the marketing mix contributes to marketing.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.05 Compare and contrast consumer and organizational markets.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.06 Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.07 Describe how marketers use knowledge of the market to sell products.	LAFS.910.W.2.4 LAFS.1112.W.2.4 LAFS.910.SL.2.4-5 LAFS.1112.SL.2.4-5	
05.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
sales, e-Commerce).	MAFS.912.S-IC.2.3	
05.09 Explain marketing strategies and marketing concepts.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.10 Differentiate between mass marketing and market segmentation.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.11 Explain the importance and techniques of offering the right merchandising blend.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.12 Explain the nature of channels of distribution.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.13 Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.14 Explain the “4 P’s” of marketing: price, place, promotion, and product.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
05.15 Define and analyze a target market.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.16 Define <i>interruption</i> and <i>permission</i> marketing techniques in relation to social media marketing.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
05.17 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.	LAFS.910.RI.2.4 LAFS.1112.RI.2.4	
05.18 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
05.19 Explain the reasons people might choose to donate money to charitable organizations and not-for-profit organizations.		
06.0 Identify effective selling techniques and procedures – the student will be able to:	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.01 Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
06.02 Identify qualities of a professional sales associate and the responsibilities of sales management.		
06.03 Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.04 Handle different customer types and analyze how customers make buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
06.05 Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
06.06 Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.		
06.07 Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Applications  
**Course Number:** 8827120  
**Course Credit:** 1

**Course Description:**

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the Internet in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
07.0 Select a marketing industry for career planning – the student will be able to:		
07.01 Identify current employment opportunities in marketing-related fields.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.02 Identify sources of information for career planning.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.04 Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.05 Identify the advantages and disadvantages of a particular career in marketing.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
07.06 Complete self-assessments and an analysis of lifestyle goals and career aspirations.		
07.07 Develop an individualized education and career plan related to a major marketing field.		
07.08 Write a job description for a selected marketing occupation.	LAFS.910.W.1.2 LAFS.1112.W.1.2 LAFS.910.W.2.4-5	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.2.4-5	
07.09 Evaluate the ways people can make more informed education, job, and/or career decisions by evaluating the costs and benefits of different options.		
07.10 Analyze the relationship between wage/salary and the labor market.		
08.0 Demonstrate applications of distribution for the selected marketing industry – the student will be able to:		
08.01 Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.02 Explain the concepts of physical distribution and transportation systems related to the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.03 Identify and analyze appropriate distribution channels for the industry.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
08.04 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.	LAFS.910.2.2.4 LAFS.1112.W.2.4	
08.05 Demonstrate skills required for materials and service management.		
08.06 Analyze information related to routing and tracking merchandise.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
08.07 Explain the relationship between customer service and distribution.		
09.0 Demonstrate applications of financing for the selected marketing industry – the student will be able to:		
09.01 Explain the financial concepts used in making business decisions.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.02 Explain the concept of financial administration.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.03 Explain the difference between income (credit) and expense (debit).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.04 Describe and prepare a cash-flow statement.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.05 Identify various types of credit policies and procedures.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.06 Explain the purposes and importance of credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.07 Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1.2 LAFS.1112.W.1.1.2	
09.08 Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
09.09 Analyze industry concepts of price, profit, competition, and productivity.		
09.10 Calculate exchange rates.		
10.0 Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:		
10.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.111W.2.1.1-2	
10.03 Explain the importance of product and service technology as it relates to customer satisfaction.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.2.1.1-2 LAFS.1112.2.1.1-2	
10.04 Identify sources of product knowledge.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.05 Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
10.06 Explain product and service quality as applicable to grades and industry standards.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2 LAFS.1112.W.1.1-2	
10.07 Discuss product-liability risks.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
10.08 Explain warranties and guarantees.	LAFS.910.RI.1.1-2	



CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
10.09 Develop a product/service plan for a marketing area.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.10 Describe factors used by marketers to position products/business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
10.11 Identify the stages and impact of product life cycle.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
<b>11.0 Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:</b>		
11.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.02 Explain the process of marketing information management.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.03 Explain the nature and scope of marketing operations.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
11.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.		
11.05 Identify procedures for the use of technology to gather information.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
11.06 Utilize appropriate marketing information management forms.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
<b>12.0 Demonstrate pricing applications for the selected marketing industry – the student will be able to:</b>		
12.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.1.1-2	
12.02 Explain pricing objectives, policies, and strategies.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.03 Explain price-marking techniques.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.04 Explain procedures for changing prices.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
12.05 Demonstrate decision-making skills required for determining pricing relative to the competition.		
12.06 Demonstrate problem-solving skills required when considering profit and price.		
12.07 Discuss the ways people incur costs and realize benefits when researching the purchase of goods/services.		
13.0 Demonstrate promotion applications for the selected marketing industry – the student will be able to:		
13.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.02 Identify types of promotion used in the industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
13.03 Discuss the importance of advertising media and the role of digital and social media in advertising.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
13.04 Explain the purposes and elements of advertising and display.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
13.05 Explain the impact on and uses of the Internet and Intranet in marketing products and services.	LAFS.910.W.3.8 LAFS.1112.W.3.8	
13.06 Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
13.07 Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
13.08 Write a promotional message to appeal to a target market.		
13.09 Develop a sales promotion plan for a marketing organization.	LAFS.910.W.1.2-3 LAFS.1112.W.1.2-3	
13.10 Demonstrate public relations techniques as used in the marketing industry.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
13.11 Analyze a website based on its ability to promote a product or services.		
14.0 Demonstrate purchasing applications for the selected marketing industry – the student will be able to:		
14.01 Explain the relationship between stock turnover and purchasing.		
14.02 Demonstrate proper purchasing procedures.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
14.03 Explain different types of purchasing situations.		
14.04 Demonstrate techniques used to obtain the best terms when negotiating a purchase.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
14.05 Demonstrate use of the forms required for purchasing.	LAFS.910.SL.2.4 LAFS.910.SL.2.6 LAFS.1112.SL.2.4 LAFS.1112.SL.2.6	
14.06 Evaluate merchandise or services using industry standards or company assessments.		
15.0 Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:	LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.01 Identify security procedures for the marketing industry.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.02 Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.03 Identify the procedures used to prevent internal theft and embezzlement.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
15.04 Explain the nature and scope of risk management.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
15.05 Identify various types of business risks.		
15.06 Describe ways businesses can manage risks, including purchasing insurance.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.0 Demonstrate applications of selling for the selected marketing industry – the student will be able to:	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.01 Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6 LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
16.02 Describe the appropriate relationship between buyer and seller.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
16.03 Demonstrate sales knowledge of industry, company, products, and competition.	LAFS.910.W.3.7-8 LAFS.1112.W.3.-78	
16.04 Analyze potential prospects and customer buying behavior.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.05 Analyze the importance of communication and listening to create a positive buying climate.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.06 Identify sales techniques to aid customers/clients in making buying decisions.	LAFS.910.SL.2.4-6 LAFS.1112.SL.2.4-6	
16.07 Create a sales presentation using presentation software.	LAFS.910.RI.1.1-2 LAFS.1112.RI.1-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
16.08 Identify strategies to build and maintain a clientele.		
16.09 Explain the purpose and goal of the selling function and how it relates to the marketing concept.		
16.10 Explain the steps in a sale and how to handle objections.		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
17.0 Demonstrate an understanding of entrepreneurship – the student will be able to:	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.01 Define <i>entrepreneurship</i> .	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.02 Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.03 Discuss the role of the entrepreneur in the domestic and global economy.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
17.04 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.05 Understand the importance of small business in various economies.	LAFS.910.W.3.7-8 LAFS.1112.W.3.7-8	
17.06 Identify the parts of financial statements as related to the marketing industry (e.g., balance sheet, income statement).	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
17.07 Discuss the four parts of a business (production, finance, marketing, customer service).	LAFS.910.RI.1.1-2 LAFS.1112.RI.1.1.-2 LAFS.910.W.1.1-2 LAFS.1112.W.1.1-2	
17.08 Analyze current entrepreneurial trends in the marketplace.	LAFS.910.W.3.7-8 LAFS.910.W.3.-78	
17.09 Discuss the importance of ethics in business.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.10 Identify the strategies and methods for generating a business idea.		
17.11 Outline the legal steps involved in planning a new business.	LAFS.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
17.12 Identify the types and sources of government regulations and taxation that may affect a business.		
17.13 Describe the advantages and risks of entrepreneurship.		
18.0 Identify the uses of technology in marketing – the student will be able to:		
18.01 Explain the importance and uses of computers and the Internet in marketing.		
18.02 Utilize word processing software to create a career/industry-related document.		
18.03 Identify and perform data entry procedures (e.g., payroll, inventory control) in		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
relation to accuracy, profitability, and job performance.		
18.04 Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).	LAFS.910.W.3.7, LAFS.1112.W.3.7	
18.05 Demonstrate marketing spreadsheet data entry and output procedures.		
18.06 Utilize spreadsheet software to enhance decision-making skills.		
18.07 Utilize integrated software programs to generate marketing reports and solve marketing problems.		
18.08 Identify technology appropriate for marketing functions and practices related to a selected marketing career field.		
18.09 Select and use a variety of electronic media (e.g., the Internet, information services, and desktop-publishing software programs) to create, revise, and verify information.		

Florida Department of Education  
Student Performance Standards

**Course Title:** Marketing Management  
**Course Number:** 8827130  
**Course Credit:** 1

**Course Description:**

This course provides instruction for career-sustaining level of employment in the industry. The content includes applied skills related to marketing functions, employment skills required for success in marketing, and career planning as related to a marketing industry.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
19.0 Apply economic principles to marketing – the student will be able to:		
19.01 Explain economic trends related to marketing.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
19.02 Explain role of the profit motive in the marketing of products.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
19.03 Explain role of marketing in a free enterprise system.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
19.04 Describe channels of distribution for marketing.	LAFS.910.RI.1.1-2, LAFS.910.W.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
19.05 Apply economic concepts to marketing; include pricing, risk, productivity, competition, and cycles.		
20.0 Apply product and service technology – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
20.01 Demonstrate appropriate techniques and terminology for selling.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	
20.02 Demonstrate principles in the marketing of products.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	
20.03 Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.	LAFS.910.SL.1.1, LAFS.1112.SL1.1	
20.04 Identify past, present, and future marketing products, styles, and services.	LAFS.910.W.3.7-8, LAFS.W.3.7-8	
21.0 Demonstrate merchandising skills appropriate for marketing – the student will be able to:		
21.01 Identify and explain basic stock-keeping techniques (e.g., sorting by color, size, classification) and the maintenance of merchandise fixtures.		
21.02 Explain initiatives in maintaining stock (e.g., rehangng merchandise, studying hang tags, restocking merchandise).		
21.03 Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.		
21.04 Demonstrate techniques to perform a merchandise inventory.		
21.05 Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements, types of displays, patterns of arrangement, color principles, and appropriate displays for specific types of merchandise.		
21.06 Plan a promotional campaign for a product or line; include types of media, promotional mix, and evaluation of effectiveness.	LAFS.910.SL.2.4-6, LAFS.910.W.3.7-9 LAFS.1112.SL.2.4-6, LAFS.1112.W.3.7-9	
21.07 Demonstrate ability to follow a floor plan.		
22.0 Implement marketing operational techniques – the student will be able to:		
22.01 Define and explain accident prevention techniques in work situations.		
22.02 Demonstrate receiving and checking techniques.		
22.03 Identify techniques to prevent security problems; include correct procedures for recognizing and monitoring potential shoplifters.		
22.04 Identify procedures relative to the employee’s role in preventing internal losses.		
22.05 Implement guidelines that address concerns and issues related to the operation of a business; include safety practices.	LAFS.910.W.2.4, LAFS.1112.W.2.4	
22.06 Conduct an orientation for new employees.	LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	



CTE Standards and Benchmarks		FS-M/LA	NGSSS-Sci
23.0	Demonstrate proficiency in applying higher level mathematical skills specific to marketing – the student will be able to:		
23.01	Apply standard industry formulas to determine markup and markdown on merchandise or services.		
23.02	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.		
23.03	Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.		
23.04	Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.		
23.05	Calculate sales productivity.		
23.06	Calculate sales per hour.		
23.07	Calculate average items and average dollars per transaction.		
24.0	Apply promotional planning techniques and procedures to product marketing – the student will be able to:		
24.01	Analyze role of promotion in marketing and merchandising.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
24.02	Develop a promotion plan for a given product or situation.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.W.1.1, LAFS.1112.W.1.1	
24.03	Develop a promotional mix for a product.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6	
24.04	Identify the market(s) for the promotional plan.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
24.05	Prepare a promotional calendar of events.	LAFS.910.W.2.4, LAFS.1112.W.2.4	
24.06	Prepare a written advertisement layout.	LAFS.910.W.2.4-6, LAFS.1112.W.2.4-6	
24.07	Select and evaluate a variety of advertising media to carry the advertising message.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
24.08	Apply steps involved in planning and setting up displays.		
24.09	Identify factors to consider when evaluating completed displays.	LAFS.W.3.7, LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
24.10 Differentiate between promotional displays and institutional displays.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
24.11 Implement strategies to be used for public relations.		
24.12 Establish promotion plan sales quotas and incentives.		
24.13 Evaluate the overall promotion plan.	LAFS.910.RI.1.3, LAFS.1112.RI.1.3	
25.0 Apply entrepreneurial concepts to marketing – the student will be able to:		
25.01 Describe importance of entrepreneurship to related industries.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2	
25.02 Analyze advantages and disadvantages of self-employment.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2 LAFS.910.W.3.7-8, LAFS.1112.3.7-8	
25.03 Analyze risks involved in ownership of a business.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2	
25.04 Analyze advantages and disadvantages of the primary forms of business ownership.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.1.1-2	
25.05 Discuss future prospects for entrepreneurship and intrapreneurship in marketing.	LAFS.910.SL.1.1, LAFS.910.W.3.7-8 LAFS.1112.SL.1.1, LAFS.1112.W.3.7-8	
25.06 Assess education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs.		
25.07 Assess personal potential to become an entrepreneur and/or intrapreneur.		
25.08 Develop a plan to establish and open a business.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8 LAFS.910.SL.2.4-6, LAFS.1112.SL.2.4-6 LAFS.910.W.2.4-6,	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	LAFS.1112.W.2.4-6	
26.0 Apply marketing management principles to a business – the student will be able to do:		
26.01 Explain marketing management functions.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.02 Explain how a marketing manager manages people, ideas, time, money, and materials.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.03 Explain why effective communication is critical to the marketing manager.	LAFS.910.RI.1.1-2, LAFS.910.W.1.1-2 LAFS.1112.RI.1.1-2, LAFS.1112.W.1.1-2	
26.04 Apply the steps in the management problem-solving process.		
26.05 Demonstrate strategies the marketing manager can use to motivate employees.		
26.06 Evaluate how the marketing concept influences marketing.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
26.07 Develop a marketing plan.	LAFS.910.W.3.7-8, LAFS.910.W.2.4-6 LAFS.1112.W.3.7-8, LAFS.1112.W.2.4-6	
26.08 Examine the four phases of the business cycle (peak, contraction/unemployment, trough, expansion/inflation).		
27.0 Analyze global trends in marketing – the student will be able to:		
27.01 Compare and contrast global marketing trends in selected industries.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.02 Analyze impact of global marketing.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.03 Identify foreign markets and distributors.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.04 Analyze multicultural influences on global marketing trends.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.05 Demonstrate methods of researching specific global markets.	LAFS.910.W.3.7-8, LAFS.1112.W.3.7-8	
27.06 Discuss the role of the Internet in facilitating global marketing.	LAFS.910.SL.1.1, LAFS.1112.SL.1.1	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
28.0 Demonstrate applications of technology to marketing – the student will be able to:		
28.01 Demonstrate mastery of computers and technology currently used in marketing.		
28.02 Identify use of satellite transmissions in marketing training.	LAFS.910.L.3.6, LAFS.1112.L.3.6 LAFS.910.SL.1.2, LAFS.1112.SL.1.2	
28.03 Demonstrate use of the computer and information networks in marketing.	LAFS.910.SL.1.2, LAFS.1112.SL.1.2	
29.0 Apply a career plan to marketing – the student will be able to:		
29.01 Develop a plan for pursuing a specific career in marketing; include training and educational requirements, required skills and abilities, and steps for reaching career goals in the chosen career.	LAFS.W.3.7-8, LAFS.910.W.1.2 LAFS.1112.W.3.7-8, LAFS.1112.W.1.2	
29.02 Demonstrate competencies required for career-sustaining and mid-level management positions in a chosen marketing field.		
29.03 Demonstrate specific technology applications related to the student's marketing career plan.		
29.04 Develop forms of documentation for inclusion in a marketing career portfolio.	LAFS.910.SL.2.5, LAFS.1112.SL.2.5	

Florida Department of Education  
Student Performance Standards

**Course Title:** Business Ownership  
**Course Number:** 8812000  
**Course Credit:** 1

**Course Description:**

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

**Abbreviations:**

FS-M/LA = Florida Standards for Math/Language Arts  
NGSSS-Sci = Next Generation Sunshine State Standards for Science

*Note: This course is pending alignment in the following categories: NGSSS-Sci.*

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
30.0 Analyze changing role of entrepreneurship in the global marketplace – the student will be able to:		
30.01 Evaluate importance of entrepreneurship to the American economy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
30.02 Analyze business trends created by changes in technology.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 MAFS.912.N-Q.1.1	
30.03 Summarize factors that have led to increased interdependence within the global marketplace.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
30.04 Analyze the impact of international law on sales transactions.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
31.0 Compare and contrast management theories – the student will be able to:		
31.01 Identify motivational theories that impact management (e.g., Maslow, Herzberg).	LAFS.910.W.3.7 LAFS.1112.W.3.7	
31.02 Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
31.03 Discuss reward and punishment theories as they relate to the business setting.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
31.04 Compare and contrast Theory X, Theory Y, and Theory Z.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
31.05 Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
32.0 Explain role of management in operation of an enterprise – the student will be able to:		
32.01 Evaluate possibility of and procedures for buying an existing business or franchise.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
32.02 Analyze and explain the functions of management.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8 LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.03 Prepare an organizational chart and explain its importance.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.04 Discuss various aspects of supervising employees.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
32.05 Interpret the term “control” and explain its importance in operating a business.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
32.06 Analyze the relationship between government (federal, state, and local) and small businesses.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
32.07 Provide examples of regulations that affect a small business.	LAFS.910.W.3.7-8 LAFS.1112W.3.7-8	
32.08 Prepare calculations for various types of taxes levied on a small business.	MAFS.912.A-REI.2.3	
32.09 Compare sources of technical assistance for the small business owner.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
33.0 List components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:		
33.01 Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
33.02 Analyze importance of a business plan in developing a business idea and evaluating success.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
33.03 Select data/graphics, maps, and diagrams to be included in a business plan.	LAFS.910.W.3.8 LAFS.1112.W.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.1	
33.04 Utilize current technology for research and communication in developing a business plan.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
34.0 Prepare an introduction for a business plan – the student will be able to:		
34.01 Identify and describe the type of business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
34.02 Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
34.03 Create a business philosophy stating how business is to be run and expected attitude toward customers, employees, and competitors.	LAFS.910.W.1.2 LAFS.1112.W.1.2	
34.04 Compose a description of product/service and advantages and benefits product/service will provide for customers.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
34.05 Substantiate why the business will be successful.	LAFS.910.W.1.1 LAFS.1112.W.1.1	
35.0 Prepare a self-analysis – the student will be able to:		
35.01 Describe personal education, training, strengths, and weaknesses relevant to operation of the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.02 Outline personal development in the business field; include special licenses and/or skills.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
35.03 Describe personality traits and work habits relevant to operation of the business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
36.0 Prepare an analysis of the trading area – the student will be able to:		

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
36.01 Analyze trading area with respect to geographic, demographic, and economic data.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
36.02 Assess competition and effects of seasonal fluctuations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
36.03 Analyze projected growth of trading area.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-ID.2.5	
37.0 Prepare a market segment analysis – the student will be able to:		
37.01 Analyze target market by geographical area, demographics, lifestyle, and product benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8  MAFS.912.S-IC.2.6	
37.02 Explain importance of market segmentation.	LAFS.910.L.3.6 LAFS.1112.L.3.6	
37.03 Describe customer buying behavior related to the proposed business.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
37.04 Profile potential customers.	LAFS.910.W.3.7 LAFS.1112.W.3.7 LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.0 Prepare an analysis of potential location – the student will be able to:		
38.01 Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.02 Research cultural, financial, career and technical, age, and mobility characteristics of inhabitants of the potential location.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
38.03 Describe market trends affecting the potential location.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	



CTE Standards and Benchmarks		FS-M/LA	NGSS-Sci
38.04	Determine advantages and disadvantages of different types of business locations.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
38.05	Determine steps involved in selecting a specific business site.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
39.0	Prepare a description of proposed organization – the student will be able to:		
39.01	Determine type of ownership best suited to the business situation.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
39.02	Identify steps in starting to form a business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
39.03	Outline steps in hiring of employees.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
39.04	Prepare an organizational chart.		
39.05	Compose job descriptions of identified positions.	LAFS.910.W.2.4-6 LAFS.910.W.2.4-6	
40.0	Prepare a description of proposed product(s)/service(s) – the student will be able to:		
40.01	Summarize details of product(s)/service(s) to be offered.	LAFS.910.RI.1.2 LAFS.1112.RI.1.2	
40.02	Identify potential suppliers/manufacturers.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
40.03	Develop an inventory policy, if applicable.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5	
40.04	Identify supplies necessary for operation of the business.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
40.05	Compose and develop a customer profile.	LAFS.910.W.2.4-5 LAFS.910.W.2.4-5 LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
40.06	Evaluate importance of determining a product policy.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	
41.0	Prepare a proposed pricing policy – the student will be able to:		
41.01	Identify costs and proposed markups.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.1	
41.02	Explain relationship to competitors.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
41.03	Evaluate importance of determining a price line.	LAFS.910.W.3.7 LAFS.1112.W.3.7	

CTE Standards and Benchmarks	FS-M/LA	NGSSS-Sci
	MAFS.912.N-Q.1.2	
41.04 Describe profit margin.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	
41.05 Determine how to compute profit margin.	MAFS.912.A-CED.1.1	
41.06 Identify pricing incentive options.	LAFS.910.W.3.7 LAFS.1112.W.3.7  MAFS.912.N-Q.1.2	
41.07 Describe pricing strategy choices.	LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2  MAFS.912.N-Q.1.2	
41.08 Differentiate between <i>price</i> and <i>non-price competition</i> ; explain how firms engage in price and non-price competition.		
42.0 Prepare a marketing strategy – the student will be able to:		
42.01 Determine and describe appropriate store image.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9 LAFS.910.L.3.6 LAFS.1112.L.3.6 LAFS.910.SL.2.4 LAFS.1112.SL.2.4 LAFS.910.W.1.2 LAFS.1112.W.1.2	
42.02 Select a promotional mix for the business.	LAFS.910.W.3.7-9 LAFS.1112.W.3.7-9	
42.03 Establish promotional objectives for the business.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.04 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.	LAFS.910.RI.3.8 LAFS.1112.RI.3.8	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
42.05 Develop an advertising plan identifying types and costs of media to be used.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.06 Develop a promotional plan including sales promotion.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.07 Develop ideas for obtaining publicity for the business.	LAFS.910.W.2.4 LAFS.1112.W.2.4	
42.08 Write a press release.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
42.09 Plan a website for the business.	LAFS.910.W.2.6 LAFS.1112.W.2.6	
42.10 Identify the role of customer service.	LAFS.910.W.3.7 LAFS.1112.W.3.7	
<b>43.0 Develop a financial plan for a small business – the student will be able to:</b>		
43.01 Estimate dollar amount needed to open a business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
43.02 Compare available funding sources, identifying amount of personal financial commitment.		
43.03 Complete a loan application.		
43.04 Prepare a plan to repay borrowed funds or provide return on investment to equity funds.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.3	
43.05 Project monthly and annual business income for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.06 Estimate monthly and annual cash flow for the first year of operation.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.07 Calculate sales volume required for first year of operation to be profitable.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.08 Prepare a statement of opening assets, liabilities, and net worth (balance sheet).	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.09 Prepare a cash flow projection for simulated business.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.10 Prepare a five-year financial plan.	MAFS.912.N-Q.1.1 MAFS.912.N-Q.1.2 MAFS.912.N-Q.1.3	
43.11 Develop summary of key points for supporting financial requests.	LAFS.910.W.2.4 LAFS.1112.W.2.4	

CTE Standards and Benchmarks	FS-M/LA	NGSS-Sci
43.12 Explain how employer benefit programs create incentives/disincentives for people to save; explain how the employee’s decision to save can depend on the alternatives offered by the employer.		
43.13 Explain the basic functions and characteristics of money; describe the composition of the money supply in the United States.		
43.14 Analyze the impact of capital investments on productivity and economic growth.		
43.15 Explain how employer benefit programs create incentives and disincentives for people to save; identify how an employee’s decision to save relates to the alternatives offered by the employer.		
44.0 Demonstrate uses of marketing-related software – the student will be able to:		
44.01 Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).		
44.02 Perform marketing spreadsheet data entry and output procedures.		
44.03 Analyze a marketing spreadsheet in a decision-making situation.	MAFS.912.A-SSE.1.1a	
44.04 Design and prepare an advertising brochure.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
44.05 Discuss the importance of e-mail, fax, and an online service to a small business.	LAFS.910.SL.1.1 LAFS.1112.SL.1.1	
45.0 Apply a career plan to entrepreneurship – the student will be able to:		
45.01 Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, required skills and abilities, and steps for reaching career goals.	LAFS.910.W.2.4-6 LAFS.1112.W.2.4-6	
45.02 Demonstrate specific technology applications related to a career plan.		
45.03 Develop forms of documentation for inclusion in a career portfolio.		

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular Occupational Completion Point (OCP) or a Modified Occupational Completion Point (MOCP). If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete an OCP/MOCP. The student should work on different

competencies and new applications of competencies each year toward completion of the OCP/MOCP. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.

Florida Department of Education  
Curriculum Framework

**Course Title:** Introduction to Marketing, Sales and Service  
**Course Type:** Orientation/Exploratory  
**Career Cluster:** Marketing, Sales and Service

Secondary – Middle School	
Course Number	9309350
CIP Number	149309350M
Grade Level	6-8
Standard Length	Semester
Teacher Certification	Refer to the <b><u>Course Structure</u></b> section.
CTSO	DECA

**Purpose**

The purpose of this course is to assist students in making informed decisions regarding their future academic and occupational goals and to provide information regarding careers in the Marketing, Sales and Service career cluster. The content includes, but is not limited to, topics related to Marketing, Sales and Service. Instruction and learning activities are provided in a laboratory setting using hands-on experiences with the equipment, materials and technology appropriate to the course content and in accordance with current practices.

Instruction and learning activities are provided in a laboratory setting using hands-on experiences with the equipment, materials and technology appropriate to the course content and in accordance with current practices.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## **Course Structure**

The length of this course is one semester. It may be offered for two semesters when appropriate. When offered for one semester, it is recommended that it be at the exploratory level and more in-depth when offered for two semesters.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
9309350	Introduction to Marketing, Sales and Service	BUS ED 1 MKTG 1 MKTG MGMT @7 7G	Semester

## **Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.



## **Standards**

After successfully completing this course, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the e-Marketing career pathway.
- 02.0 Demonstrate an understanding of the Professional Sales and Marketing career pathway.
- 03.0 Demonstrate an understanding of the Management and Entrepreneurship career pathway.
- 04.0 Demonstrate an understanding of the Distribution and Logistics career pathway.
- 05.0 Demonstrate an understanding of the Marketing Information Management and Research career pathway.
- 06.0 Demonstrate an understanding of the Marketing Communications and Promotion career pathway.
- 07.0 Demonstrate an understanding of the Buying and Merchandising career pathway.
- 08.0 Apply leadership and communication skills.
- 09.0 Describe how information technology is used in the Marketing, Sales and Service career cluster.
- 10.0 Use information technology tools.

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Introduction to Marketing, Sales and Service  
**Course Number:** 9309350  
**Course Length:** Semester

**Course Description:**

Beginning with a broad overview of the Marketing, Sales and Service career cluster, students are introduced to the terminology, careers, history, required skills, and technologies associated with each pathway in the Marketing, Sales and Service career cluster. Additionally, they will be provided with opportunities to acquire and demonstrate beginning leadership skills and to participate in hands-on activities.

<b>CTE Standards and Benchmarks</b>	
01.0	Demonstrate an understanding of the e-Marketing career pathway – the student will be able to:
01.01	Define and use proper terminology associated with the e-Marketing career pathway.
01.02	Describe some of the careers available in the e-Marketing career pathway.
01.03	Identify common characteristics of the careers in the e-Marketing career pathway.
01.04	Research the history of the e-Marketing career pathway and describe how the associated careers have evolved and impacted society.
01.05	Identify skills required to successfully enter any career in the e-Marketing career pathway.
01.06	Describe technologies associated with careers in the e-Marketing career pathway.
02.0	Demonstrate an understanding of the Professional Sales and Marketing career pathway – the student will be able to:
02.01	Define and use proper terminology associated with the Professional Sales and Marketing career pathway.
02.02	Describe some of the careers available in the Professional Sales and Marketing career pathway.
02.03	Identify common characteristics of the careers in the Professional Sales and Marketing career pathway.
02.04	Research the history of the Professional Sales and Marketing career pathway and describe how the associated careers have evolved and impacted society.
02.05	Identify skills required to successfully enter any career in the Professional Sales and Marketing career pathway.
02.06	Describe technologies associated with careers in the Professional Sales and Marketing career pathway.

## CTE Standards and Benchmarks

03.0	Demonstrate an understanding of the Management and Entrepreneurship career pathway – the student will be able to:
03.01	Define and use proper terminology associated with the Management and Entrepreneurship career pathway.
03.02	Describe some of the careers available in the Management and Entrepreneurship career pathway.
03.03	Identify common characteristics of the careers in the Management and Entrepreneurship career pathway.
03.04	Research the history of the Management and Entrepreneurship career pathway and describe how the associated careers have evolved and impacted society.
03.05	Identify skills required to successfully enter any career in the Management and Entrepreneurship career pathway.
03.06	Describe technologies associated with careers in the Management and Entrepreneurship career pathway.
04.0	Demonstrate an understanding of the Distribution and Logistics career pathway – the student will be able to:
04.01	Define and use proper terminology associated with the Distribution and Logistics career pathway.
04.02	Describe some of the careers available in the Distribution and Logistics career pathway.
04.03	Identify common characteristics of the careers in the Distribution and Logistics career pathway.
04.04	Research the history of the Distribution and Logistics career pathway and describe how the associated careers have evolved and impacted society.
04.05	Identify skills required to successfully enter any career in the Distribution and Logistics career pathway.
04.06	Describe technologies associated with careers in the Distribution and Logistics career pathway.
05.0	Demonstrate an understanding of the Marketing Information Management and Research career pathway – the student will be able to:
05.01	Define and use proper terminology associated with the Marketing Information Management and Research career pathway.
05.02	Describe some of the careers available in the Marketing Information Management and Research career pathway.
05.03	Identify common characteristics of the careers in the Marketing Information Management and Research career pathway.
05.04	Research the history of the Marketing Information Management and Research career pathway and describe how the associated careers have evolved and impacted society.
05.05	Identify skills required to successfully enter any career in the Marketing Information Management and Research career pathway.
05.06	Describe technologies associated with careers in the Marketing Information Management and Research career pathway.
06.0	Demonstrate an understanding of the Marketing Communications and Promotion career pathway – the student will be able to:

## CTE Standards and Benchmarks

06.01	Define and use proper terminology associated with the Marketing Communications and Promotion career pathway.
06.02	Describe some of the careers available in the Marketing Communications and Promotion career pathway.
06.03	Identify common characteristics of the careers in the Marketing Communications and Promotion career pathway.
06.04	Research the history of the Marketing Communications and Promotion career pathway and describe how the associated careers have evolved and impacted society.
06.05	Identify skills required to successfully enter any career in the Marketing Communications and Promotion career pathway.
06.06	Describe technologies associated with careers in the Marketing Communications and Promotion career pathway.
07.0	Demonstrate an understanding of the Buying and Merchandising career pathway – the student will be able to:
07.01	Define and use proper terminology associated with the Buying and Merchandising career pathway.
07.02	Describe some of the careers available in the Buying and Merchandising career pathway.
07.03	Identify common characteristics of the careers in the Buying and Merchandising career pathway.
07.04	Research the history of the Buying and Merchandising career pathway and describe how the associated careers have evolved and impacted society.
07.05	Identify skills required to successfully enter any career in the Buying and Merchandising career pathway.
07.06	Describe technologies associated with careers in the Buying and Merchandising career pathway.
08.0	Apply leadership and communication skills – the student will be able to:
08.01	Discuss the establishment and history of the DECA organization.
08.02	Identify the characteristics and responsibilities of organizational leaders.
08.03	Demonstrate parliamentary procedure skills during a meeting.
08.04	Participate on a committee which has an assigned task and report to the class.
08.05	Demonstrate effective communication skills through delivery of a speech, a slide presentation, or by conducting a demonstration.
08.06	Use a computer to assist in the completion of project related to the Marketing, Sales and Service career cluster.
09.0	Describe how information technology is used in the Marketing, Sales and Service career cluster – the student will be able to:
09.01	Identify Information Technology (IT) careers in the Marketing, Sales and Service career cluster; include the responsibilities, tasks and skills they require.

## CTE Standards and Benchmarks

09.02 Relate IT project management concepts and terms to careers in the Marketing, Sales and Service career cluster.

09.03 Manage IT components typically used in professions of the Marketing, Sales and Service career cluster.

09.04 Identify security-related ethical and legal IT issues faced by professionals in the Marketing, Sales and Service career cluster.

10.0 Use information technology tools – the student will be able to:

10.01 Identify the functions of web browsers, and use them to access the Internet and other computer resources typically used in the Marketing Sales and Service career cluster.

10.02 Use email clients to send simple messages and files to other Internet users.

10.03 Demonstrate ways to communicate effectively using Internet technology.

10.04 Use different types of search engines effectively to locate information relevant to the Marketing Sales and Service career cluster.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Course Title:** Introduction to Marketing, Sales and Service and Career Planning  
**Course Type:** Orientation/Exploratory and Career Planning  
**Career Cluster:** Marketing, Sales and Service

Secondary – Middle School	
Course Number	9309360
CIP Number	149309360M
Grade Level	6-8
Standard Length	Semester
Teacher Certification	Refer to the <b><u>Course Structure</u></b> section.
CTSO	DECA

**Purpose**

The purpose of this course is to assist students in making informed decisions regarding their future academic and occupational goals and to provide information regarding careers in the Marketing, Sales and Service career cluster. The content includes but is not limited to exposure to the skills and attitudes associated with a broad range of occupations relating to careers in marketing as well as reinforcement of academic skills occurs through classroom instruction and applied laboratory procedures.

Instruction and learning activities are provided in a laboratory setting using hands-on experiences with the equipment, materials and technology appropriate to the course content and in accordance with current practices.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

The length of this course is one semester. It may be offered for two semesters when appropriate. When offered for one semester, it is recommended that it be at the exploratory level and more in-depth when offered for two semesters.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
9309360	Introduction to Marketing, Sales and Service and Career Planning	BUS ED 1 MKTG 1 MKTG MGMT @7 7G	Semester

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.



## **Standards**

After successfully completing this course, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the e-Marketing career pathway
- 02.0 Demonstrate an understanding of the Professional Sales and Marketing career pathway
- 03.0 Demonstrate an understanding of the Management and Entrepreneurship career pathway
- 04.0 Demonstrate an understanding of the Distribution and Logistics career pathway
- 05.0 Demonstrate an understanding of the Marketing Information Management and Research career pathway
- 06.0 Demonstrate an understanding of the Marketing Communications and Promotion career pathway
- 07.0 Demonstrate an understanding of the Buying and Merchandising career pathway
- 08.0 Apply leadership and communication skills.
- 09.0 Describe how information technology is used in the Marketing, Sales and Service career cluster.
- 10.0 Use information technology tools.

### **Listed below are the standards that must be met to satisfy the requirements of Section 1003.4156, Florida Statutes.**

- 11.0 Describe the influences that societal, economic, and technological changes have on employment trends and future training.
- 12.0 Develop skills to locate, evaluate, and interpret career information.
- 13.0 Identify and demonstrate processes for making short and long term goals.
- 14.0 Demonstrate employability skills such as working in a group, problem-solving and organizational skills, and the importance of entrepreneurship.
- 15.0 Understand the relationship between educational achievement and career choices/postsecondary options.
- 16.0 Identify a career cluster and related pathways through an interest assessment that match career and education goals.
- 17.0 Develop a career and education plan that includes short and long-term goals, high school program of study, and postsecondary/career goals.
- 18.0 Demonstrate knowledge of technology and its application in career fields/clusters.

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Introduction to Marketing, Sales and Service and Career Planning  
**Course Number:** 9309360  
**Course Length:** Semester

**Course Description:**

Beginning with a broad overview of the Marketing, Sales and Service career cluster, students are introduced to the terminology, careers, history, required skills, and technologies associated with each pathway in the Marketing, Sales and Service career cluster. Additionally, they will be provided with opportunities to acquire and demonstrate beginning leadership skills and participate in hands-on activities.

<b>CTE Standards and Benchmarks</b>	
01.0	Demonstrate an understanding of the e-Marketing career pathway – the student will be able to:
01.01	Define and use proper terminology associated with the e-Marketing career pathway.
01.02	Describe some of the careers available in the e-Marketing career pathway.
01.03	Identify common characteristics of the careers in the e-Marketing career pathway.
01.04	Research the history of the e-Marketing career pathway and describe how the associated careers have evolved and impacted society.
01.05	Identify skills required to successfully enter any career in the e-Marketing career pathway.
01.06	Describe technologies associated with careers in the e-Marketing career pathway.
02.0	Demonstrate an understanding of the Professional Sales and Marketing career pathway – the student will be able to:
02.01	Define and use proper terminology associated with the Professional Sales and Marketing career pathway.
02.02	Describe some of the careers available in the Professional Sales and Marketing career pathway.
02.03	Identify common characteristics of the careers in the Professional Sales and Marketing career pathway.
02.04	Research the history of the Professional Sales and Marketing career pathway and describe how the associated careers have evolved and impacted society.
02.05	Identify skills required to successfully enter any career in the Professional Sales and Marketing career pathway.
02.06	Describe technologies associated with careers in the Professional Sales and Marketing career pathway.

## CTE Standards and Benchmarks

03.0	Demonstrate an understanding of the Management and Entrepreneurship career pathway – the student will be able to:
03.01	Define and use proper terminology associated with the Management and Entrepreneurship career pathway.
03.02	Describe some of the careers available in the Management and Entrepreneurship career pathway.
03.03	Identify common characteristics of the careers in the Management and Entrepreneurship career pathway.
03.04	Research the history of the Management and Entrepreneurship career pathway and describe how the associated careers have evolved and impacted society.
03.05	Identify skills required to successfully enter any career in the Management and Entrepreneurship career pathway.
03.06	Describe technologies associated with careers in the Management and Entrepreneurship career pathway.
04.0	Demonstrate an understanding of the Distribution and Logistics career pathway – the student will be able to:
04.01	Define and use proper terminology associated with the Distribution and Logistics career pathway.
04.02	Describe some of the careers available in the Distribution and Logistics career pathway.
04.03	Identify common characteristics of the careers in the Distribution and Logistics career pathway.
04.04	Research the history of the Distribution and Logistics career pathway and describe how the associated careers have evolved and impacted society.
04.05	Identify skills required to successfully enter any career in the Distribution and Logistics career pathway.
04.06	Describe technologies associated with careers in the Distribution and Logistics career pathway.
05.0	Demonstrate an understanding of the Marketing Information Management and Research career pathway – the student will be able to:
05.01	Define and use proper terminology associated with the Marketing Information Management and Research career pathway.
05.02	Describe some of the careers available in the Marketing Information Management and Research career pathway.
05.03	Identify common characteristics of the careers in the Marketing Information Management and Research career pathway.
05.04	Research the history of the Marketing Information Management and Research career pathway and describe how the associated careers have evolved and impacted society.
05.05	Identify skills required to successfully enter any career in the Marketing Information Management and Research career pathway.
05.06	Describe technologies associated with careers in the Marketing Information Management and Research career pathway.
06.0	Demonstrate an understanding of the Marketing Communications and Promotion career pathway – the student will be able to:

## CTE Standards and Benchmarks

06.01	Define and use proper terminology associated with the Marketing Communications and Promotion career pathway.
06.02	Describe some of the careers available in the Marketing Communications and Promotion career pathway.
06.03	Identify common characteristics of the careers in the Marketing Communications and Promotion career pathway.
06.04	Research the history of the Marketing Communications and Promotion career pathway and describe how the associated careers have evolved and impacted society.
06.05	Identify skills required to successfully enter any career in the Marketing Communications and Promotion career pathway.
06.06	Describe technologies associated with careers in the Marketing Communications and Promotion career pathway.
07.0	Demonstrate an understanding of the Buying and Merchandising career pathway – the student will be able to:
07.01	Define and use proper terminology associated with the Buying and Merchandising career pathway.
07.02	Describe some of the careers available in the Buying and Merchandising career pathway.
07.03	Identify common characteristics of the careers in the Buying and Merchandising career pathway.
07.04	Research the history of the Buying and Merchandising career pathway and describe how the associated careers have evolved and impacted society.
07.05	Identify skills required to successfully enter any career in the Buying and Merchandising career pathway.
07.06	Describe technologies associated with careers in the Buying and Merchandising career pathway.
08.0	Apply leadership and communication skills – the student will be able to:
08.01	Discuss the establishment and history of the DECA organization.
08.02	Identify the characteristics and responsibilities of organizational leaders.
08.03	Demonstrate parliamentary procedure skills during a meeting.
08.04	Participate on a committee which has an assigned task and report to the class.
08.05	Demonstrate effective communication skills through delivery of a speech, a slide presentation, or by conducting a demonstration.
08.06	Use a computer to assist in the completion of project related to the Marketing, Sales and Service career cluster.
09.0	Describe how information technology is used in the Marketing, Sales and Service career cluster – the student will be able to:
09.01	Identify Information Technology (IT) careers in the Marketing, Sales and Service career cluster; include the responsibilities, tasks and skills required.

## CTE Standards and Benchmarks

09.02 Relate IT project management concepts and terms to careers in the Marketing, Sales and Service career cluster.

09.03 Manage IT components typically used in professions of the Marketing, Sales and Service career cluster.

09.04 Identify security-related ethical and legal IT issues faced by professionals in the Marketing, Sales and Service career cluster.

10.0 Use information technology tools – the student will be able to:

09.01 Identify the functions of web browsers, and use them to access the Internet and other computer resources typically used in the Marketing, Sales and Service career cluster.

09.02 Use email clients to send simple messages and files to other Internet users.

09.03 Demonstrate ways to communicate effectively using Internet technology.

09.04 Use different types of web search engines effectively to locate information relevant to the Marketing, Sales and Service career cluster.

### **Listed below are the standards that must be met to satisfy the requirements of Section 1003.4156, Florida Statutes.**

The student will be able to:

11.0 Describe the influences that societal, economic, and technological changes have on employment trends and future training.

12.0 Develop skills to locate, evaluate, and interpret career information.

13.0 Identify and demonstrate processes for making short and long term goals.

14.0 Demonstrate employability skills such as working in a group, problem-solving and organizational skills.

15.0 Understand the relationship between educational achievement and career choices/postsecondary options.

16.0 Identify a career cluster and related pathways that match career and education goals.

17.0 Develop a career and education plan that includes short and long-term goals, high school program of study, and postsecondary/career goals.

18.0 Demonstrate knowledge of technology and its application in career fields/clusters.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career Planning**

The requirements of section 1003.4156 (1) (e), Florida Statutes, have been integrated into this course. The statute requires that students take a career and education planning course that must result in a completed personalized academic and career plan for the student; must emphasize the importance of entrepreneurship skills; must emphasize technology or the application of technology in career fields; and, beginning in the 2014-2015 academic year, must provide information from the Department of Economic Opportunity's economic security report as described in section 445.07, Florida Statutes. For additional information on the Middle School Career and Education Planning course requirements, visit the Florida Department of Education website.

### **Career and Technical Student Organization (CTSO)**

DECA is are the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Course Title:** Fundamentals of Marketing Occupations  
**Course Type:** Orientation/Exploratory  
**Career Cluster:** Marketing, Sales and Service

Secondary – Middle School	
Course Number	9380300
CIP Number	149380300M
Grade Level	6-8
Standard Length	Year
Teacher Certification	Refer to the <b>Course Structure</b> section.
CTSO	DECA

**Purpose**

The purpose of this course is to assist students in making informed decisions regarding academic and occupational goals and to provide information regarding careers in the Marketing, Sales and Service career cluster. The content includes, but is not limited to, topics related to Marketing, Sales and Service.

Instruction and learning activities are provided in a laboratory setting using hands-on experiences with the equipment, materials and technology appropriate to the course content and in accordance with current practices.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the course structure:

Course Number	Course Title	Teacher Certification	Length
9380300	Fundamentals of Marketing Occupations	BUS ED 1 MKTG 1 MKTG MGMT @7 7G	Year

**Florida Standards for English Language Development (ELD)**

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.SI.1.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills.



## **Standards**

After successfully completing this course, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the e-Marketing career pathway.
- 02.0 Demonstrate an understanding of the Professional Sales and Marketing career pathway.
- 03.0 Demonstrate an understanding of the Management and Entrepreneurship career pathway.
- 04.0 Demonstrate an understanding of the Distribution and Logistics career pathway.
- 05.0 Demonstrate an understanding of the Marketing Information Management and Research career pathway.
- 06.0 Demonstrate an understanding of the Marketing Communications and Promotion career pathway.
- 07.0 Demonstrate an understanding of the Buying and Merchandising career pathway.
- 08.0 Apply leadership and communication skills.
- 09.0 Identify components of network systems.
- 10.0 Describe and use communication features of information technology.

**Florida Department of Education  
Student Performance Standards**

**Course Title:** Fundamentals of Marketing Occupations  
**Course Number:** 9380300  
**Course Length:** Semester

**Course Description:**

Beginning with a broad overview of the Marketing, Sales and Service career cluster, students are introduced to the terminology, careers, history, required skills, and technologies associated with each pathway in the Marketing, Sales and Service career cluster. Additionally, they will be provided with opportunities to acquire and demonstrate beginning leadership skills and participate in hands-on activities.

<b>CTE Standards and Benchmarks</b>	
01.0	Demonstrate an understanding of the e-Marketing career pathway – the student will be able to:
01.01	Define and use the terminology associated with the e-Marketing career pathway.
01.02	Describe the careers available in the e-Marketing career pathway.
01.03	Identify common characteristics of careers in the e-Marketing career pathway.
01.04	Research the history of the e-Marketing career pathway; describe how the associated careers have evolved and impacted society.
01.05	Identify the skills required to successfully enter any career in the e-Marketing career pathway.
01.06	Describe the technologies associated with careers in the e-Marketing career pathway.
02.0	Demonstrate an understanding of the Professional Sales and Marketing career pathway – the student will be able to:
02.01	Define and use the terminology associated with the Professional Sales and Marketing career pathway.
02.02	Describe the careers available in the Professional Sales and Marketing career pathway.
02.03	Identify common characteristics of careers in the Professional Sales and Marketing career pathway.
02.04	Research the history of the Professional Sales and Marketing career pathway; describe how the associated careers have evolved and impacted society.
02.05	Identify the skills required to successfully enter any career in the Professional Sales and Marketing career pathway.
02.06	Describe the technologies associated with careers in the Professional Sales and Marketing career pathway.

## CTE Standards and Benchmarks

03.0	Demonstrate an understanding of the Management and Entrepreneurship career pathway – the student will be able to:
03.01	Define and use terminology associated with the Management and Entrepreneurship career pathway.
03.02	Describe the careers available in the Management and Entrepreneurship career pathway.
03.03	Identify common characteristics of careers in the Management and Entrepreneurship career pathway.
03.04	Research the history of the Management and Entrepreneurship career pathway; and describe how the associated careers have evolved and impacted society.
03.05	Identify the skills required to successfully enter any career in the Management and Entrepreneurship career pathway.
03.06	Describe the technologies associated with careers in the Management and Entrepreneurship career pathway.
04.0	Demonstrate an understanding of the Distribution and Logistics career pathway – the student will be able to:
04.01	Define and use the terminology associated with the Distribution and Logistics career pathway.
04.02	Describe the careers available in the Distribution and Logistics career pathway.
04.03	Identify common characteristics of careers in the Distribution and Logistics career pathway.
04.04	Research the history of the Distribution and Logistics career pathway; describe how the associated careers have evolved and impacted society.
04.05	Identify the skills required to successfully enter any career in the Distribution and Logistics career pathway.
04.06	Describe the technologies associated with careers in the Distribution and Logistics career pathway.
05.0	Demonstrate an understanding of the Marketing Information Management and Research career pathway – the student will be able to:
05.01	Define and use the terminology associated with the Marketing Information Management and Research career pathway.
05.02	Describe the careers available in the Marketing Information Management and Research career pathway.
05.03	Identify common characteristics of careers in the Marketing Information Management and Research career pathway.
05.04	Research the history of the Marketing Information Management and Research career pathway; describe how the associated careers have evolved and impacted society.
05.05	Identify the skills required to successfully enter any career in the Marketing Information Management and Research career pathway.
05.06	Describe the technologies associated with careers in the Marketing Information Management and Research career pathway.
06.0	Demonstrate an understanding of the Marketing Communications and Promotion career pathway – the student will be able to:

## CTE Standards and Benchmarks

06.01 Define and use the terminology associated with the Marketing Communications and Promotion career pathway.

06.02 Describe the careers available in the Marketing Communications and Promotion career pathway.

06.03 Identify common characteristics of careers in the Marketing Communications and Promotion career pathway.

06.04 Research the history of the Marketing Communications and Promotion career pathway; describe how the associated careers have evolved and impacted society.

06.05 Identify the skills required to successfully enter any career in the Marketing Communications and Promotion career pathway.

06.06 Describe the technologies associated with careers in the Marketing Communications and Promotion career pathway.

07.0 Demonstrate an understanding of the Buying and Merchandising career pathway – the student will be able to:

07.01 Define and use the terminology associated with the Buying and Merchandising career pathway.

07.02 Describe the careers available in the Buying and Merchandising career pathway.

07.03 Identify common characteristics of careers in the Buying and Merchandising career pathway.

07.04 Research the history of the Buying and Merchandising career pathway; describe how the associated careers have evolved and impacted society.

07.05 Identify the skills required to successfully enter any career in the Buying and Merchandising career pathway.

07.06 Describe the technologies associated with careers in the Buying and Merchandising career pathway.

08.0 Apply leadership and communication skills – the student will be able to:

08.01 Discuss the establishment and history of the DECA organization.

08.02 Identify the characteristics and responsibilities of organizational leaders.

08.03 Demonstrate parliamentary procedure skills during a meeting.

08.04 Participate on a committee which has an assigned task and report to the class.

08.05 Demonstrate effective communication skills through delivery of a speech, a slide presentation, or by conducting a demonstration.

08.06 Use a computer to assist in the completion of project related to the Marketing, Sales and Service career cluster.

09.0 Identify components of network systems – the student will be able to:

09.01 Identify basic hardware and software components.

09.02 Identify and configure user customization features in web browsers; include preferences, caching, and cookies.

**CTE Standards and Benchmarks**

09.03 Recognize essential database concepts.

09.04 Define and use networking and Internet services.

10.0 Describe and use communication features of information technology – the student will be able to

10.01 Define important Internet communications protocols and their roles in delivering basic Internet services.

10.02 Identify basic principles of the Domain Name System (DNS).

10.03 Identify security issues related to Internet clients.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g., modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Electronic Commerce  
**Career Cluster:** Marketing, Sales & Service

CCC	
CIP Number	0252020801
Program Type	College Credit Certificate (CCC)
Program Length	36 credit hours
CTSO	Collegiate DECA
SOC Codes (all applicable)	15-1199 – Computer Occupations, All Other

**Purpose**

This certificate program is part of the Marketing Management (60) AS degree program (1252140101).

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.).

The purpose of this program is to prepare students for employment in Electronic Commerce and consists of the buying and selling of products or services over electronic systems such as the Internet and other computer networks; this program includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Plan sales promotion techniques and procedures for the marketing of products and services.
- 02.0 Perform merchandising math operations specific to products and services marketing.
- 03.0 Understand the importance of marketing operations.
- 04.0 Demonstrate knowledge and application of product and service technology.
- 05.0 Understand the roles of the manager and the entrepreneur.
- 06.0 Develop a business plan.
- 07.0 Plan the marketing strategy.
- 08.0 Finance a new business.
- 09.0 Manage the business.
- 10.0 Manage human resources.
- 11.0 Promote the business.
- 12.0 Manage sales.
- 13.0 Manage finances.
- 14.0 Manage customer credit and collections.
- 15.0 Identify the uses of technology in marketing.
- 16.0 Develop a marketing-oriented website.
- 17.0 Identify and implement marketing support activities.
- 18.0 Manage an e-commerce marketing campaign.



Florida Department of Education  
Student Performance Standards

**Program Title:** Electronic Commerce  
**CIP Numbers:** 0252020801  
**Program Length:** 36 credit hours  
**SOC Code(s):** 15-1199

**This certificate program is part of the Marketing Management (60) AS degree program (1252140101). At the completion of this program, the student will be able to:**

01.0 Plan sales promotion techniques and procedures for the marketing of products and services – the student will be able to:

01.01 List the purposes of advertising, displays, and public relations.

01.02 Explain the importance of sales promotion.

01.03 Identify various forms of advertising media.

01.04 Demonstrate an understanding of design principles and elements.

01.05 Identify the parts of an advertisement.

01.06 Develop and explain the promotional mix.

01.07 Identify the most appropriate display for a given type of merchandise.

01.08 Prepare an ad layout.

01.09 Evaluate the effectiveness of an ad.

01.10 Apply design principles to analyze and/or create a display.

01.11 Draw and label a color wheel.

01.12 Prepare a promotional plan.

02.0 Perform merchandising math operations specific to products and services marketing – the student will be able to:

02.01 Perform addition, subtraction, multiplication, and division.

02.02 Complete problems using percentages, decimals, and fractions.

02.03	Demonstrate correct procedures for handling basic types of customer sales transactions (e.g., cash, charge, discount, layaway, COD returns).
02.04	Demonstrate opening and closing procedures for a cash register.
02.05	Calculate turnover.
02.06	Calculate stock-to-sales ratio.
02.07	Calculate an inventory turnover ratio.
02.08	Demonstrate knowledge of pricing policies.
02.09	Calculate markup as a percentage of cost.
02.10	Calculate markup as a percentage of retail.
02.11	Calculate markdowns on merchandise.
02.12	Calculate open-to-buy.
02.13	Complete an invoice, a purchase order, and a packing slip.
02.14	Calculate discount rate, due date, and the amount of payment on an invoice.
02.15	Calculate the amount of merchandise to be recorded utilizing model stocks.
02.16	Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.
03.0	Understand the importance of marketing operations – the student will be able to:
03.01	Understand the importance of safety from a managerial perspective.
03.02	Explain the importance of receiving, checking, and marking operations.
03.03	Describe the importance of security.
03.04	Demonstrate an understanding of credit policies and procedures.
03.05	Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
03.06	Demonstrate an understanding of the movement of goods in the distribution channel.
04.0	Demonstrate knowledge and application of product and service technology – the student will be able to:
04.01	Understand the importance of product and service technology.

04.02	Utilize available sources to obtain product knowledge.
04.03	Demonstrate product and service technology knowledge and applications for entry into the career path chosen by the student.
05.0	Understand the roles of the manager and the entrepreneur – the student will be able to:
05.01	Consider the personal qualifications and abilities needed to manage a business.
05.02	Evaluate personal potential for decision-making, problem solving, and creativity.
05.03	Determine personal potential for management, planning, operations, personnel, and public relations.
06.0	Develop a business plan – the student will be able to:
06.01	Understand the importance of a business plan in guiding management decisions.
06.02	Recognize the appropriate organization of business plan.
06.03	Identify and utilize the mechanics for developing a business plan.
06.04	Describe the basics of entrepreneurship, envisioning a business, planning, start-up, on-going management, small business marketing, and growth strategies.
06.05	Understand the idea formation phase of business start-up and the options for owning a business (acquisition, new firm start-up, franchises).
06.06	Understand the basics of small business management, choosing a structure and distribution channels, and managing resources and employees.
06.07	Understand what is needed to grow a business, obtain ongoing funding, and how to harvest or reap the benefits of what has been created.
06.08	Create and present a business plan to a group of “investors.”
06.09	Explain how the Internet adds capability and range to a small business, understanding the tools and resources needed to compete effectively while maximizing web-related impact.
06.10	Understand how e-Commerce business models transform and level the playing field for small businesses; identify the tools, options and e-Commerce alternatives for a small business.
06.11	Describe how and why the Internet and e-Commerce can change the core value proposition for a business.
06.12	Describe how a firm’s costs and pricing can be affected by the use of e-Commerce and/or e-marketing, and the implications of these changes.
07.0	Plan the marketing strategy – the student will be able to:
07.01	Demonstrate an understanding of the role of sales in a small business and the tools and options to maximize the impact of personal selling.
07.02	Understand the role of sales, the pervasive nature of selling activity in a small business, and the steps that comprise the sales process.

07.03	Demonstrate the importance of maintaining and enhancing the customer relationship post-sale.
07.04	Develop and modify the marketing mix for a business.
07.05	Use decision-making tools that aid in evaluating marketing activities.
07.06	Evaluate operations to improve decision-making pertaining to marketing.
07.07	Identify target markets.
08.0	Finance a new business – the student will be able to:
08.01	Describe the sources of information available to estimate the financing necessary to start a new business.
08.02	Determine the financing necessary to start a business.
08.03	Prepare a projected profit and loss statement and a projected cash flow statement for a new business.
08.04	Prepare a loan application package.
08.05	Identify alternative sources of finances.
09.0	Manage the business – the student will be able to:
09.01	Plan goals and objectives for a business.
09.02	Develop an organizational structure for a business.
09.03	Establish control practices and procedures for a business.
09.04	Demonstrate an understanding of the management challenges that confront small businesses and ways to address those challenges.
09.05	Describe the various tools and options that support planning in a small business environment.
09.06	Demonstrate an understanding of leadership as it applies to the small business firm, and how personnel/employee selection and management is critical to the success of a small business.
09.07	Demonstrate an understanding of the control function and the various tools managers have to expand control of the organization.
09.08	Understand the unique aspects of small business management and how the standard “plan-organize-lead-control” process is affected by the small business environment.
09.09	Explain the organizing function in a small business environment; focus on understanding core competencies and how to credibly address opportunities with minimal or limited resources.
10.0	Manage human resources – the student will be able to:
10.01	Write a job description for a position in the business.

10.02	Develop a training program outline for employees.
10.03	Develop a list of personnel policies for employees.
10.04	Develop an employee evaluation system.
10.05	Plan a corrective interview with an employee concerning a selected problem.
10.06	Develop a performance improvement plan to delineate areas of concern and gaps in the performance of an employee.
10.07	Develop a recruitment/selection and retention program for employees.
11.0	Promote the business – the student will be able to:
11.01	Create a promotional plan.
11.02	Describe the techniques used to prepare advertising and promotion.
11.03	Analyze competitive promotional activities.
11.04	Evaluate promotional effectiveness.
12.0	Manage sales – the student will be able to:
12.01	Develop a sales plan for the business.
12.02	Develop policies and procedures for serving customers.
12.03	Develop a plan for motivating and evaluating salespeople.
13.0	Manage finances – the student will be able to:
13.01	Explain the importance of cash flow management.
13.02	Identify financial control procedures.
13.03	Identify cash flow patterns.
13.04	Analyze trouble spots in financial management.
13.05	Describe how to prepare an owner's equity financial statement.
13.06	Describe how to compute various financial ratios.
13.07	Analyze financial management ratios applicable to a small business.

13.08	Identify the components of a break-even analysis.
13.09	Compute and analyze break-even point problems.
13.10	Review microcomputer applications for financial management.
14.0	Manage customer credit and collections – the student will be able to:
14.01	Understand the legal rights and recourse of credit grantors.
14.02	Understand basic customer credit and collection procedures.
14.03	Identify informational resources and systems that apply to credit and collection procedures.
15.0	Identify the uses of technology in marketing – the student will be able to:
15.01	Explain the importance of and uses for computers and the Internet in marketing.
15.02	Utilize software to create a career/industry-related document.
15.03	Perform data entry procedures (e.g., payroll, inventory control).
15.04	Utilize spreadsheet software to enhance decision-making skills.
15.05	Utilize integrated software programs to generate marketing reports and solve marketing problems.
15.06	Identify technology appropriate for marketing functions and practices.
15.07	Select and use a variety of electronic media (e.g., the Internet, information services, desktop-publishing software programs) to create, revise, and verify information.
16.0	Develop a marketing-oriented website – the student will be able to:
16.01	Research and analyze software and hardware requirements.
16.02	Develop and test-market a storyboard for the message.
16.03	Design text and corresponding multimedia elements required by a storyboard.
16.04	Create website content.
16.05	Establish security measures (e.g., firewalls, backups, virus protection).
16.06	Analyze e-Commerce solutions (e.g., shopping cart software, electronic malls, order entry systems, smart cards).
17.0	Identify and implement marketing support activities – the student will be able to:

17.01	Identify the role of websites in the marketing mix.
17.02	Develop a potential customer database.
17.03	Identify products or services appropriate for push technology advertising.
17.04	Create a linking strategy, identify sites to include in the strategy, and determine associated costs.
17.05	Identify the steps to establish e-Commerce (e.g., secure credit card services, implement security, create a database, set up shopping cart software).
17.06	Identify processes to improve visibility in search engines.
17.07	Establish means to identify the customer base and marketing profile.
18.0	Manage an e-commerce marketing campaign – the student will be able to:
17.08	Determine methods for promoting a universal resource locator (URL).
17.09	Determine appropriate search engines for listing a URL.
17.10	Determine methods to register with a selected search engine.
17.11	Discuss strategies for improving visibility in search engines.
17.12	Establish and manage links with other sites.
17.13	Discuss viability of banner advertising.
17.14	Determine methods to generate hit analysis data.
17.15	Calculate and analyze site effectiveness.
17.16	Compose updates based on analysis results.
17.17	Publicize e-Commerce marketing through traditional (non-Internet) means.
17.18	Understand organic and non-organic searches and search engine optimization (SEO).
17.19	Express the importance of establishing customer service guidelines.
17.20	Discuss <i>keywords</i> versus <i>key phrases</i> and the benefits of each type.
17.21	Understand the concept of meta tags and why they are important to the marketing of a website.
17.22	Establish methods to incorporate target market keywords into meta tags.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.



Florida Department of Education  
Curriculum Framework

**Program Title:** Entrepreneurship  
**Career Cluster:** Marketing, Sales & Service

CCC	
CIP Number	0252070100
Program Type	College Credit Certificate (CCC)
Program Length	12 credit hours
CTSO	Collegiate DECA
SOC Codes (all applicable)	11-1021 – General and Operations Managers

**Purpose**

The purpose of this program is to teach students the fundamentals of starting and operating a business venture while presenting entrepreneurship as a viable career option. Coursework covers opportunity recognition, business planning, cash flow and financial management, market research, e-commerce and how to understand and work with an accounting system.

This certificate program is part of the Marketing Management (60) AS degree program (1252140101).

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.).

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate the ability to communicate skillfully.
- 03.0 Plan sales promotion techniques and procedures to the marketing of products and services.
- 04.0 Understand the roles of the manager and the entrepreneur.
- 05.0 Develop a business plan.
- 06.0 Obtain technical assistance.
- 07.0 Plan the marketing strategy.
- 08.0 Finance a new business.
- 09.0 Identify and manage potential legal issues.
- 10.0 Comply with government regulations.
- 11.0 Manage the business.
- 12.0 Maintain business records.
- 13.0 Manage finances.

Florida Department of Education  
Student Performance Standards

**Program Title:** Entrepreneurship  
**CIP Number:** 0252070100  
**Program Length:** 12 credit hours  
**SOC Code(s):** 11-1021

**This certificate program is part of the Marketing Management (60) AS degree program (1252140101). At the completion of this program, the student will be able to:**

01.0	Demonstrate the human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Exhibit a professional appearance through appropriate grooming and attire.
01.02	Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03	Use a personality inventory for personal improvement.
01.04	Exhibit the ability to collaborate with others.
01.05	Discuss the importance of human relations.
01.06	Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career path.
02.0	Demonstrate the ability to communicate skillfully – the student will be able to:
02.01	Describe the importance of clear and concise writing.
02.02	Demonstrate proficiency in the effective use of speech and vocabulary.
02.03	Explain the importance of good listening skills.
02.04	Discuss the role communication plays in marketing.
02.05	Demonstrate the components of the communication process.
02.06	Demonstrate effective written communication skills.
02.07	Demonstrate oral communication skills.
02.08	Conduct a meeting utilizing parliamentary procedure.

03.0	Plan sales promotion techniques and procedures for the marketing of products and services – the student will be able to:
03.01	List the purposes of advertising, displays, and public relations.
03.02	Explain the importance of sales promotion.
03.03	Identify various forms of advertising media.
03.04	Demonstrate an understanding of design principles and elements.
03.05	Identify the parts of an advertisement.
03.06	Develop and explain the promotional mix.
03.07	Identify the most appropriate display for a given type of merchandise.
03.08	Prepare an ad layout.
03.09	Evaluate the effectiveness of an ad.
03.10	Apply design principles to analyze and/or create a display.
03.11	Draw and label a color wheel.
03.12	Prepare a promotional plan.
04.0	Understand the role of the manager and the entrepreneur – the student will be able to:
04.01	Consider the personal qualifications and abilities needed to manage a business.
04.02	Evaluate personal potential for decision-making, problem solving, and creativity.
04.03	Determine personal potential for management, planning, operations, personnel, and public relations.
05.0	Develop a business plan – the student will be able to:
05.01	Understand the importance of a business plan in guiding management decisions.
05.02	Recognize the appropriate organization of business plan.
05.03	Identify and utilize the mechanics for developing a business plan.
05.04	Describe the basics of entrepreneurship, envisioning a business, planning, start-up, on-going management, small business marketing, and growth strategies.
05.05	Understand the idea formation phase of business start-up and the options for owning a business (acquisition, new firm start-up, franchises).

05.06	Understand the basics of small business management, choosing a structure and distribution channels, and managing resources and employees.
05.07	Understand what is needed to grow a business, obtain ongoing funding, and how to harvest or reap the benefits of what has been created.
05.08	Create and present a business plan to a group of “investors.”
05.09	Explain how the Internet adds capability and range to a small business, understanding the tools and resources needed to compete effectively while maximizing web-related impact.
05.10	Understand how e-Commerce business models transform and level the playing field for small businesses; identify the tools, options and e-Commerce alternatives for a small business.
05.11	Describe how and why the Internet and e-Commerce can change the core value proposition for a business.
05.12	Describe how a firm’s costs and pricing can be affected by the use of e-Commerce and/or e-marketing, and the implications of these changes.
06.0	Obtain technical assistance – the student will be able to:
06.01	Understand the need to obtain assistance from an outside technical consultant.
07.0	Plan the marketing strategy – the student will be able to:
07.01	Demonstrate an understanding of the role of sales in a small business and the tools and options to maximize the impact of personal selling.
07.02	Understand the role of sales, the pervasive nature of selling activity in a small business, and the steps that comprise the sales process.
07.03	Demonstrate the importance of maintaining and enhancing the customer relationship post-sale.
07.04	Develop and modify the marketing mix for a business.
07.05	Use decision-making tools that aid in evaluating marketing activities.
07.06	Evaluate operations to improve decision-making pertaining to marketing.
07.07	Identify target markets.
08.0	Finance a new business – the student will be able to:
08.01	Describe the sources of information available to estimate the financing necessary to start a new business.
08.02	Determine the financing necessary to start a business.
08.03	Prepare a projected profit and loss statement and a projected cash flow statement for a new business.
08.04	Prepare a loan application package.

08.05	Identify alternative sources of finances.
09.0	Identify and manage potential legal issues – the student will be able to:
09.01	Identify the need for legal assistance.
09.02	Identify the desirable and undesirable provisions in a lease.
09.03	Identify the requirements of a sales contract (e.g., credit sales, long-term sales).
09.04	Identify the components of a contract.
09.05	Determine personal needs for the protection of ideas and inventions.
10.0	Comply with government regulations – the student will be able to:
10.01	Appraise the effects of various regulations on business operations.
10.02	Acquire the information necessary to comply with the various rules and regulations affecting the business.
10.03	Develop policies for the business to comply with government rules and regulations.
11.0	Manage the business – the student will be able to:
11.01	Plan goals and objectives for a business.
11.02	Develop an organizational structure for a business.
11.03	Establish control practices and procedures for a business.
11.04	Demonstrate an understanding of the management challenges that confront small businesses and ways to address those challenges.
11.05	Describe the various tools and options that support planning in a small business environment.
11.06	Demonstrate an understanding of leadership as it applies to the small business firm, and how personnel/employee selection and management is critical to the success of a small business.
11.07	Demonstrate an understanding of the control function and the various tools managers have to expand control of the organization.
11.08	Understand the unique aspects of small business management and how the standard “plan-organize-lead-control” process is affected by the small business environment.
11.09	Explain the organizing function in a small business environment; focus on understanding core competencies and how to credibly address opportunities with minimal or limited resources.
12.0	Maintain business records – the student will be able to:
12.01	Determine who will manage business records; identify how these records will be maintained.

12.02	Describe double-entry bookkeeping.
12.03	Identify the types of journals and ledgers that will be used in the business.
12.04	Identify the types of records to use to document sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
12.05	Evaluate business records.
13.0	Manage finances – the student will be able to:
13.01	Explain the importance of cash flow management.
13.02	Identify financial control procedures.
13.03	Identify cash flow patterns.
13.04	Analyze trouble spots in financial management.
13.05	Describe how to prepare an owner's equity financial statement.
13.06	Describe how to compute various financial ratios.
13.07	Analyze financial management ratios applicable to a small business.
13.08	Identify the components of a break-even analysis.
13.09	Compute and analyze break-even point problems.
13.10	Review microcomputer applications for financial management.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.



Florida Department of Education  
Curriculum Framework

**Program Title:** Marketing Operations  
**Career Cluster:** Marketing, Sales & Service

CCC	
CIP Number	0252140111
Program Type	College Credit Certificate (CCC)
Program Length	30 credit hours
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-1011 – First-Line Supervisors of Retail Sales Workers

**Purpose**

This certificate program is part of the Marketing Management (60) AS degree program (1252140101).

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.).

The purpose of this program is to prepare students for employment as advertising and display specialists, marketing, advertising, and public relations managers, public relations specialists, or to provide supplemental training for persons previously or currently employed in these occupations. The content should include, but not be limited to, the advertising and displaying of merchandise and managing this function.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate the ability to communicate skillfully.
- 02.0 Perform merchandising math operations specific to products and services marketing.
- 03.0 Demonstrate knowledge of basic economic principles.
- 04.0 Demonstrate the human relations skills necessary for success in promotions.
- 05.0 Demonstrate knowledge of the principles of promotion.
- 06.0 Demonstrate knowledge of advertising.
- 07.0 Demonstrate knowledge of display design.
- 08.0 Demonstrate knowledge of public relations.
- 09.0 Demonstrate knowledge of personal selling.
- 10.0 Demonstrate knowledge of management functions.
- 11.0 Demonstrate an understanding of entrepreneurship.

Florida Department of Education  
Student Performance Standards

**Program Title:** Marketing Operations  
**CIP Numbers:** 0252140111  
**Program Length:** 30 credit hours  
**SOC Code(s):** 41-1011

**This certificate program is part of the Marketing Management (60) AS degree program (1252140101). At the completion of this program, the student will be able to:**

01.0 Demonstrate the ability to communicate skillfully – the student will be able to:

- 01.01 Describe the importance of clear and concise writing.
- 01.02 Demonstrate proficiency in the effective use of speech and vocabulary.
- 01.03 Explain the importance of good listening skills.
- 01.04 Discuss the role communication plays in marketing.
- 01.05 Demonstrate the components of the communication process.
- 01.06 Demonstrate effective written communication skills.
- 01.07 Demonstrate oral communication skills.
- 01.08 Conduct a meeting utilizing parliamentary procedure.

02.0 Perform merchandising math operations specific to products and services marketing – the student will be able to:

- 02.01 Perform addition, subtraction, multiplication, and division.
- 02.02 Complete problems using percentages, decimals, and fractions.
- 02.03 Demonstrate correct procedures for handling basic types of customer sales transactions (e.g., cash, charge, discount, layaway, COD returns).
- 02.04 Demonstrate opening and closing procedures for a cash register.
- 02.05 Calculate turnover.
- 02.06 Calculate stock-to-sales ratio.

02.07	Calculate an inventory turnover ratio.
02.08	Demonstrate knowledge of pricing policies.
02.09	Calculate markup as a percentage of cost.
02.10	Calculate markup as a percentage of retail.
02.11	Calculate markdowns on merchandise.
02.12	Calculate open-to-buy.
02.13	Complete an invoice, a purchase order, and a packing slip.
02.14	Calculate discount rate, due date, and the amount of payment on an invoice.
02.15	Calculate the amount of merchandise to be recorded utilizing model stocks.
02.16	Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.
03.0	Demonstrate a knowledge of basic economic principles – the student will be able to:
03.01	Explain the role of marketing in a free enterprise system.
03.02	List and compare the three major types of economic systems.
03.03	Describe the channels of distribution.
03.04	Understand logistics as a function of marketing.
03.05	Identify and discuss economic resources.
03.06	Discuss the role of the consumer in a free enterprise system.
03.07	Define the concept of “supply and demand.”
03.08	Identify and define the functions of marketing.
03.09	Identify and define the four types of product utility.
03.10	Identify and explain the elements of the marketing mix (price, product, promotion, place).
03.11	Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, specialty goods).
03.12	Name current trends that have developed in retailing.

03.13	Conduct benchmarking and trend analysis of competitors.
03.14	List the major components of the Gross Domestic Product (GDP).
04.0	Demonstrate the human relations skills necessary for success in promotions – the student will be able to:
04.01	Discuss the importance of such interpersonal skills as punctuality, initiative, courtesy, loyalty, and honesty.
04.02	Discuss the importance of being able to work cooperatively with others.
04.03	Discuss the role of networking in marketing.
04.04	Explain the importance of good human relations skills.
04.05	Outline the steps in effective problem-solving and decision-making.
05.0	Demonstrate knowledge of the principles of promotion – the student will be able to:
05.01	Define <i>promotion</i> .
05.02	State the purposes of promotion.
05.03	Explain the importance of promotion in a free enterprise system.
05.04	Explain the role of promotion in marketing.
05.05	List and define the elements of the promotional mix.
05.06	List factors that can affect the promotional mix.
05.07	List the purposes of retail promotion.
05.08	Discuss the limitations of retail promotion.
06.0	Demonstrate knowledge of advertising – the student will be able to:
06.01	Explain the role of advertising in the promotional mix.
06.02	Describe how advertising creates demand.
06.03	Discuss the importance of identifying the "market."
06.04	Recall the market classifications of advertising.
06.05	Identify the parts of a written advertisement.

06.06	Prepare a written ad layout.
06.07	Identify various forms of advertising media.
06.08	Evaluate and select the proper medium for the advertising message.
07.0	Demonstrate knowledge of display design – the student will be able to:
07.01	Identify and describe the elements of display design.
07.02	Name and describe the principles of display design.
07.03	List sources of display ideas.
07.04	Explain the ways color affects customer buying decisions.
07.05	Name the "appeals" that should be considered when selecting merchandise for display.
07.06	List the objectives of display.
07.07	List the steps involved in planning and setting up a display.
07.08	Define: <i>display requisition, display planning calendar, display planning budget, functional prop, decorative prop.</i>
07.09	List the factors to consider when evaluating a completed display.
07.10	Explain the difference between promotional displays and institutional displays.
08.0	Demonstrate knowledge of public relations – the student will be able to:
08.01	Define <i>public relations</i> .
08.02	List the objective of public relations.
08.03	Identify the groups that a public relations campaign is designed to reach.
09.0	Demonstrate knowledge of personal selling – the student will be able to:
09.01	State the importance of personal selling skills as a retail function.
09.02	Define and state the essentials of a sales presentation.
09.03	Identify the steps of the selling process.
09.04	Explain the purpose of the pre-approach.

09.05	List and explain the various approach categories.
09.06	Explain how listening, questioning, and observation skills can help the salesperson determine wants and needs.
09.07	Explain the importance of the demonstration.
09.08	Analyze the major types of customer objections; identify the techniques to overcome each type of objection.
09.09	Identify the natural process involved in closing a sale.
09.10	Explain various techniques for closing a sale.
09.11	Define and explain suggestive selling.
10.0	Demonstrate knowledge of management functions – the student will be able to:
10.01	Explain the importance of good human relations skills in managing personnel.
10.02	Identify the qualities of a good leader.
10.03	Understand the functions of management.
10.04	Describe how the work of a manager differs from that of other employees.
10.05	Identify the basic elements to be considered in organizing work.
10.06	Describe the importance of assigning duties, delegating authority, and evaluating the completed work.
11.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
11.01	Define <i>entrepreneurship</i> .
11.02	Describe the importance of entrepreneurship to the American economy.
11.03	List the advantages and disadvantages of business ownership.
11.04	Identify the risks involved in business ownership.
11.05	Identify the necessary personal characteristics of a successful entrepreneur.
11.06	Identify the business skills needed to operate a small business efficiently and effectively.
11.07	Utilize innovation to create and develop new products and services.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.



Florida Department of Education  
Curriculum Framework

**Program Title:** Customer Relationship Management  
**Career Cluster:** Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District’s discretion, continue taking courses in the program until completion.**

AS	
CIP Number	1252020700
Program Type	College Credit
Standard Length	60 credit hours
CTSO	Collegiate DECA
SOC Codes (all applicable)	11-2022 – Sales Managers

**Purpose**

The purpose of this program is to prepare students for employment in customer service occupations (e.g., customer service representatives, customer services managers) and other service occupations that require a customer-centered approach. This program is designed to prepare students for employment in supervisory or specialist positions in all industry areas involving the management of customer relationships.

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of 60 credit hours.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in customer service occupations.
- 02.0 Demonstrate ability to communicate skillfully.
- 03.0 Manage customer interactions.
- 04.0 Demonstrate employability skills.
- 05.0 Organize job duties.
- 06.0 Demonstrate basic math operations relevant to customer relationship management.
- 07.0 Participate in learning.
- 08.0 Manage human resources.
- 09.0 Operate computers and other equipment appropriate to customer relationship management.

Florida Department of Education  
Student Performance Standards

Program Title: Customer Relationship Management  
 CIP Numbers: 1252020700  
 Program Length: 60 credit hours  
 SOC Code(s): 11-2022

**The AS degree requires the inclusion of a minimum of 15 credits of general education coursework according to SACS, and it must be transferable according to Rule 6A-14.030 (2), F.A.C. At the completion of this program, the student will be able to:**

01.0	Demonstrate human relations skills necessary for success in customer service occupations – the student will be able to:
01.01	Exhibit acceptable health and grooming habits.
01.02	Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03	Use a personality inventory for personal improvement.
01.04	Exhibit the ability to get along with others.
01.05	Discuss the importance of human relations.
01.06	Develop and demonstrate the unique human relations skills needed for successful entry and progress in the customer service sector of marketing occupations.
01.07	Differentiate between an acceptable and unacceptable code of ethical conduct in business.
02.0	Demonstrate the ability to communicate skillfully – the student will be able to:
02.01	Demonstrate effective and courteous telephone usage.
02.02	Give oral reports to demonstrate the ability to effectively express oneself in a group setting.
02.03	Demonstrate good customer communications through roleplaying.
02.04	Understand communication concepts, goals, skills, and criteria.
02.05	Organize and prepare oral and visual reports using appropriate media.
02.06	Prepare different types of correspondence.
03.0	Manage customer interactions – the student will be able to:
03.01	Listen reflectively.

03.02	Review customer history.
03.03	Ask questions.
03.04	Collect information.
03.05	Assess the customer's needs.
03.06	Research solutions.
03.07	Develop a plan of action.
03.08	Refer to appropriate authority (if needed).
03.09	Execute data capture.
03.10	Communicate actions.
03.11	Resolve customer issues.
03.12	Offer additional services.
03.13	Perform follow-up as needed.
04.0	Demonstrate employability skills – the student will be able to:
04.01	Conduct a job search in the area of customer services.
04.02	Secure information about customer service jobs.
04.03	Identify documents that may be required when applying for a job.
04.04	Complete a personal résumé.
04.05	Complete a job application form correctly.
04.06	Demonstrate competence in job interview techniques.
04.07	Identify and demonstrate appropriate responses to criticism from supervisors.
04.08	Identify and demonstrate acceptable work habits.
04.09	Demonstrate knowledge of how to make job changes appropriately.
04.10	Demonstrate acceptable health habits.
05.0	Organize job duties – the student will be able to:

05.01	Review in-baskets.
05.02	Review calendar.
05.03	Review planned projects.
05.04	Prioritize tasks.
05.05	Develop a work plan.
05.06	Schedule activities.
05.07	Execute work.
06.0	Demonstrate basic math operations relevant to customer relationship management – the student will be able to:
06.01	Perform basic computational operations.
06.02	Demonstrate correct procedures for handling major types of sales transactions.
06.03	Calculate prices given necessary data.
06.04	Calculate markup as a percentage of cost or retail price.
06.05	Calculate markdowns.
06.06	Complete an invoice, purchase order, and return packing slip.
06.07	Calculate discount dates, due dates, and amount of payment.
06.08	Calculate amount of merchandise and supplies to be re-ordered.
06.09	Determine total costs, costs per unit, average costs, selling costs, labor costs, and other cost data.
07.0	Participate in learning – the student will be able to:
07.01	Attend scheduled training.
07.02	Utilize available resources.
07.03	Review job-critical information.
07.04	Seek feedback on performance.
07.05	Apply acquired skills.
08.0	Manage human resources – the student will be able to:

08.01	Write a job description for a position in customer services.
08.02	Develop a training program for customer service employees.
08.03	Demonstrate how to effectively train individuals and groups of employees.
08.04	Develop personnel policies for employees in a marketing business.
08.05	Develop a system for evaluating employees.
08.06	Plan and demonstrate a corrective interview with an employee concerning a selected problem.
08.07	Develop a recruitment, selection and retention program for employees.
08.08	Develop an effective compensation plan for employees in customer services.
09.0	Operate computers and other equipment appropriate to customer relationship management – the student will be able to:
09.01	Obtain and transmit credit information.
09.02	Obtain information, schedule, place orders, and route using phone, fax, computer, cash register, and other communications and calculating devices.
09.03	Demonstrate merchandising and operations data entry procedures such as prices, sales, inventory changes, costs, and reductions.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

**Distance Learning Products:** There are many distance learning products available to increase the availability of this curriculum to students with diverse needs. Based on a study conducted by the University of Maryland, these products can be divided into three models. The following models are not distinct, but can be considered as points on a continuum where control shifts from the faculty at one end, mixed control in the middle and primarily student control at the other end. Though delivery methods and technologies have been assigned to a certain model for understanding, flexibility of the methodologies allows some overlapping between models depending on the objective of the program. The products fall under the following three models:

Distributed Classroom – involves interactive telecommunications technologies that extend the classroom from one location to a number of separate locations and typically mixes on site and distant students. This can include 2-way TV, 1-way video/2-way audio, Interactive TV, video-conferencing or radio broadcast.

Independent Learning – frees the student from having to be in a certain location at a certain time. Student has materials and access to faculty. This model includes audiocassette, print, Internet, and videotape.

Open Learning – involves the use of printed course material and other media that allow the student to proceed at their own pace. This can include tele-courses, videotape, multimedia and printed courses.

Customer Relationship Management (CRM) represents a change in philosophy to a more customer-centric approach that gives the customer and the customer relationship manager unprecedented access to information. This framework moves in that direction, but as emerging technologies provide more access to data on products, services, buying trends, preferences and loyalty, the framework will need to be revised. Implications for the CRM curriculum framework indicate that future revisions will need to incorporate new technologies to stay current with evolving changes.

The current educational trend for customer relationship management is a higher demand for certificate programs than complete degree programs.

### **Career and Technical Student Organization (CTSO)**

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## **Accommodations**

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Florida Department of Education  
Curriculum Framework

**Program Title:** Marketing Management (60)  
**Career Cluster:** Marketing, Sales & Service

AS	
CIP Number	1252140101
Program Type	College Credit
Standard Length	60 credit hours
CTSO	Collegiate DECA
SOC Codes (all applicable)	11-2021 – Marketing Managers

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in organizations and businesses (for-profit or not-for-profit) as marketing managers, advertising managers, and public relations managers, or to provide supplemental training for persons previously or current employed in these activities.

The content includes the management of sales, merchandising, transportation, storage, promotion, operations, finance, personnel, market research, and components of marketing strategy.

Instruction is structured to meet the requirements for gainful employment and entrepreneurship at management levels. This program may be offered as a generalized marketing management program or may be offered to provide management training in marketing occupations in industry areas such as:

- Fashion Marketing (Apparel, Accessories, Home Furnishings)
- Business and Personal Services Marketing
- Finance and Credit Services Marketing
- Floristry, Farm and Garden Supplies and Services Marketing
- Food Marketing

- Import/Export Marketing
- Industrial and Institutional Marketing
- Hardware, Building Materials, Equipment, and Office Products Marketing
- Hospitality Marketing (Hotel/Motel, Recreation and Tourism, Restaurant)
- Insurance Marketing
- Transportation and Warehousing Services Marketing
- Vehicle and Petroleum Marketing (Auto Sales, Service, Rental, Leasing, Parts)
- Real Estate
- Marketing Services (Advertising, Promotion, Public Relations, Research)
- General Merchandise Marketing (Department Store, Variety Store, Discount Store)

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

### **Program Structure**

This program is a planned sequence of instruction consisting of 60 credit hours.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate the human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate the ability to communicate skillfully.
- 03.0 Utilize effective selling techniques and procedures for the marketing of products and services.
- 04.0 Plan sales promotion techniques and procedures for the marketing of products and services.
- 05.0 Demonstrate knowledge of merchandising activities.
- 06.0 Perform merchandising math operations specific to products and services marketing.
- 07.0 Demonstrate knowledge of basic economic principles.
- 08.0 Understand the importance of marketing operations.
- 09.0 Demonstrate knowledge and application of product and service technology.
- 10.0 Demonstrate employability skills.
- 11.0 Understand the roles of the manager and the entrepreneur.
- 12.0 Develop a business plan.
- 13.0 Obtain technical assistance.
- 14.0 Plan a marketing strategy.
- 15.0 Locate the business.
- 16.0 Finance a new business.
- 17.0 Identify and manage potential legal issues.
- 18.0 Comply with government regulations.
- 19.0 Manage the business.
- 20.0 Manage human resources.
- 21.0 Promote the business.
- 22.0 Manage sales.
- 23.0 Maintain business records.
- 24.0 Understand the importance of management information systems.
- 25.0 Manage finances.
- 26.0 Manage customer credit and collections.
- 27.0 Protect the business.
- 28.0 Demonstrate proficiency in the utilization of software appropriate to marketing.
- 29.0 Identify the uses of technology in marketing.
- 30.0 Develop a marketing-oriented website.
- 31.0 Identify and implement marketing support activities.
- 32.0 Manage an e-Commerce marketing campaign.
- 33.0 Demonstrate the human relations skills necessary for success in promotions.
- 34.0 Demonstrate knowledge of the principles of promotion.
- 35.0 Demonstrate knowledge of advertising.
- 36.0 Demonstrate knowledge of display design.
- 37.0 Demonstrate knowledge of public relations.

- 38.0 Demonstrate knowledge of personal selling.
- 39.0 Demonstrate knowledge of management functions.
- 40.0 Demonstrate an understanding of entrepreneurship.
- 41.0 Utilize digital tools, social networks, and a variety of media to create awareness and promote products and services to customers and businesses.
- 42.0 Determine the global and multicultural aspects of marketing.
- 43.0 Demonstrate knowledge of business-to-business marketing.

Florida Department of Education  
Student Performance Standards

**Program Title:** Marketing Management  
**CIP Numbers:** 1252140101  
**Program Length:** 60 credit hours  
**SOC Code(s):** 11-2021

**The AS degree requires the inclusion of a minimum of 15 credits of general education coursework according to SACS, and it must be transferable according to Rule 6A-14.030 (2), F.A.C. At the completion of this program, the student will be able to:**

01.0	Demonstrate the human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Exhibit a professional appearance through appropriate grooming and attire.
01.02	Exhibit punctuality, initiative, courtesy, loyalty, and honesty.
01.03	Use a personality inventory for personal improvement.
01.04	Exhibit the ability to collaborate with others.
01.05	Discuss the importance of human relations.
01.06	Develop and demonstrate the unique human relations skills needed for successful entry and progress in the marketing occupation selected by the student as a career path.
02.0	Demonstrate the ability to communicate skillfully – the student will be able to:
02.01	Describe the importance of clear and concise writing.
02.02	Demonstrate proficiency in the effective use of speech and vocabulary.
02.03	Explain the importance of good listening skills.
02.04	Discuss the role communication plays in marketing.
02.05	Demonstrate the components of the communication process.
02.06	Demonstrate effective written communication skills.
02.07	Demonstrate oral communication skills.
02.08	Conduct a meeting utilizing parliamentary procedure.

03.0	Utilize effective selling techniques and procedures for the marketing of products and services – the student will be able to:
03.01	Explain the difference between personal and non-personal selling.
03.02	Consider the ethical and legal aspects of personal selling.
03.03	Conduct an HBR case study analysis.
03.04	Demonstrate the steps of a sale.
03.05	Recognize consumer buying motives.
03.06	Identify the types of consumer behavior.
03.07	Identify various types of customer approaches (e.g., greeting, merchandise, service).
03.08	Determine the proper time to approach a customer to open a sale.
03.09	Identify techniques for handling different customer types (e.g., the casual looker, the loyal customer, the discount customer, the undecided customer).
03.10	Develop a written feature-benefit analysis sheet for a product.
03.11	Develop an effective sales presentation.
03.12	Observe, evaluate, and critique a sales demonstration.
04.0	Plan sales promotion techniques and procedures for the marketing of products and services – the student will be able to:
04.01	List the purposes of advertising, displays, and public relations.
04.02	Explain the importance of sales promotion.
04.03	Identify various forms of advertising media.
04.04	Demonstrate an understanding of design principles and elements.
04.05	Identify the parts of an advertisement.
04.06	Develop and explain the promotional mix.
04.07	Identify the most appropriate display for a given type of merchandise.
04.08	Prepare an ad layout.
04.09	Evaluate the effectiveness of an ad.

04.10	Apply design principles to analyze and/or create a display.
04.11	Draw and label a color wheel.
04.12	Prepare a promotional plan.
05.0	Demonstrate knowledge of merchandising activities – the student will be able to:
05.01	Explain the role of buying/purchasing in merchandising.
05.02	Describe the importance of inventory control.
06.0	Perform merchandising math operations specific to products and services marketing – the student will be able to:
06.01	Perform addition, subtraction, multiplication, and division.
06.02	Complete problems using percentages, decimals, and fractions.
06.03	Demonstrate correct procedures for handling basic types of customer sales transactions (e.g., cash, charge, discount, layaway, COD returns).
06.04	Demonstrate opening and closing procedures for a cash register.
06.05	Calculate turnover.
06.06	Calculate stock-to-sales ratio.
06.07	Calculate an inventory turnover ratio.
06.08	Demonstrate knowledge of pricing policies.
06.09	Calculate markup as a percentage of cost.
06.10	Calculate markup as a percentage of retail.
06.11	Calculate markdowns on merchandise.
06.12	Calculate open-to-buy.
06.13	Complete an invoice, a purchase order, and a packing slip.
06.14	Calculate discount rate, due date, and the amount of payment on an invoice.
06.15	Calculate the amount of merchandise to be recorded utilizing model stocks.
06.16	Calculate minimum stock, maximum stock, and reorder quantities on strong sellers.

07.0	Demonstrate knowledge of basic economic principles – the student will be able to:
07.01	Explain the role of marketing in a free enterprise system.
07.02	List and compare the three major types of economic systems.
07.03	Describe the channels of distribution.
07.04	Understand logistics as a function of marketing.
07.05	Identify and discuss economic resources.
07.06	Discuss the role of the consumer in a free enterprise system.
07.07	Define the concept of “supply and demand.”
07.08	Identify and define the functions of marketing.
07.09	Identify and define the four types of product utility.
07.10	Identify and explain the elements of the marketing mix (price, product, promotion, place).
07.11	Differentiate between the three basic categories of consumer goods (convenience goods, shopping goods, specialty goods).
07.12	Name current trends that have developed in retailing.
07.13	Conduct benchmarking and trend analysis of competitors.
07.14	List the major components of the Gross Domestic Product (GDP).
08.0	Understand the importance of marketing operations – the student will be able to:
08.01	Understand the importance of safety from a managerial perspective.
08.02	Explain the importance of receiving, checking, and marking operations.
08.03	Describe the importance of security.
08.04	Demonstrate an understanding of credit policies and procedures.
08.05	Demonstrate an understanding of housekeeping responsibilities and maintenance procedures.
08.06	Demonstrate an understanding of the movement of goods in the distribution channel.
09.0	Demonstrate knowledge and application of product and service technology – the student will be able to:



09.01	Understand the importance of product and service technology.
09.02	Utilize available sources to obtain product knowledge.
09.03	Demonstrate product and service technology knowledge and applications for entry into the career path chosen by the student.
10.0	Demonstrate employability skills – the student will be able to:
10.01	Conduct a job search.
10.02	Secure information about a job.
10.03	Identify documents that may be required when applying for a job.
10.04	Complete a job application form correctly.
10.05	Demonstrate competence in job interview techniques.
10.06	Identify or demonstrate appropriate responses to criticism from an employer, a supervisor, coworkers, and/or customers.
10.07	Identify acceptable work habits.
10.08	Demonstrate knowledge of how to make job changes appropriately.
10.09	Demonstrate acceptable employee health habits.
11.0	Understand the roles of the manager and the entrepreneur – the student will be able to:
11.01	Consider the personal qualifications and abilities needed to manage a business.
11.02	Evaluate personal potential for decision-making, problem solving, and creativity.
11.03	Determine personal potential for management, planning, operations, personnel, and public relations.
12.0	Develop a business plan – the student will be able to:
12.01	Understand the importance of a business plan in guiding management decisions.
12.02	Recognize the appropriate organization of business plan.
12.03	Identify and utilize the mechanics for developing a business plan.
12.04	Describe the basics of entrepreneurship, envisioning a business, planning, start-up, on-going management, small business marketing, and growth strategies.
12.05	Understand the idea formation phase of business start-up and the options for owning a business (acquisition, new firm start-up, franchises).

12.06	Understand the basics of small business management, choosing a structure and distribution channels, and managing resources and employees.
12.07	Understand what is needed to grow a business, obtain ongoing funding, and how to harvest or reap the benefits of what has been created.
12.08	Create and present a business plan to a group of “investors.”
12.09	Explain how the Internet adds capability and range to a small business, understanding the tools and resources needed to compete effectively while maximizing web-related impact.
12.10	Understand how e-Commerce business models transform and level the playing field for small businesses; identify the tools, options and e-Commerce alternatives for a small business.
12.11	Describe how and why the Internet and e-Commerce can change the core value proposition for a business.
12.12	Describe how a firm’s costs and pricing can be affected by the use of e-Commerce and/or e-marketing, and the implications of these changes.
13.0	Obtain technical assistance – the student will be able to:
13.01	Understand the need to obtain assistance from an outside technical consultant.
14.0	Plan a marketing strategy – the student will be able to:
14.01	Demonstrate an understanding of the role of sales in a small business and the tools and options to maximize the impact of personal selling.
14.02	Understand the role of sales, the pervasive nature of selling activity in a small business, and the steps that comprise the sales process.
14.03	Demonstrate the importance of maintaining and enhancing the customer relationship post-sale.
14.04	Develop and modify the marketing mix for a business.
14.05	Use decision-making tools that aid in evaluating marketing activities.
14.06	Evaluate operations to improve decision-making pertaining to marketing.
14.07	Identify target markets.
15.0	Locate the business – the student will be able to:
15.01	Analyze customer transportation, access, parking, and other factors relative to alternative site locations.
15.02	Complete a location feasibility study.
15.03	Identify the importance of competition in a feasibility study.
16.0	Finance a new business – the student will be able to:

16.01	Describe the sources of information available to estimate the financing necessary to start a new business.
16.02	Determine the financing necessary to start a business.
16.03	Prepare a projected profit and loss statement and a projected cash flow statement for a new business.
16.04	Prepare a loan application package.
16.05	Identify alternative sources of finances.
17.0	Identify and manage potential legal issues – the student will be able to:
17.01	Identify the need for legal assistance.
17.02	Identify the desirable and undesirable provisions in a lease.
17.03	Identify the requirements of a sales contract (e.g., credit sales, long-term sales).
17.04	Identify the components of a contract.
17.05	Determine personal needs for the protection of ideas and inventions.
18.0	Comply with government regulations – the student will be able to:
18.01	Appraise the effects of various regulations on business operations.
18.02	Acquire the information necessary to comply with the various rules and regulations affecting the business.
18.03	Develop policies for the business to comply with government rules and regulations.
19.0	Manage the business – the student will be able to:
19.01	Plan goals and objectives for a business.
19.02	Develop an organizational structure for a business.
19.03	Establish control practices and procedures for a business.
19.04	Demonstrate an understanding of the management challenges that confront small businesses and ways to address those challenges.
19.05	Describe the various tools and options that support planning in a small business environment.
19.06	Demonstrate an understanding of leadership as it applies to the small business firm, and how personnel/employee selection and management is critical to the success of a small business.
19.07	Demonstrate an understanding of the control function and the various tools managers have to expand control of the organization.

19.08	Understand the unique aspects of small business management and how the standard “plan-organize-lead-control” process is affected by the small business environment.
19.09	Explain the organizing function in a small business environment; focus on understanding core competencies and how to credibly address opportunities with minimal or limited resources.
20.0	Manage human resources – the student will be able to:
20.01	Write a job description for a position in the business.
20.02	Develop a training program outline for employees.
20.03	Develop a list of personnel policies for employees.
20.04	Develop an employee evaluation system.
20.05	Plan a corrective interview with an employee concerning a selected problem.
20.06	Develop a performance improvement plan to delineate areas of concern and gaps in the performance of an employee.
20.07	Develop a recruitment/selection and retention program for employees.
21.0	Promote the business – the student will be able to:
21.01	Create a promotional plan.
21.02	Describe the techniques used to prepare advertising and promotion.
21.03	Analyze competitive promotional activities.
21.04	Evaluate promotional effectiveness.
22.0	Manage sales – the student will be able to:
22.01	Develop a sales plan for the business.
22.02	Develop policies and procedures for serving customers.
22.03	Develop a plan for motivating and evaluating salespeople.
23.0	Maintain business records – the student will be able to:
23.01	Determine who will manage business records; identify how these records will be maintained.
23.02	Describe double-entry bookkeeping.
23.03	Identify the types of journals and ledgers that will be used in the business.

23.04	Identify the types of records to use to document sales, cash receipts, cash disbursements, accounts receivable, accounts payable, payroll, petty cash, inventory, budgets, and other items.
23.05	Evaluate business records.
24.0	Understand the importance of management information systems – the student will be able to:
24.01	Identify relevant management information based on existing records for the business.
25.0	Manage finances – the student will be able to:
25.01	Explain the importance of cash flow management.
25.02	Identify financial control procedures.
25.03	Identify cash flow patterns.
25.04	Analyze trouble spots in financial management.
25.05	Describe how to prepare an owner's equity financial statement.
25.06	Describe how to compute various financial ratios.
25.07	Analyze financial management ratios applicable to a small business.
25.08	Identify the components of a break-even analysis.
25.09	Compute and analyze break-even point problems.
25.10	Review microcomputer applications for financial management.
26.0	Manage customer credit and collections – the student will be able to:
26.01	Understand the legal rights and recourse of credit grantors.
26.02	Understand basic customer credit and collection procedures.
26.03	Identify informational resources and systems that apply to credit and collection procedures.
27.0	Protect the business – the student will be able to:
27.01	Prepare policies for a business that will help minimize losses due to theft.
27.02	Determine the types, amount, and cost of insurance needed by the business.
27.03	Establish control measures to protect the assets of the company.

28.0	Demonstrate proficiency in the utilization of software appropriate to marketing – the student will be able to:
28.01	Demonstrate data entry procedures.
28.02	Demonstrate merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing invoice).
28.03	Demonstrate marketing spreadsheet data entry and output procedures.
28.04	Demonstrate decision-making skills pertaining to marketing spreadsheet data.
29.0	Identify the uses of technology in marketing – the student will be able to:
29.01	Explain the importance of and uses for computers and the Internet in marketing.
29.02	Utilize software to create a career/industry-related document.
29.03	Perform data entry procedures (e.g., payroll, inventory control).
29.04	Utilize spreadsheet software to enhance decision-making skills.
29.05	Utilize integrated software programs to generate marketing reports and solve marketing problems.
29.06	Identify technology appropriate for marketing functions and practices.
29.07	Select and use a variety of electronic media (e.g., the Internet, information services, desktop-publishing software programs) to create, revise, and verify information.
30.0	Develop a marketing-oriented website – the student will be able to:
30.01	Research and analyze software and hardware requirements.
30.02	Develop and test-market a storyboard for the message.
30.03	Design text and corresponding multimedia elements required by a storyboard.
30.04	Create website content.
30.05	Establish security measures (e.g., firewalls, backups, virus protection).
30.06	Analyze e-Commerce solutions (e.g., shopping cart software, electronic malls, order entry systems, smart cards).
31.0	Identify and implement marketing support activities – the student will be able to:
31.01	Identify the role of websites in the marketing mix.
31.02	Develop a potential customer database.

31.03	Identify products or services appropriate for push technology advertising.
31.04	Create a linking strategy, identify sites to include in the strategy, and determine associated costs.
31.05	Identify the steps to establish e-Commerce (e.g., secure credit card services, implement security, create a database, set up shopping cart software).
31.06	Identify processes to improve visibility in search engines.
31.07	Establish means to identify the customer base and marketing profile.
32.0	Manage an e-Commerce marketing campaign – the student will be able to:
32.01	Determine methods for promoting a universal resource locator (URL).
32.02	Determine appropriate search engines for listing a URL.
32.03	Determine methods to register with a selected search engine.
32.04	Discuss strategies for improving visibility in search engines.
32.05	Establish and manage links with other sites.
32.06	Discuss viability of banner advertising.
32.07	Determine methods to generate hit analysis data.
32.08	Calculate and analyze site effectiveness.
32.09	Compose updates based on analysis results.
32.10	Publicize e-Commerce marketing through traditional (non-Internet) means.
32.11	Understand organic and non-organic searches and search engine optimization (SEO).
32.12	Express the importance of establishing customer service guidelines.
32.13	Discuss <i>keywords</i> versus <i>key phrases</i> and the benefits of each type.
32.14	Understand the concept of meta tags and why they are important to the marketing of a website.
32.15	Establish methods to incorporate target market keywords into meta tags.
33.0	Demonstrate the human relations skills necessary for success in promotions – the student will be able to:
33.01	Discuss the importance of such interpersonal skills as punctuality, initiative, courtesy, loyalty, and honesty.

33.02	Discuss the importance of being able to work cooperatively with others.
33.03	Discuss the role of networking in marketing.
33.04	Explain the importance of good human relations skills.
33.05	Outline the steps in effective problem-solving and decision-making.
34.0	Demonstrate knowledge of the principles of promotion – the student will be able to:
34.01	Define <i>promotion</i> .
34.02	State the purposes of promotion.
34.03	Explain the importance of promotion in a free enterprise system.
34.04	Explain the role of promotion in marketing.
34.05	List and define the elements of the promotional mix.
34.06	List factors that can affect the promotional mix.
34.07	List the purposes of retail promotion.
34.08	Discuss the limitations of retail promotion.
35.0	Demonstrate knowledge of advertising – the student will be able to:
35.01	Explain the role of advertising in the promotional mix.
35.02	Describe how advertising creates demand.
35.03	Discuss the importance of identifying the "market."
35.04	Recall the market classifications of advertising.
35.05	Identify the parts of a written advertisement.
35.06	Prepare a written ad layout.
35.07	Identify various forms of advertising media.
35.08	Evaluate and select the proper medium for the advertising message.
36.0	Demonstrate knowledge of display design – the student will be able to:



36.01	Identify and describe the elements of display design.
36.02	Name and describe the principles of display design.
36.03	List sources of display ideas.
36.04	Explain the ways color affects customer buying decisions.
36.05	Name the "appeals" that should be considered when selecting merchandise for display.
36.06	List the objectives of display.
36.07	List the steps involved in planning and setting up a display.
36.08	Define: <i>display requisition, display planning calendar, display planning budget, functional prop, decorative prop.</i>
36.09	List the factors to consider when evaluating a completed display.
36.10	Explain the difference between promotional displays and institutional displays.
37.0	Demonstrate knowledge of public relations – the student will be able to:
37.01	Define <i>public relations</i> .
37.02	List the objective of public relations.
37.03	Identify the groups that a public relations campaign is designed to reach.
38.0	Demonstrate knowledge of personal selling – the student will be able to:
38.01	State the importance of personal selling skills as a retail function.
38.02	Define and state the essentials of a sales presentation.
38.03	Identify the steps of the selling process.
38.04	Explain the purpose of the pre-approach.
38.05	List and explain the various approach categories.
38.06	Explain how listening, questioning, and observation skills can help the salesperson determine wants and needs.
38.07	Explain the importance of the demonstration.
38.08	Analyze the major types of customer objections; identify the techniques to overcome each type of objection.

38.09	Identify the natural process involved in closing a sale.
38.10	Explain various techniques for closing a sale.
38.11	Define and explain suggestive selling.
39.0	Demonstrate knowledge of management functions – the student will be able to:
39.01	Explain the importance of good human relations skills in managing personnel.
39.02	Identify the qualities of a good leader.
39.03	Understand the functions of management.
39.04	Describe how the work of a manager differs from that of other employees.
39.05	Identify the basic elements to be considered in organizing work.
39.06	Describe the importance of assigning duties, delegating authority, and evaluating the completed work.
40.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
40.01	Define <i>entrepreneurship</i> .
40.02	Describe the importance of entrepreneurship to the American economy.
40.03	List the advantages and disadvantages of business ownership.
40.04	Identify the risks involved in business ownership.
40.05	Identify the necessary personal characteristics of a successful entrepreneur.
40.06	Identify the business skills needed to operate a small business efficiently and effectively.
40.07	Utilize innovation to create and develop new products and services.
41.0	Utilize digital tools, social networks, and a variety of media to create awareness and promote products and services to consumers and businesses – the student will be able to:
41.01	Demonstrate knowledge of the pervasiveness of technology; analyze the technologies that can be used to reach prospects, convert them into customers, and sustain and grow those customer relationships.
41.02	Demonstrate knowledge of how to plan and develop a marketing information system.
41.03	Demonstrate knowledge of how to plan and develop digital promotional strategies and tactics.
41.04	Demonstrate knowledge of marketing processes that leverage the Internet.

41.05	Demonstrate knowledge of the website development process (e.g., the design, needs determination, purpose statement).
41.06	Demonstrate knowledge of the importance of customer relationship management (CRM).
41.07	Demonstrate the knowledge required to integrate digital marketing with face-to-face marketing.
42.0	Determine the global and multicultural aspects of marketing – the student will be able to:
42.01	Demonstrate an understanding of global cultures and the impact of culture on marketing strategies.
42.02	Demonstrate knowledge of multicultural marketing.
42.03	Analyze the impact of multicultural marketing.
43.0	Demonstrate knowledge of business-to-business marketing – the student will be able to:
43.01	Investigate the activities involved in selling goods and services to a business.
43.02	Understand the process of selling goods and services to a business.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

### **Certificate Programs**

A College Credit Certificate consists of a program of instruction of less than sixty (60) credits of college-level courses, which is part of an AS or AAS degree program and prepares students for entry into employment (Rule 6A-14.030, F.A.C.). This AS degree program includes the following College Credit Certificates:

- Electronic Commerce (0252020801) – 36 credit hours
- Entrepreneurship (0252070100) – 12 credit hours
- Marketing Operations (0252140111) – 30 credit hours

Standards for the above certificate programs are contained in separate curriculum frameworks.

Florida Department of Education  
Curriculum Framework

**Program Title:** Real Estate Sales Associate Post Licensing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M200100
CIP Number	0252150101
Grade Level	30,31
Standard Length	45 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	BPA
SOC Codes (all applicable)	41-9022 – Real Estate Sales Agents
Basic Skills Level	N/A

**Purpose**

This program offers a course that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to offer required licensed sales associate post-licensing education. It will develop sales agents by laying the foundations for a successful career. Included are legal issues, listing, selling and financing real property and analyzing/managing investment property.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	REE0089	Real Estate Sales Associate Post Licensing	REAL ESTATE 7G Florida Licensed Real Estate Instructor	45 hours	41-9022

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of legal issues and risk management.
- 02.0 Demonstrate an understanding of the Fair Housing Act and the Americans with Disabilities Act.
- 03.0 Demonstrate an understanding of business planning and time management.
- 04.0 Demonstrate an understanding of prospecting for listings.
- 05.0 Demonstrate an understanding of pricing a property to sell.
- 06.0 Demonstrate an understanding of making a listing presentation.
- 07.0 Demonstrate an understanding of listing contracts.
- 08.0 Demonstrate an understanding of working with buyers.
- 09.0 Demonstrate an understanding of sales and option contracts.
- 10.0 Demonstrate an understanding of writing and presenting an offer.
- 11.0 Demonstrate an understanding of mortgage alternatives.
- 12.0 Demonstrate an understanding of acquiring financing for a property.
- 13.0 Demonstrate an understanding of closing real estate transactions.
- 14.0 Demonstrate an understanding of analyzing and managing investment property.



Florida Department of Education  
Student Performance Standards

Program Title: Real Estate Sales Associate Post Licensing  
PSAV Number: M200100

**Course Number: REE0089**  
**Occupational Completion Point: A**  
**Real Estate Sales Associate Post Licensing – 45 Hours – SOC Code 41-9022**

01.0	Demonstrate an understanding of legal issues and risk management – the student will be able to:
01.01	Describe the required education for first and subsequent renewals.
01.02	Differentiate between fraudulent and negligent misrepresentation.
01.03	List at least six questions that should be asked in a Property Condition Disclosure form.
01.04	Outline the differences between the duties of single agent brokers, transaction brokers and brokers with no brokerage relationship.
01.05	Distinguish between the terms “principal” and “customer.”
01.06	List the different disclosure forms a licensee must give to buyers and sellers of residential property and understand the uses of each.
01.07	Describe the legal requirements for including the personal name of a licensee in an advertisement.
02.0	Demonstrate an understanding of the Fair Housing Act and the Americans with Disabilities Act – the student will be able to:
02.01	List the categories of people protected under the Fair Housing Act.
02.02	List at least five discriminatory practices prohibited by the Fair Housing Act.
02.03	Describe the exception to “adult only” designations.
02.04	State which HUD form must be posted in all real estate offices.
02.05	Describe at least four requirements of the Americans with Disabilities Act.
03.0	Demonstrate an understanding of business planning and time management – the student will be able to:
03.01	Explain why a Real Estate Sales Associate needs additional knowledge and experience to become more professional.
03.02	Describe three types of communication skills that the professional Real Estate Sales Associate must master.

03.03	List and distinguish the differences among the three types of knowledge a Real Estate Sales Associate needs.
03.04	Describe the five requirements for effective goal setting.
03.05	List at least ten services that an unlicensed personal assistant can perform.
04.0	Demonstrate an understanding of prospecting for listings – the student will be able to:
04.01	List the five principal sources of listings.
04.02	Describe at least three types of properties a licensee should not attempt to list.
04.03	Explain why a listing commission seems much higher than the stated percentage to the seller.
04.04	List at least three circumstances under which a For Sale by Owner (FSBO) might be ready to list right away.
04.05	Describe the three transactions that can be generated from a call to a For Rent by Owner.
04.06	State the main reason that listings expire.
04.07	List the five categories in a leads database.
05.0	Demonstrate an understanding of pricing a property to sell – the student will be able to:
05.01	Explain the types of appraisals a real estate licensee may provide for a fee.
05.02	Differentiate between an appraisal and an opinion of value.
05.03	List four conditions that must be met in order to fairly use a comparable sale.
05.04	Describe the three categories of properties shown in a comparative market analysis.
05.05	List at least three sources of information used in compiling a comparative market analysis.
05.06	Explain the adjustment process and direction of adjustment.
06.0	Demonstrate an understanding of making a listing presentation – the student will be able to:
06.01	Enumerate at least four requirements for a proper listing presentation.
06.02	List the five major steps in a listing presentation.
06.03	Describe the steps in explaining a comparative market analysis (CMA).
06.04	List two visual aids for a CMA presentation.

06.05	List the three major sections in a Seller's Estimate of Net Proceeds form.
06.06	List at least eight costs that a seller may be expected to pay at closing.
06.07	Explain why insurance and escrow amounts usually are not included in the Seller's Estimate of Net Proceeds Form.
06.08	Explain the reasons for rounding all figures used in the Seller's Estimate of Net Proceeds form.
06.09	Prepare a Seller's Estimate of Net Proceeds form.
06.10	Describe the problems an FSBO potentially faces when selling his or her home.
07.0	Demonstrate an understanding of listing contracts – the student will be able to:
07.01	Explain the wording used to protect both seller and broker from commission disputes caused by a buyer who improperly tries to leave the broker out of the transaction in an open listing.
07.02	State the legally required elements in a listing contract.
07.03	Explain the distinguishing characteristics of open listings, exclusive agency listings, and exclusive-right-of-sale listings.
07.04	Discuss the purpose of an owner's warranty in a listing contract.
07.05	Discuss the purpose of the latent defects disclosure in the process of listing real property for sale.
07.06	Explain the steps required to complete a residential profile sheet.
07.07	Complete the residential profile sheet.
07.08	Complete a listing contract.
07.09	Explain each paragraph of the listing agreement that applies to a specific market area.
07.10	Design a listing service program for the student's personal listings.
08.0	Demonstrate an understanding of working with buyers – the student will be able to:
08.01	Explain four different ways to enhance product knowledge.
08.02	List at least five sources of buyers.
08.03	Give at least three methods to show a buyer why an appointment with you will benefit him or her.
08.04	List two important reasons for qualifying a buyer.
08.05	Explain how prioritizing buyers benefits both the buyers and the sales associate.

08.06	Qualify a buyer using the Fannie Mae/Freddie Mac housing expense ratio and the total obligations ratio.
08.07	Calculate the total monthly payment on a mortgage loan using PITI (principal, interest, taxes, insurance).
08.08	Qualify a buyer using a do-it-yourself prequalification form.
08.09	List two benefits of having a buyer prequalify at a mortgage lender's office.
08.10	List the steps between setting up an initial appointment with a buyer and writing a contract for purchase.
08.11	Explain why you would show a limited number of homes to a potential buyer in one day.
09.0	Demonstrate an understanding of sales and option contracts – the student will be able to:
09.01	Explain the exceptions to the statute of frauds that are recognized as valid real estate transactions.
09.02	List at least three transactions that are not suitable for using the Florida Association of Realtors residential sale and purchase contract.
09.03	Describe the legal test for the sufficiency of a legal description.
09.04	Complete a sales contract.
09.05	List the requirements for completing an open contract.
10.0	Demonstrate an understanding of writing and presenting an offer – the student will be able to:
10.01	Prepare and explain a buyer's cost disclosure.
10.02	Write a contract for sale and purchase and explain it in easy to understand language.
10.03	List the steps involved in presenting an offer.
10.04	List the three possible seller responses to an offer.
10.05	Prepare a counteroffer using information given in the problem.
10.06	Describe the process involved when a seller makes a counteroffer.
11.0	Demonstrate an understanding of mortgage alternatives – the student will be able to:
11.01	Describe the components of the lender's required Annual Percentage Rate (APR) disclosures.
11.02	Calculate the effective interest rate on 30-year, fixed-rate loans and on loans for shorter periods.
11.03	Calculate the PITI payment for a borrower.

11.04	Compare the interest savings on a 15-year, fixed-rate mortgage to a 30-year, fixed-rate mortgage.
11.05	Discuss the pros and cons of an Adjustable-Rate Mortgage (ARM).
11.06	Explain the five components of an ARM.
11.07	Calculate the interest rate adjustments on an ARM loan.
12.0	Demonstrate an understanding of acquiring financing for a property – the student will be able to:
12.01	List three federal statutes that control the information a lender may obtain and consider when qualifying an applicant.
12.02	List the four basic loan processing procedures.
12.03	List two of the latest trends in mortgage lending brought about by computer technology.
12.04	Differentiate between qualifying the borrower and qualifying the property.
12.05	Describe how lenders are using credit scoring to assist in the underwriting process.
12.06	Itemize at least three sources of income that will be counted when qualifying a buyer.
12.07	List the components of a full title report.
12.08	Describe the differences between an owner's title insurance policy and a lender's title insurance policy.
13.0	Demonstrate an understanding of closing real estate transactions – the student will be able to:
13.01	Name the steps that a sales associate must follow after writing a contract to ensure a timely closing.
13.02	List the things that a sales associate should do after a closing.
13.03	Describe the reasons why a licensee might not want to personally order repairs on a property and what steps can be taken to protect the sales associate from liability.
13.04	List at least four objectives of a pre-closing inspection.
13.05	Describe the reasons a real estate sales associate should provide closing documents to the buyer and seller at least one day in advance of a closing.
13.06	Describe the methods lenders use to set up an escrow account for prepaid taxes, hazard insurance, and private mortgage insurance.
13.07	Calculate prepaid interest for a new loan.
13.08	Calculate the expenses on the closing statement.
13.09	Prepare and review a HUD-1 settlement statement.

14.0	Demonstrate an understanding of analyzing and managing investment property – the student will be able to:
14.01	Categorize the three basic changes and trends in the economy.
14.02	Itemize the four phases of an economic cycle.
14.03	List the major headings of an income property financial statement.
14.04	Enumerate the four major property maintenance categories.
14.05	List at least three different advertising mediums that help to market rental property.
14.06	Describe the uses and benefits of a show list.
14.07	Specify at least five of the essential elements of a valid lease.
14.08	Identify and explain the purpose of three of the financial reports an apartment building owner needs.
14.09	Describe those property managers who are exempt from the provisions of F.S. 475.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Florida Business Professionals of America (BPA) is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.



Florida Department of Education  
Curriculum Framework

**Program Title:** Marketing, Management and Entrepreneurial Principles PSAV  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

PSAV	
Program Number	M200500
CIP Number	0252140104
Grade Level	30, 31
Standard Length	600 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 11-2021 – Marketing Managers 11-1021 – General and Operations Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of three occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0432	Salesperson, Retail	ADVR PROM 7 G BUS ED 1	300 hours	41-2031
B	MKA0010	Marketing Managers	MKTG 1	150 hours	11-2021
C	MKA0091	(Entrepreneur) General Manager	MKTG MGMT @7 7G RETAILING @7 7G	150 hours	11-1021

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Apply economic principles to marketing.
- 20.0 Apply product and service technology.
- 21.0 Demonstrate merchandising skills appropriate for marketing.
- 22.0 Implement marketing operational techniques.
- 23.0 Demonstrate proficiency in applying higher level mathematical skills specific to marketing.
- 24.0 Apply promotional planning techniques and procedures to product marketing.
- 25.0 Apply entrepreneurial concepts to marketing.
- 26.0 Apply marketing management principles to a business.
- 27.0 Analyze global trends in marketing.
- 28.0 Demonstrate applications of technology to marketing.
- 29.0 Apply a career plan to marketing.
- 30.0 Analyze changing role of entrepreneurship in the global marketplace.
- 31.0 Compare and contrast management theories.
- 32.0 Explain role of management in operation of an enterprise.
- 33.0 List components of a business plan and explain how such a plan contributes to the success of a small business.
- 34.0 Prepare an introduction for a business plan.
- 35.0 Prepare a self-analysis.
- 36.0 Prepare an analysis of the trading area.
- 37.0 Prepare a market segment analysis.

- 38.0 Prepare an analysis of potential location.
- 39.0 Prepare a description of proposed organization.
- 40.0 Prepare a description of proposed product(s)/service(s).
- 41.0 Prepare a proposed pricing policy.
- 42.0 Prepare a marketing strategy.
- 43.0 Develop a financial plan for a small business.
- 44.0 Demonstrate uses of marketing-related software.
- 45.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

Program Title: Marketing, Management and Entrepreneurial Principles PSAV  
PSAV Number: M200500

**Course Number: MKA0432**  
**Occupational Completion Point: A**  
**Salesperson, Retail – 300 Hours – SOC Code 41-2031**

01.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
01.02	Define and discuss equality issues (e.g., gender, race, ethnicity, age, disability).
01.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
01.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
01.05	Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .
01.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
01.07	Maintain a professional personal appearance and attitude.
01.08	Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.
01.09	Demonstrate self-management, initiative, and multitasking.
01.10	Explain the concepts of self-knowledge, self-esteem, and self-image.
01.11	Demonstrate professional behavior and etiquette.
01.12	Demonstrate respect for the opinions, customs, and individual differences of others.
01.13	Define criticism, constructive criticism, and feedback.
01.14	Demonstrate the ability to provide appropriate constructive criticism and feedback.
01.15	Recognize the importance of maintaining confidentiality in business matters.
01.16	Support and follow company policies and procedures (e.g., attendance, tardiness, returns).

02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
02.02	Demonstrate the ability to read and comprehend written communications.
02.03	Identify a variety of forms of written business communications utilized in the workplace.
02.04	Identify a variety of internal and external business communications utilized in the workplace.
02.05	Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
02.06	Discuss the importance of developing networking skills to expand business contacts.
02.07	Prepare and deliver a business-related presentation.
02.08	Demonstrate active listening strategies that improve understanding and performance.
02.09	Describe positive customer relations.
02.10	Demonstrate conflict and dispute resolution techniques.
02.11	Identify means of nonverbal communication.
02.12	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
02.13	Discuss methods of resolving customer complaints.
02.14	Interpret business policies to customers/clients.
02.15	Discuss the importance of providing clear directions, descriptions, and explanations.
02.16	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
02.17	Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.
02.18	Identify types of computer applications and explain how these applications are used in business and marketing.
03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:
03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.
03.02	Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.

03.04	Calculate tax, gratuity, commission, and miscellaneous charges.
03.05	Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.
03.06	Apply standard industry formulas to determine markup and markdown on merchandise.
03.07	Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.
03.08	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
03.09	Identify components of a break-even analysis.
03.10	Compute and analyze a break-even point.
04.0	Identify economic principles – the student will be able to:
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.
04.02	Explain the concept of economic goods and services.
04.03	Explain the concept of economic resources and the scarcity of resources.
04.04	Explain the concept of utility (form, place, time, possession, information).
04.05	Explain the concept of "supply and demand."
04.06	Explain the concept of price.
04.07	Identify, compare, and contrast major types of economic systems.
04.08	Explain the relationship between government and business.
04.09	Explain the concept of private enterprise and business ownership.
04.10	Explain the role of profit motive.
04.11	Explain the concept of risk.
04.12	Explain the concept of competition and recognize the government regulations monitoring competition.
04.13	Explain the concept of productivity and the factors of production needed to produce goods and services.
04.14	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
04.15	Discuss the ways consumers can compare the cost of credit by using the annual percentage rate (APR), initial fees charged, and the fees charged for late or missed payments.



04.16	Compare the basic characteristics of the four market structures (monopoly, oligopoly, monopolistic competition, pure competition).
04.17	Examine the benefits of natural monopolies and the purposes of governmental regulation of monopolies.
04.18	Define <i>inflation</i> and identify the impact of inflation on society.
04.19	Identify and demonstrate the impact of inflation on world economies.
04.20	Examine absolute and comparative advantage; explain why most trade occurs because of comparative advantage.
04.21	Identify barriers to trade; discuss the effect of trade barriers and analyze why nations erect barriers to trade or establish free trade zones.
04.22	Compare the current economy of the United States with other developed and developing nations.
04.23	Demonstrate knowledge of historical economic theories.
04.24	Discuss the correlation between changes in economic conditions or the labor market and the worker's income; discuss how changes in economic conditions can result in unemployment.
04.25	Discuss how income sources, the amount of income, and the amount/type of spending affect taxes.
04.26	Examine the establishment of laws and institutions to provide consumers with information about goods/services; identify consumer protection laws related to fraud.
04.27	Discuss the ways consumers can compare the cost of credit by using the annual percentage rate (APR), initial fees charged, and the fees charged for late or missed payments.
05.0	Identify marketing and business fundamentals – the student will be able to:
05.01	Define marketing and its benefits.
05.02	Explain the purpose and scope of marketing in a free enterprise system.
05.03	Identify and explain the four foundations of marketing and describe each marketing core function.
05.04	Explain how each component of the marketing mix contributes to marketing.
05.05	Compare and contrast consumer and organizational markets.
05.06	Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).
05.07	Describe how marketers use knowledge of the market to sell products.
05.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).
05.09	Explain marketing strategies and marketing concepts.
05.10	Differentiate between mass marketing and market segmentation.

05.11	Explain the importance and techniques of offering the right merchandising blend.
05.12	Explain the nature of channels of distribution.
05.13	Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).
05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market.
05.16	Define <i>interruption</i> and <i>permission</i> marketing techniques in relation to social media marketing.
05.17	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.
05.18	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
05.19	Explain the reasons people might choose to donate money to charitable organizations and not-for-profit organizations.
06.0	Identify effective selling techniques and procedures – the student will be able to:
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.
06.02	Identify qualities of a professional sales associate and the responsibilities of sales management.
06.03	Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.
06.04	Handle different customer types and analyze how customers make buying decisions.
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.
06.06	Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.
06.07	Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.
07.0	Select a marketing industry for career planning – the student will be able to:
07.01	Identify current employment opportunities in marketing-related fields.
07.02	Identify sources of information for career planning.
07.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
07.04	Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.

07.05	Identify the advantages and disadvantages of a particular career in marketing.
07.06	Complete self-assessments and an analysis of lifestyle goals and career aspirations.
07.07	Develop an individualized education and career plan related to a major marketing field.
07.08	Write a job description for a selected marketing occupation.
07.09	Evaluate the ways people can make more informed education, job, and/or career decisions by evaluating the costs and benefits of different options.
07.10	Analyze the relationship between wage/salary and the labor market.
08.0	Demonstrate applications of distribution for the selected marketing industry – the student will be able to:
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
08.02	Explain the concepts of physical distribution and transportation systems related to the industry.
08.03	Identify and analyze appropriate distribution channels for the industry.
08.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
08.05	Demonstrate skills required for materials and service management.
08.06	Analyze information related to routing and tracking merchandise.
08.07	Explain the relationship between customer service and distribution.
09.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:
09.01	Explain the financial concepts used in making business decisions.
09.02	Explain the concept of financial administration.
09.03	Explain the difference between income (credit) and expense (debit).
09.04	Describe and prepare a cash-flow statement.
09.05	Identify various types of credit policies and procedures.
09.06	Explain the purposes and importance of credit.
09.07	Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.
09.08	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.

09.09	Analyze industry concepts of price, profit, competition, and productivity.
09.10	Calculate exchange rates.
10.0	Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:
10.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
10.02	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).
10.03	Explain the importance of product and service technology as it relates to customer satisfaction.
10.04	Identify sources of product knowledge.
10.05	Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.
10.06	Explain product and service quality as applicable to grades and industry standards.
10.07	Discuss product-liability risks.
10.08	Explain warranties and guarantees.
10.09	Develop a product/service plan for a marketing area.
10.10	Describe factors used by marketers to position products/business.
10.11	Identify the stages and impact of product life cycle.
11.0	Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:
11.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
11.02	Explain the process of marketing information management.
11.03	Explain the nature and scope of marketing operations.
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
11.05	Identify procedures for the use of technology to gather information.
11.06	Utilize appropriate marketing information management forms.
12.0	Demonstrate pricing applications for the selected marketing industry – the student will be able to:
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.

12.02	Explain pricing objectives, policies, and strategies.
12.03	Explain price-marking techniques.
12.04	Explain procedures for changing prices.
12.05	Demonstrate decision-making skills required for determining pricing relative to the competition.
12.06	Demonstrate problem-solving skills required when considering profit and price.
12.07	Discuss the ways people incur costs and realize benefits when researching the purchase of goods/services.
13.0	Demonstrate promotion applications for the selected marketing industry – the student will be able to:
13.01	Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
13.02	Identify types of promotion used in the industry.
13.03	Discuss the importance of advertising media and the role of digital and social media in advertising.
13.04	Explain the purposes and elements of advertising and display.
13.05	Explain the impact on and uses of the Internet and Intranet in marketing products and services.
13.06	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).
13.07	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.
13.08	Write a promotional message to appeal to a target market.
13.09	Develop a sales promotion plan for a marketing organization.
13.10	Demonstrate public relations techniques as used in the marketing industry.
13.11	Analyze a website based on its ability to promote a product or services.
14.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:
14.01	Explain the relationship between stock turnover and purchasing.
14.02	Demonstrate proper purchasing procedures.
14.03	Explain different types of purchasing situations.
14.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.

14.05	Demonstrate use of the forms required for purchasing.
14.06	Evaluate merchandise or services using industry standards or company assessments.
15.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:
15.01	Identify security procedures for the marketing industry.
15.02	Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.
15.03	Identify the procedures used to prevent internal theft and embezzlement.
15.04	Explain the nature and scope of risk management.
15.05	Identify various types of business risks.
15.06	Describe ways businesses can manage risks, including purchasing insurance.
16.0	Demonstrate applications of selling for the selected marketing industry – the student will be able to:
16.01	Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.
16.02	Describe the appropriate relationship between buyer and seller.
16.03	Demonstrate sales knowledge of industry, company, products, and competition.
16.04	Analyze potential prospects and customer buying behavior.
16.05	Analyze the importance of communication and listening to create a positive buying climate.
16.06	Identify sales techniques to aid customers/clients in making buying decisions.
16.07	Create a sales presentation using presentation software.
16.08	Identify strategies to build and maintain a clientele.
16.09	Explain the purpose and goal of the selling function and how it relates to the marketing concept.
16.10	Explain the steps in a sale and how to handle objections.
17.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
17.01	Define <i>entrepreneurship</i> .
17.02	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).

17.03	Discuss the role of the entrepreneur in the domestic and global economy.
17.04	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).
17.05	Understand the importance of small business in various economies.
17.06	Identify the parts of financial statements as related to the marketing industry (e.g., balance sheet, income statement).
17.07	Discuss the four parts of a business (production, finance, marketing, customer service).
17.08	Analyze current entrepreneurial trends in the marketplace.
17.09	Discuss the importance of ethics in business.
17.10	Identify the strategies and methods for generating a business idea.
17.11	Outline the legal steps involved in planning a new business.
17.12	Identify the types and sources of government regulations and taxation that may affect a business.
17.13	Describe the advantages and risks of entrepreneurship.
18.0	Identify the uses of technology in marketing – the student will be able to:
18.01	Explain the importance and uses of computers and the Internet in marketing.
18.02	Utilize word processing software to create a career/industry-related document.
18.03	Identify and perform data entry procedures (e.g., payroll, inventory control) in relation to accuracy, profitability, and job performance.
18.04	Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).
18.05	Demonstrate marketing spreadsheet data entry and output procedures.
18.06	Utilize spreadsheet software to enhance decision-making skills.
18.07	Utilize integrated software programs to generate marketing reports and solve marketing problems.

**Course Number: MKA0010**  
**Occupational Completion Point: B**  
**Marketing Managers – 150 Hours – SOC Code 11-2021**

19.0	Apply economic principles to marketing – the student will be able to:
19.01	Explain economic trends as related to marketing.

19.02	Explain role of the profit motive in the marketing of products.
19.03	Explain role of marketing in a free enterprise system.
19.04	Describe channels of distribution for marketing.
19.05	Apply economic concepts to marketing; include pricing, risk, productivity, competition, and cycles.
20.0	Apply product and service technology – the student will be able to:
20.01	Demonstrate appropriate techniques and terminology for selling.
20.02	Demonstrate principles in the marketing of products.
20.03	Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.
20.04	Identify past, present, and future marketing products, styles, and services.
21.0	Demonstrate merchandising skills appropriate for marketing – the student will be able to:
21.01	Identify and explain basic stock-keeping techniques (e.g., sorting by color, size, classification) and the maintenance of merchandise fixtures.
21.02	Explain initiatives in maintaining stock (e.g., rehangng merchandise, studying hang tags, restocking merchandise).
21.03	Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
21.04	Demonstrate techniques to perform a merchandise inventory.
21.05	Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements, types of displays, patterns of arrangement, color principles, and appropriate displays for specific types of merchandise.
21.06	Plan a promotional campaign for a product or line; include types of media, promotional mix, and evaluation of effectiveness.
21.07	Demonstrate ability to follow a floor plan.
22.0	Implement marketing operational techniques – the student will be able to:
22.01	Define and explain accident prevention techniques in work situations.
22.02	Demonstrate receiving and checking techniques.
22.03	Identify techniques to prevent security problems; include correct procedures for recognizing and monitoring potential shoplifters.
22.04	Identify procedures relative to the employee's role in preventing internal losses.
22.05	Implement guidelines that address concerns and issues related to the operation of a business; include safety practices.



22.06	Conduct an orientation for new employees.
23.0	Demonstrate proficiency in applying higher level mathematical skills specific to marketing – the student will be able to:
23.01	Apply standard industry formulas to determine markup and markdown on merchandise or service.
23.02	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
23.03	Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
23.04	Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
23.05	Calculate sales productivity.
23.06	Calculate sales per hour.
23.07	Calculate average items and average dollars per transaction.
24.0	Apply promotional planning techniques and procedures to product marketing – the student will be able to:
24.01	Analyze role of promotion in marketing and merchandising.
24.02	Develop a promotion plan for a given product or situation.
24.03	Develop a promotional mix for a product.
24.04	Identify the market(s) for the promotional plan.
24.05	Prepare a promotional calendar of events.
24.06	Prepare a written advertisement layout.
24.07	Select and evaluate a variety of advertising media to carry the advertising message.
24.08	Apply steps involved in planning and setting up displays.
24.09	Identify factors to consider when evaluating completed displays.
24.10	Differentiate between promotional displays and institutional displays.
24.11	Implement strategies to be used for public relations.
24.12	Establish promotion plan sales quotas and incentives.
24.13	Evaluate the overall promotion plan.

25.0	Apply entrepreneurial concepts to marketing – the student will be able to:
25.01	Describe importance of entrepreneurship to related industries.
25.02	Analyze advantages and disadvantages of self-employment.
25.03	Analyze risks involved in ownership of a business.
25.04	Analyze advantages and disadvantages of the primary forms of business ownership.
25.05	Discuss future prospects for entrepreneurship and intrapreneurship in marketing.
25.06	Assess education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs.
25.07	Assess personal potential to become an entrepreneur and/or intrapreneur.
25.08	Develop a plan to establish and open a business.
26.0	Apply marketing management principles to a business – the student will be able to do:
26.01	Explain marketing management functions.
26.02	Explain how a marketing manager manages people, ideas, time, money, and materials.
26.03	Explain why effective communication is critical to the marketing manager.
26.04	Apply the steps in the management problem-solving process.
26.05	Demonstrate strategies the marketing manager can use to motivate employees.
26.06	Evaluate how the marketing concept influences marketing.
26.07	Develop a marketing plan.
26.08	Examine the four phases of the business cycle (peak, contraction/unemployment, trough, expansion/inflation).
27.0	Analyze global trends in marketing – the student will be able to:
27.01	Compare and contrast global marketing trends in selected industries.
27.02	Analyze impact of global marketing.
27.03	Identify foreign markets and distributors.
27.04	Analyze multicultural influences on global marketing trends.

27.05	Demonstrate methods of researching specific global markets.
27.06	Discuss the role of the Internet in facilitating global marketing.
28.0	Demonstrate applications of technology to marketing – the student will be able to:
28.01	Demonstrate mastery of computers and technology currently used in marketing.
28.02	Identify use of satellite transmissions in marketing training.
28.03	Demonstrate use of the computer and information networks in marketing.
29.0	Apply a career plan to marketing – the student will be able to:
29.01	Develop a plan for pursuing a specific career in marketing; include training and educational requirements, required skills and abilities, and steps for reaching career goals in the chosen career.
29.02	Demonstrate competencies required for career-sustaining and mid-level management positions in a chosen marketing field.
29.03	Demonstrate specific technology applications related to the student’s marketing career plan.
29.04	Develop forms of documentation for inclusion in a marketing career portfolio.

**Course Number: MKA0091**  
**Occupational Completion Point: C**  
**(Entrepreneur) General Manager – 150 Hours – SOC Code 11-1021**

30.0	Analyze changing role of entrepreneurship in the global marketplace – the student will be able to:
30.01	Evaluate importance of entrepreneurship to the American economy.
30.02	Analyze business trends created by changes in technology.
30.03	Summarize factors that have led to increased interdependence within the global marketplace.
30.04	Analyze the impact of international law on sales transactions.
31.0	Compare and contrast management theories – the student will be able to:
31.01	Identify motivational theories that impact management (e.g., Maslow, Herzberg).
31.02	Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.
31.03	Discuss reward and punishment theories as they relate to the business setting.
31.04	Compare and contrast Theory X, Theory Y, and Theory Z.

31.05	Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.
32.0	Explain role of management in operation of an enterprise – the student will be able to:
32.01	Evaluate possibility of and procedures for buying an existing business or franchise.
32.02	Analyze and explain the functions of management.
32.03	Prepare an organizational chart and explain its importance.
32.04	Discuss various aspects of supervising employees.
32.05	Interpret the term “control” and explain its importance in operating a business.
32.06	Analyze the relationship between government (federal, state, and local) and small businesses.
32.07	Provide examples of regulations that affect a small business.
32.08	Prepare calculations for various types of taxes levied on a small business.
32.09	Compare sources of technical assistance for the small business owner.
33.0	List components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:
33.01	Describe components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
33.02	Analyze importance of a business plan in developing a business idea and evaluating success.
33.03	Select data/graphics, maps, and diagrams to be included in a business plan.
33.04	Utilize current technology for research and communication in developing the business plan.
34.0	Prepare an introduction for a business plan – the student will be able to:
34.01	Identify and describe the type of business.
34.02	Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.
34.03	Create a business philosophy stating how business is to be run and attitude toward customers, employees, and competitors.
34.04	Compose a description of product/service and advantages and benefits product/service will provide for customers.
34.05	Substantiate why the business will be successful.
35.0	Prepare a self-analysis – the student will be able to:

35.01	Describe personal education, training, strengths, and weaknesses relevant to operation of the business.
35.02	Outline personal development in business field; include special licenses and/or skills.
35.03	Describe personality traits and work habits relevant to operation of the business.
36.0	Prepare an analysis of the trading area – the student will be able to:
36.01	Analyze trading area with respect to geographic, demographic, and economic data.
36.02	Assess competition and effects of seasonal fluctuations.
36.03	Analyze projected growth of trading area.
37.0	Prepare a market segment analysis – the student will be able to:
37.01	Analyze target market by geographics, demographics, lifestyle, and product benefits.
37.02	Explain importance of market segmentation.
37.03	Describe customer buying behavior related to the proposed business.
37.04	Profile potential customers.
38.0	Prepare an analysis of potential location – the student will be able to:
38.01	Evaluate availability, cost, traffic patterns, accessibility, and proximity to competition of appropriate business location.
38.02	Research cultural, income, career and technical, age, and mobility characteristics of inhabitants of the potential location.
38.03	Describe market trends affecting the potential location.
38.04	Determine advantages and disadvantages of different types of business locations.
38.05	Determine steps involved in selecting a specific business site.
39.0	Prepare a description of proposed organization – the student will be able to:
39.01	Determine type of ownership best suited to the business situation.
39.02	Identify steps in starting to form business.
39.03	Outline steps in hiring of employees.
39.04	Prepare an organizational chart.

39.05	Compose job descriptions of identified positions.
40.0	Prepare a description of proposed product(s)/service(s) – the student will be able to:
40.01	Summarize details of product(s)/service(s) to be offered.
40.02	Identify potential suppliers/manufacturers.
40.03	Develop an inventory policy, if applicable.
40.04	Identify supplies necessary for operation of the business.
40.05	Compose and develop a customer profile.
40.06	Evaluate importance of determining a product policy.
41.0	Prepare a proposed pricing policy – the student will be able to:
41.01	Identify costs and proposed markups.
41.02	Explain relationship to competitors.
41.03	Evaluate importance of determining a price line.
41.04	Describe profit margin.
41.05	Determine how to compute profit margin.
41.06	Identify pricing incentive options.
41.07	Describe pricing strategy choices.
41.08	Differentiate between <i>price</i> and <i>non-price competition</i> ; explain how firms engage in price and non-price competition.
42.0	Prepare a marketing strategy – the student will be able to:
42.01	Determine and describe appropriate store image.
42.02	Select a promotional mix for the business.
42.03	Establish promotional objectives for the business.
42.04	Identify methods of promotion to be used by comparing and contrasting costs versus benefits.
42.05	Develop an advertising plan identifying types and costs of media to be used.

42.06	Develop a promotional plan including sales promotion.
42.07	Develop ideas for obtaining publicity for the business.
42.08	Write a press release.
42.09	Plan a website for the business.
42.10	Identify the role of customer service.
43.0	Develop a financial plan for a small business – the student will be able to:
43.01	Estimate dollar amount needed to open a business.
43.02	Compare available funding sources, identifying amount of personal financial commitment.
43.03	Complete a loan application.
43.04	Prepare a plan to repay borrowed funds or provide return on investment to equity funds.
43.05	Project monthly and annual business income for the first year of operation.
43.06	Estimate monthly and annual cash flow for the first year of operation.
43.07	Calculate sales volume required for first year of operation to be profitable.
43.08	Prepare a statement of opening assets, liabilities, and net worth (balance sheet).
43.09	Prepare a cash flow projection for simulated business.
43.10	Prepare a five-year financial plan.
43.11	Develop summary of key points for supporting financial requests.
43.12	Explain how employer benefit programs create incentives/disincentives for people to save; explain how the employee's decision to save can depend on the alternatives offered by the employer.
43.13	Explain the basic functions and characteristics of money; describe the composition of the money supply in the United States.
43.14	Analyze the impact of capital investments on productivity and economic growth.
43.15	Explain how employer benefit programs create incentives and disincentives for people to save; identify how an employee's decision to save relates to the alternatives offered by the employer.
44.0	Demonstrate uses of marketing-related software – the student will be able to:
44.01	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).

44.02	Perform marketing spreadsheet data entry and output procedures.
44.03	Analyze a marketing spreadsheet in a decision-making situation.
44.04	Design and prepare an advertising brochure.
44.05	Discuss the importance of e-mail, fax, and an online service to a small business.
45.0	Apply a career plan to entrepreneurship – the student will be able to:
45.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, required skills and abilities, and steps for reaching career goals.
45.02	Demonstrate specific technology applications related to a career plan.
45.03	Develop forms of documentation for inclusion in a career portfolio.



## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Customer Service Representative 1  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M600100
CIP Number	0252041102
Grade Level	30, 31
Standard Length	300 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	College DECA
SOC Codes (all applicable)	43-2011 – Switchboard Operators, Including Answering Service 41-9041 – Telemarketers
Basic Skills Level	N/A

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in customer service occupations (e.g., customer service representative, customer service consultant, customer service agent, customer care manager). The program is designed to prepare students for employment in entry-level positions involving customer service activities.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MNA0135	Telecommunications Clerk	ADVR PROM 7 G BANK FINC @7 7G BUS ED 1 @2 HOTEL TRNG 7 G INSURANCE 7 G	150 hours	43-2011
B	MNA0136	Telesales Representative	MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G TRANSPORT 7G WHOLESALE @7 7 G	150 hours	41-9041

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Identify and classify customer services.
- 02.0 Demonstrate technology literacy related to customer service.
- 03.0 Describe and demonstrate the human relations skills necessary for success in customer service.
- 04.0 Demonstrate the communication skills necessary for success in customer service.
- 05.0 Identify and define the terminology applicable to customer service operations.
- 06.0 Describe the duties and responsibilities of a call center representative.
- 07.0 Describe and perform telephone activities applicable to customer service.
- 08.0 Identify customer service activities.
- 09.0 Demonstrate job seeking and employability skills.
- 10.0 Develop a plan for a career in customer service.
- 11.0 Describe the leadership and organizational skills necessary for success in customer service.
- 12.0 Utilize effective techniques and procedures for selling customer services.
- 13.0 Demonstrate basic math operations relevant to customer services.
- 14.0 Demonstrate an understanding of a client's business policies and procedures.

Florida Department of Education  
Student Performance Standards

Program Title: Customer Service Representative 1  
PSAV Number: M600100

**Course Number: MNA0135**  
**Occupational Completion Point: A**  
**Telecommunications Clerk – 150 Hours – SOC Code 43-2011**

01.0	Identify and classify customer services – the student will be able to:
01.01	Define <i>customer</i> , <i>customer service</i> , and <i>quality</i> .
01.02	Explain the nature of quality customer/client relations.
01.03	Demonstrate the ability to handle customer inquiries and complaints.
01.04	Demonstrate the ability to handle difficult customers.
01.05	Explain company policies to customers/clients.
01.06	Classify customer services according to the nature and characteristics of the activity.
01.07	Demonstrate competence in resolving customer problems (e.g., clarify, explain policies/procedures, come to a consensus).
01.08	Explain the importance of stress management as it relates to job performance.
02.0	Demonstrate technology literacy related to customer service – the student will be able to:
02.01	Identify the types of technology, systems, and software used in customer service.
02.02	Describe the technological applications used in customer service (e.g., file management, email management).
02.03	Discuss ethical issues involving the use of technology, employer/employee relationships, and customers.
02.04	Demonstrate keyboarding proficiency and the ability to enter and manipulate text and data.
02.05	Use word processing software to create documents.
02.06	Explain the relationship between database management and call centers.
02.07	Employ current and emergent computer technology and software to perform tasks related to customer service.
02.08	Demonstrate the use of electronic communication and networking systems (e.g., fax, email, voicemail, Internet).

02.09	Research current and emergent telecommunications systems.
02.10	Analyze situations in which technology positively or negatively impacts customer service.
03.0	Describe and demonstrate the human relations skills necessary for success in customer service – the student will be able to:
03.01	Model punctuality, initiative, courtesy, loyalty, honesty, respect, responsibility, fairness, and trustworthiness.
03.02	List acceptable health and grooming habits.
03.03	Explain the importance of adhering to absentee and tardy policies.
03.04	Exhibit the ability to collaborate with others.
03.05	Discuss and develop the human relations skills essential for success and progress in customer service occupations.
03.06	Model empathy, compassion, caring, enthusiasm, integrity, a positive attitude, self-motivation, and responsible behavior.
03.07	Demonstrate orderly and systematic behavior and follow the chain of command.
03.08	Explain the importance of working effectively with people from diverse backgrounds.
03.09	Demonstrate the ability to maintain a professional demeanor toward co-workers and customers.
03.10	Demonstrate conflict and dispute resolution techniques.
03.11	Demonstrate the techniques used to persuade and convince others.
03.12	Explain the importance of self-management under minimum direction/supervision.
03.13	Describe scenarios related to customer service.
03.14	Describe the importance and benefits of time management.
03.15	Prepare a time management analysis.
03.16	Use a personality inventory for personal improvement.
03.17	Utilize feedback for personal and professional growth.
03.18	Demonstrate the ability to adapt to change.
03.19	Exhibit corporate and professional etiquette.
04.0	Demonstrate the communication skills necessary for success in customer service – the student will be able to:
04.01	Demonstrate the ability to greet and assist visitors and clients in a professional manner.



04.02	Demonstrate appropriate use of grammar, vocabulary, diction, and body language to deliver professional customer service.
04.03	Identify appropriate conversation for work-related settings.
04.04	Model professional vocabulary appropriate to a work environment.
04.05	Demonstrate the ability to communicate in diverse settings.
04.06	Demonstrate the ability to interact with customers, co-workers, and supervisors in a logical, clear, understandable, and effective manner.
04.07	Describe and demonstrate the listening, speaking, and non-verbal skills necessary to determine customer needs.
04.08	Identify major barriers to listening; demonstrate techniques to overcome those barriers.
04.09	Explain the importance of using a pleasant tone of voice, smiling, making eye contact, maintaining proper posture, listening, being prepared to answer questions, using the customer's name, handling customer complaints, and thanking the customer.
04.10	Demonstrate the ability to avoid defensive responses to customers/clients and co-workers.
04.11	Monitor written, oral, and electronic sources of information and materials relevant to delivering accurate customer service.
05.0	Identify and define the terminology applicable to customer service operations – the student will be able to:
05.01	Identify and define commonly used customer service terms (e.g., credit, adjustments, complaints, delivery service, internal customers, external customers).
05.02	Identify and record customer service data.
06.0	Describe the duties and responsibilities of a call center representative – the student will be able to:
06.01	Identify different types of call centers.
06.02	Discuss the role of a customer service specialist.
06.03	Identify the benefits of customer service.
06.04	Identify reasons for providing customer service.
06.05	Describe the customer service mindset.
06.06	Identify the factors to consider when deciding which customer services to provide.
06.07	Compare various types of customer service (e.g., mass market, department store, specialty).
06.08	Explain the importance of good customer service relations to a business.
06.09	Describe the importance of possessing adequate knowledge of services and products to perform customer service tasks.

06.10	Demonstrate methods of communicating with customers to identify their needs, problems, and expectations.
06.11	Discuss the importance of accuracy, efficiency, and follow through when dealing with customers.
06.12	Identify major areas of customer complaints (e.g., product, personnel, business).
06.13	List the tangible and intangible costs of complaints to both the salesperson and business.
06.14	Explain how to handle and document customer inquiries/complaints.
06.15	Identify the types of resources used to resolve problems and satisfy the needs of customers.
06.16	Identify types of difficult customers (e.g., disagreeable, domineering/superior, suspicious, slow/methodical, dishonest).
06.17	Explain procedures for handling difficult internal and external customers.
06.18	Identify actions that typically lead to customer satisfaction.
06.19	Identify the ways customer service affects a company's success.
06.20	Identify the ways that the reputation of a business is influenced by customer satisfaction.
06.21	Demonstrate an understanding of courtesy.
07.0	Describe and perform telephone activities applicable to customer service – the student will be able to:
07.01	Demonstrate techniques to make a positive first impression or to continue a positive relationship using the telephone (e.g., vocabulary, voice quality and tone, grammar, courteousness, rapport).
07.02	Demonstrate techniques for placing, answering, screening, holding and directing telephone calls.
07.03	Identify and demonstrate procedures for recording and relaying accurate messages.
07.04	Explain the procedures for dealing with an obscene telephone call.
07.05	Identify the components of a customer service call.
07.06	Demonstrate use of the telephone as a customer service tool to gather, receive, record, and convey accurate and complete information in a professional and courteous manner.
07.07	Demonstrate active listening skills.
07.08	Demonstrate the ability to organize ideas and communicate messages appropriate to the listener and situation.
07.09	Review the guidelines used to inform customers of order receipt, prices, shipping date, and delays.
07.10	Describe and demonstrate a positive and caring telephone voice.
07.11	Demonstrate techniques for handling an irate or upset caller.

07.12	Model the impact of facial expression on tone of voice.
07.13	Explain the importance of maintaining a telephone log.
07.14	Demonstrate the ability to maintain a telephone log accurately and in accordance with defined procedures.
07.15	Demonstrate the ability to access voicemail and record information accurately and neatly.
07.16	Demonstrate the ability to retrieve messages from an answering machine and record information accurately and neatly.
07.17	Practice logging in and out of a telephone system.
08.0	Identify customer service activities – the student will be able to:
08.01	Demonstrate appropriate customer greetings.
08.02	Describe how an employee represents the firm to customers.
08.03	Explain the techniques used to balance responsive telephone service with in-store service.
08.04	Demonstrate the ability to determine the customer's need for specific types of product support and customer services.
08.05	Discuss the importance of suggestive selling of complementary goods and services.
08.06	Demonstrate knowledge of the customer services offered by selected marketing organizations.
08.07	Demonstrate the ability to overcome objections.
08.08	Explain the role of customer mailing lists in the customer service industry.
08.09	Demonstrate closing a transaction and thanking the customer.
08.10	Explain methods of observation that can be used to obtain a customer's surname.
08.11	Discuss the importance of customer follow-up; include those instances when writing a thank you note could be appropriate.
08.12	Describe techniques for listening to, identifying, and satisfying the customer's needs/wants/problems.
08.13	Explain techniques for determining customer merchandise/service interests.
08.14	Discuss techniques for recognizing and responding to customer preferences.
08.15	Explain the importance of product knowledge, features, and benefits to successful cross-selling.
08.16	Demonstrate the ability to obtain customer commitment.
08.17	Model methods of resolving customer complaints.

08.18	Discuss the importance of assisting customers in the location of desired items.
08.19	List the abilities and qualities customers expect in a customer service associate.
09.0	Demonstrate job seeking and employability skills – the student will be able to:
09.01	Identify the resources used in a job search.
09.02	Identify the job application process; research the company prior to applying or interviewing.
09.03	Locate company websites.
09.04	Identify the documentation required to seek and obtain employment.
09.05	Discuss the importance of drug testing and criminal background checks.
09.06	List the documents completed by an employee for payroll and eligibility purposes.
09.07	Arrange for and/or obtain personal and professional references.
09.08	Prepare a professional résumé (traditional and digital).
09.09	Prepare a letter of interest (letter of application) for a customer service position
09.10	Read and accurately complete job application forms for customer service positions.
09.11	Participate in a job interview scenario by roleplaying as an interviewer and an applicant.
09.12	Demonstrate methods for handling illegal interview and application form questions.
09.13	Compose a set of questions to ask of an interviewer.
09.14	Participate in pre-employment testing (e.g., simulations, telephone interview, telephone screening).
09.15	Conduct an interview follow-up.
09.16	List the procedures to follow when accepting an employment offer.
09.17	Illustrate an understanding of the appropriate techniques to use when changing jobs.
09.18	Describe appropriate methods for resigning from a position.
09.19	Identify reasons for termination.
09.20	Prepare a letter of resignation.
09.21	Identify and demonstrate appropriate responses to feedback from supervisors.

09.22	Identify and demonstrate acceptable work habits.
09.23	Demonstrate acceptable health and hygiene habits.
09.24	Discuss examples of company standards, policies, and procedures.
09.25	Explain the importance of following accepted rules, regulations, policies, and workplace safety guidelines.
09.26	Describe the importance of producing quality work and meeting performance standards.
09.27	Describe the implications of racial, ethnic, regional, educational, social, and age differences.
09.28	Demonstrate attitudes and behaviors that eliminate stereotyping, gender bias, and recognize the value of cultural diversity.
09.29	Demonstrate the ability to work as a team member.
09.30	Demonstrate a strong work ethic and a positive attitude.
09.31	Recognize the importance of the efficient use of materials and space.
09.32	Demonstrate an understanding of ethical business practices.
09.33	Explain the importance of confidentiality in the workplace concerning any written, oral, or digitally transmitted information pertaining to personnel, customers, or materials.
09.34	Obtain letters of reference summarizing work/volunteer experiences.
10.0	Develop a plan for a career in customer service – the student will be able to:
10.01	Discuss the advantages and disadvantages of working in the customer service field.
10.02	Identify the personal qualities necessary for success as a customer service representative.
10.03	Research customer service occupations.
10.04	Diagram a career path for the customer service associate.
10.05	Write a job description for a customer service associate.
10.06	Identify the educational requirements and work experience needed for a customer service associate.
10.07	Identify personal qualities and skills necessary for job enhancement and career development in a customer service field.
10.08	Develop appropriate documentation to include in a career portfolio.

**Course Number: MNA0136**  
**Occupational Completion Point: B**  
**Telesales Representative – 150 Hours – SOC Code 41-9041**

02.0	Demonstrate technology literacy related to customer service – the student will be able to:
02.08	Demonstrate computer literacy by producing documents utilizing database and spreadsheet software.
02.09	Employ reference materials such as online help, vendor bulletin boards, tutorials, and manuals available for application software.
02.10	Employ computer networks (e.g., Internet, online databases, email) to facilitate learning and communication.
04.0	Demonstrate the communication skills necessary for success in customer service – the student will be able to:
04.12	Demonstrate techniques for writing letters and memorandums appropriate to a particular audience (e.g., management, customers, coworkers, manufacturers).
04.13	Compose professional emails and business letters.
04.14	Demonstrate effective probing skills.
06.0	Describe the duties and responsibilities of a call center representative – the student will be able to:
06.24	Identify potentially difficult customers and the strategies to meet their needs.
06.25	Explain the differences between consumer rights and business responsibilities.
06.26	Explain the differences between internal and external customers (e.g., productivity, motivation, commitment, stress management, order taking, handling routine inquiries and application questions, problem solving).
06.27	Exhibit how to interpret policies to internal and external customers.
06.28	Demonstrate sensitivity to internal and external customer needs.
06.29	Classify customer services according to the nature and characteristics of an activity.
06.30	Classify customer services as <i>primary/essential</i> or <i>secondary/optional</i> .
06.31	Review methods to resolve customer problems through clarifying, explaining policies/procedures, and coming to a consensus.
06.32	Analyze the relationship between public relations and marketing.
06.33	Demonstrate the methods used to initiate and maintain client account records.
06.34	Prepare statements for clients.
07.0	Describe and perform telephone activities applicable to customer service – the student will be able to:
07.18	Assume accountability for the services provided during customer service calls.

07.19	Maintain a file of addresses and telephone numbers.
08.0	Identify customer service activities – the student will be able to:
08.21	Discuss the importance of changing displays to maintain customer interest.
08.22	Explain the concepts of market segmentation and niche marketing.
11.0	Describe the leadership and organizational skills necessary for success in customer service – the student will be able to:
11.01	Describe the qualities of an effective leader.
11.02	Describe different types of leadership.
11.03	Identify and utilize the planning process.
11.04	Outline the steps utilized in problem resolution when dealing with customers.
11.05	Outline and apply the steps used in decision-making when dealing with customers.
11.06	Work cooperatively with others to achieve organizational goals.
11.07	Describe the role of the vision and mission statement in a customer service organization.
11.08	Explain how innovation and efficiency impact a customer service organization.
11.09	Display the ability to adjust one’s behavior to a situation; listen and respond appropriately.
11.10	Model personal responsibility for the welfare of others.
11.11	Model professional techniques for shaking hands.
12.0	Utilize effective techniques and procedures for selling customer services – the student will be able to:
12.01	Demonstrate how to increase total sales volume by selling complementary goods or services.
12.02	Demonstrate knowledge of the customer services offered by selected marketing organizations.
12.03	Demonstrate the ability to determine a customer’s need for specific types of product support services.
12.04	Explain the <i>value added</i> concept as it applies to customer services.
12.05	Demonstrate and evaluate one’s ability to overcome objections.
12.06	Demonstrate the ability to identify and satisfy a customer’s needs/wants/problems.
12.07	Evaluate one’s ability to obtain customer commitment.

12.08	Identify and demonstrate cross-selling techniques.
12.09	Explain the concept of <i>product</i> as a component of the marketing mix.
12.10	Explain the relationship between economic utilities and customer services.
13.0	Demonstrate basic math operations relevant to customer services – the student will be able to:
13.01	Perform basic computational operations.
13.02	Solve work-related problems using whole numbers, fractions, decimals, ratios, and percentages.
13.03	Operate a 10-key keypad.
14.0	Demonstrate an understanding of a client's business policies and procedures – the student will be able to:
14.01	Identify the client's mission and objectives.
14.02	Identify the client's business type.
14.03	Identify customer service guidelines.
14.04	Identify the procedure for logging in and out of the client's system.
14.05	Identify correct screen management techniques.
14.06	Identify the codes for different procedures.
14.07	Identify data entry guidelines; include procedures for editing and correcting errors.
14.08	Identify the procedure to obtain assistance (e.g., help desk, online assistance).
14.09	Demonstrate the ability to receive and process calls according to the client's guidelines.
14.10	Practice taking orders and processing requests.



## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

College DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

**Florida Department of Education  
Curriculum Framework**

**Program Title:** Customer Service Representative 2  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

PSAV	
Program Number	M600200
CIP Number	0252041103
Grade Level	30, 31
Standard Length	300 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	43-4051 – Customer Service Representatives 43-1011 – First-Line Supervisors of Office and Administrative Workers
Basic Skills Level	N/A

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in customer service occupations (e.g., customer service representative, customer service consultant, customer service agent, customer care manager). The program is designed to prepare students for employment in entry-level positions involving customer service activities.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MNA0084	Customer Service Representative	ADVR PROM 7 G BANK FINC @7 7G BUS ED 1 @2 HOTEL TRNG 7 G INSURANCE 7 G	150 hours	43-4051
B	MNA0085	Customer Service Manager	MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G TRANSPORT 7G WHOLESALE @7 7 G	150 hours	43-1011

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate the budget operations relevant to customer services.
- 02.0 Demonstrate the human relations skills necessary for hiring individuals in customer service occupations.
- 03.0 Demonstrate the ability to communicate skillfully.
- 04.0 Demonstrate an awareness of management functions and organizational structures.
- 05.0 Demonstrate an understanding of basic contractual obligations.
- 06.0 Demonstrate the ability to train others in keyboarding and the use of general office equipment.
- 07.0 Demonstrate the ability perform supervisory/management functions.
- 08.0 Develop a plan for a career in management.
- 09.0 Utilize effective techniques and procedures for selling customer services.
- 10.0 Demonstrate basic math operations relevant to customer services.
- 11.0 Analyze the impact of government regulations and community involvement on management decisions.
- 12.0 Operate computers and other equipment appropriate to marketing and managing customer services.
- 13.0 Demonstrate an understanding of business ownership.

Florida Department of Education  
Student Performance Standards

Program Title: Customer Service Representative 2  
PSAV Number: M600200

<b>Course Number: MNA0084</b>	
<b>Occupational Completion Point: A</b>	
<b>Customer Service Representative – 150 Hours – SOC Code 43-4051</b>	
01.0	Demonstrate the budget operations relevant to customer services – the student will be able to:
01.01	Demonstrate correct procedures for handling major types of sales transactions.
01.02	Reconcile a customer account.
01.03	Develop a group work schedule and calculate the required budget to implement the schedule for a week, a month, and a year.
01.04	Adjust monthly and yearly schedules and budgets to reflect business variations (e.g., seasonal, increase/decrease in sales).
02.0	Demonstrate the human relations skills necessary for hiring individuals in customer services occupations – the student will be able to:
02.01	Identify the benefits of professional staff development (e.g., workshops, conferences, coursework, membership in professional organizations).
02.02	Explain the need for employee evaluations, describe the procedures used in the evaluation process, and identify the consequences of positive and negative performance appraisals.
02.03	Describe the methods used to compensate employees (e.g., wages, salary, commission).
02.04	Practice accurately answering call center representative questions pertaining to policies, procedures, and systems.
02.05	Practice guiding call center representatives through reference materials.
02.06	Practice monitoring and providing coaching and feedback to call center representatives.
02.07	Identify a variety of action plans to train new hires.
03.0	Demonstrate the ability to communicate skillfully – the student will be able to:
03.01	Express oneself in a concise, timely, and professional manner both orally and in writing.
03.02	Demonstrate effective probing skills.
03.03	Demonstrate the impact of effective communication on a business decision.

04.0	Demonstrate an awareness of management functions and organizational structures – the student will be able to:
04.01	Identify the different levels of management.
04.02	Identify, compare, and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, franchise) and other organizational structures (e.g., nonprofit organizations, government agencies).
04.03	Compare and contrast the legal procedures and processes involved when establishing business ownership (e.g., sole proprietorships, partnerships, limited partnerships, joint ventures, limited partnership associations, registered partnerships with limited liability, limited liability companies [LLC], corporations, franchises).
04.04	Compare and contrast the advantages and disadvantages of each type of business ownership based on complexity and the risk of legal procedures and processes.
04.05	Demonstrate knowledge of procedures, systems, and reference materials.
05.0	Demonstrate an understanding of basic contractual obligations – the student will be able to:
05.01	Demonstrate an understanding of contractual relationships.
05.02	Explain how an offer and acceptance can create contractual rights and duties.
05.03	Identify people who lack contractual capacity.
05.04	Describe <i>breach of contract</i> and the remedies available when a contract is breached.
05.05	Define an agency relationship and list the ways agency relationships are created.
05.06	Identify which applicants can be asked to participate in testing (e.g., aptitude, psychological, polygraph, drug).
06.0	Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:
06.01	Apply formatting principles.
06.02	Obtain and transmit credit information.
06.03	Perform basic computer operations.
07.0	Demonstrate the ability to perform supervisory/management functions – the student will be able to:
07.01	Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.
07.02	Identify factors of strategic planning and define the role of strategic planning in a business environment.
07.03	Demonstrate project management skills.
07.04	Prepare training materials or update existing materials.
07.05	Dramatize appropriate handling of elevated customer calls.



07.06	Demonstrate ways to support team members to achieve professional individual and team goals.
07.07	Identify relevant management information based on existing records.
07.08	Identify information at various decision-making levels.
07.09	Identify appropriate applications for computer usage.
07.10	Identify the administrative tasks that are the responsibility of the customer care coach.
08.0	Develop a plan for a career in management – the student will be able to:
08.01	Discuss the advantages and disadvantages of working in the management field.
08.02	Identify the personal qualities necessary for success in management.
08.03	Research management-related occupations.
08.04	Diagram a career path for a management-level position.
08.05	Write a job description for a management-level position.
08.06	Identify the educational and work experience requirements for a management position.
08.07	Identify the personal qualities and skills necessary for job advancement and career development in management.
08.08	Develop documents to include in a professional career portfolio.

<b>Course Number: MNA0085</b>	
<b>Occupational Completion Point: B</b>	
<b>Customer Service Manager – 150 Hours – SOC Code 43-1011</b>	
03.0	Demonstrate the ability to communicate skillfully – the student will be able to:
03.01	Prepare a variety of categories and structures of messages.
03.02	Practice providing clear, concise, and professional written and verbal communication.
06.0	Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:
06.04	Obtain information, schedule, place orders, and route information using email, telephone, fax, the Internet, and other devices.
07.0	Demonstrate the ability to perform supervisory/management functions – the student will be able to:
07.01	Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.

07.02	Identify factors of strategic planning and define the role of strategic planning in a business environment.
07.03	Demonstrate project management skills.
07.04	Prepare training materials or update existing materials.
07.05	Dramatize appropriate handling of elevated customer calls.
07.06	Demonstrate ways to support team members to achieve professional individual and team goals.
07.07	Identify relevant management information based on existing records.
07.08	Identify information at various decision-making levels.
07.09	Identify appropriate applications for computer usage.
07.10	Identify the administrative tasks that are the responsibility of the customer care coach.
09.0	Utilize effective techniques and procedures for selling customer services – the student will be able to:
09.01	Develop a written feature-benefit analysis sheet for a specified customer service.
09.02	Effectively critique a sales demonstration involving customer services.
09.03	Demonstrate effective suggestive selling techniques to solve client problems.
09.04	Develop an action plan to improve call center representative sales performance.
10.0	Demonstrate basic math operations relevant to customer services – the student will be able to:
10.01	Complete an invoice and purchase order form.
10.02	Calculate discount rates, due dates, and payment amounts.
10.03	Read charts and graphs.
10.04	Post debits and credits.
10.05	Calculate basis points.
11.0	Analyze the impact of government regulations and community involvement on management decisions.
11.01	Understand antitrust laws and how these laws affect corporate behavior.
11.02	Describe the pros and cons of various levels of community involvement by a business.
11.03	Describe how tax policies affect a business.

11.04	Describe how licensure requirements affect a business.
11.05	Describe how government regulations affect a business.
11.06	Identify and evaluate various ways in which the government affects business operations.
12.0	Operate computers and other equipment appropriate to marketing and managing customer services – the student will be able to:
12.01	Obtain and transmit credit information.
12.02	Obtain information, schedule, place orders, and route using current and emergent technologies.
12.03	Demonstrate merchandising and operations data entry procedures (e.g., prices, sales, inventory changes, costs, reductions).
13.0	Demonstrate an understanding of business ownership – the student will be able to:
13.01	Define <i>entrepreneurship</i> .
13.02	List the advantages and disadvantages of business ownership.
13.03	Identify the risks involved in ownership of a business.
13.04	Identify the personal characteristics necessary for success as an entrepreneur.
13.05	Identify the business skills needed to efficiently and effectively operate a business.
13.06	Define the purpose and identify and describe the major components of a business plan.
13.07	Identify the pros and cons of a home-based business.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

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Florida Department of Education  
Curriculum Framework

**Program Title:** Business Ownership  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M618020
CIP Number	0252070101
Grade Level	30, 31
Standard Length	150 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	11-1021 – General and Operations Managers
Basic Skills Level	N/A

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners, and develop the fundamental knowledge and skills necessary to start and operate a business.

The content includes, but is not limited to, the essential competencies required to operate a small business.

The planning and operation of a simulated business are an important part of the instruction of this course.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion point.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0092	(Business Owner) General Manager	BUS ED 1 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7 G	150 hours	11-1021

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.



## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Analyze the changing role of entrepreneurship in the global marketplace.
- 02.0 Compare and contrast management theories.
- 03.0 Explain the role of management in the operation of an enterprise.
- 04.0 List components of a business plan and explain how such a plan contributes to the success of a small business.
- 05.0 Prepare an introduction for a business plan.
- 06.0 Prepare a self-analysis.
- 07.0 Prepare an analysis of the trading area.
- 08.0 Prepare a market segment analysis.
- 09.0 Prepare an analysis of a potential location.
- 10.0 Prepare a description of proposed organization.
- 11.0 Prepare a description of proposed products/services.
- 12.0 Prepare a proposed pricing policy.
- 13.0 Prepare a marketing strategy.
- 14.0 Develop a financial plan for a small business.
- 15.0 Demonstrate the uses of marketing-related software.
- 16.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

Program Title: Business Ownership  
PSAV Number: M618020

**Course Number: MKA0092**  
**Occupational Completion Point: A**  
**Business Owner – 150 Hours – SOC Code 11-1021**

01.0	Analyze the changing role of entrepreneurship in the global marketplace – the student will be able to:
01.01	Evaluate the importance of entrepreneurship to the American economy; identify and research famous entrepreneurs.
01.02	Analyze business trends created by changes in technology.
01.03	Examine the innovations and inventions throughout history that created businesses.
01.04	Summarize factors that have led to increased interdependence within the global marketplace.
01.05	Analyze the impact of international law on sales transactions.
02.0	Compare and contrast management theories – the student will be able to:
02.01	Identify motivational theories that impact management (e.g., Maslow, Herzberg).
02.02	Identify an appropriate motivational strategy after determining the wants, needs, and motives of a particular audience.
02.03	Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.
03.0	Explain the role of management in the operation of an enterprise – the student will be able to:
03.01	Analyze and explain the functions of management.
03.02	Prepare an organizational chart and explain its importance.
03.03	Interpret the term <i>control</i> and explain its importance in operating a business.
03.04	Discuss various aspects of supervising employees and the role of employees in the workplace.
03.05	Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act).
03.06	Provide examples of regulations that affect small and large businesses.

03.07	Identify the various types of taxes levied on a small business.
03.08	Compare sources of technical assistance for the small business owner.
04.0	List components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:
04.01	Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
04.02	Analyze the importance of a business plan in developing a business idea and evaluating success.
04.03	Select data, graphics, maps, and diagrams to include in a business plan.
04.04	Utilize current technology for research and communication in the development of a business plan.
04.05	Evaluate the possibility of and procedures for buying an existing business or franchise.
05.0	Prepare an introduction for a business plan – the student will be able to:
05.01	Identify and describe the type of business.
05.02	Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.
05.03	Evaluate various corporate mission statements and develop an individualized mission statement for the selected business.
05.04	Compose a description of the product/service and advantages and benefits the product/service will provide customers.
05.05	Substantiate why the business will be successful.
05.06	Identify three business failures and evaluate the causes of each failure.
06.0	Prepare a self-analysis – the student will be able to:
06.01	Describe personal education, training, strengths, and weaknesses relevant to the operation of a business.
06.02	Develop a timeline for the personal development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.
06.03	Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.
07.0	Prepare an analysis of the trading area – the student will be able to:
07.01	Analyze the trading area with respect to geographic, demographic, and economic data by utilizing Internet-based resources (e.g., the Census Bureau website).
07.02	Assess the competition and the effects of seasonal fluctuations.
08.0	Prepare a market segment analysis – the student will be able to:

08.01	Analyze the target market by geographical area, demographics, lifestyles, and product benefits.
08.02	Explain the importance of market segmentation.
08.03	Describe customer buying behavior related to the proposed business.
08.04	Analyze the customer base relative to local market demographics.
09.0	Prepare an analysis of a potential location – the student will be able to:
09.01	Evaluate the availability, costs, traffic patterns, accessibility, and proximity to competition of an appropriate business location.
09.02	Research cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.
09.03	Determine advantages and disadvantages of different types of business locations.
09.04	Understand different types of commercial leases and practice the calculations needed to establish rent.
09.05	Determine the steps involved in selecting a specific business site.
10.0	Prepare a description of proposed organization – the student will be able to:
10.01	Determine the type of ownership best suited to the business situation.
10.02	Identify the steps required to form a business.
10.03	Outline steps for the hiring of employees.
10.04	Prepare an organizational chart.
10.05	Compose job descriptions for the identified positions.
11.0	Prepare a description of proposed products/services – the student will be able to:
11.01	Summarize the features, benefits, and advantages of the products and services to be offered.
11.02	Identify potential suppliers and/or manufacturers for the business's inventory and the operation of the business.
11.03	Develop an inventory policy, if applicable.
12.0	Prepare a proposed pricing policy – the student will be able to:
12.01	Identify the elements of a pricing policy and the reasons for developing a pricing policy.
12.02	Explain the relationship to one's competitors.

12.03	Understand all aspects of pricing and the impact of pricing on the bottom line of a business.
12.04	Identify pricing incentive options.
12.05	Describe pricing strategy decisions.
12.06	Define and describe <i>profit margin</i> .
12.07	Determine how to compute profit margin.
13.0	Prepare a marketing strategy – the student will be able to:
13.01	Determine and describe an appropriate store image.
13.02	Select a promotional mix for the business.
13.03	Establish promotional objectives for the business.
13.04	Identify methods of promotion to be used by comparing and contrasting costs versus benefits.
13.05	Explore various advertising mediums and the costs associated with each type.
13.06	Develop a promotional plan and include sales promotion.
13.07	Develop ideas for obtaining publicity for the business.
13.08	Write a press release.
13.09	Find three websites within the specific industry and compare/contrast the elements of the site that are effective.
13.10	Plan a website for the business.
13.11	Identify the role of customer service.
14.0	Develop a financial plan for a small business – the student will be able to:
14.01	Estimate the dollar amount required to open a business.
14.02	Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.
14.03	Use a financial calculator to determine the loan payment and amortization of a business loan.
14.04	Prepare a plan to repay borrowed funds or provide return on investment to equity funds.
14.05	Project monthly and annual business income for the first year of operation.

14.06	Estimate monthly and annual cash flow for the first year of operation.
14.07	Calculate sales volume required for the first year of operation to be profitable.
14.08	Prepare a statement of opening assets, liabilities, and net worth (balance sheet).
14.09	Prepare a cash flow projection for the simulated business.
14.10	Prepare a five-year financial plan.
14.11	Develop a summary of key points for supporting financial requests.
15.0	Demonstrate the uses of marketing-related software – the student will be able to:
15.01	Perform data entry procedures.
15.02	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).
15.03	Analyze a marketing spreadsheet in a decision-making situation.
15.04	Design and prepare an advertising brochure.
15.05	Discuss the importance of email, fax, scanning/sending operations, and online services to a small business.
16.0	Apply a career plan to entrepreneurship – the student will be able to:
16.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities, and steps for reaching career goals.
16.02	Demonstrate specific technology applications related to a career plan.
16.03	Develop forms of documentation for inclusion in a career portfolio.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.



Florida Department of Education  
Curriculum Framework

Program Title: Marketing, Merchandising and Parts Operations 1  
 Program Type: Career Preparatory  
 Career Cluster: Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District’s discretion, continue taking courses in the program until completion.**

PSAV	
Program Number	M700100
CIP Number	0252040903
Grade Level	30, 31
Standard Length	675 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	College DECA
SOC Codes (all applicable)	43-5081 – Stock Clerks and Order Fillers 43-3021 – Billing and Posting Clerks 43-3031 – Bookkeeping, Accounting and Auditing Clerks 43-3061 – Procurement Clerks 11-3071 – Transportation, Storage, and Distribution Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in parts operations and marketing, sales, and service occupations (e.g., salesperson, delivery specialist, stock clerk, billing clerk, bookkeeping, parts specialist, inventory control clerk, purchasing agent, and manager).

The content includes, but is not limited to, risk management, marketing math, equipment operations, marketing and business fundamentals, communications, human relations, advertising, sales promotion, sales, customer relations, obtaining and maintaining employment, delivery operations, warehouse operations, billing operations, accounts receivable and payable, cataloging, parts systems, components and their functions, automotive systems parts sales, inventory control, purchasing, and management.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of six occupational completion points

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0640	Sales Representative	BUS ED 1@2 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7 G	150 hours	43-5081
B	MKA0643	Billing, Cost and Rate Clerks		75 hours	43-3021
C	MKA0644	Parts Accounting Clerk		150 hours	43-3031
D	MKA0647	Stockroom Clerk		75 hours	43-5081
E	MKA0648	Purchasing Agent		75 hours	43-3061
A	MKA0640	Sales Representative		150 hours	43-5081

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate risk management skills.
- 02.0 Demonstrate basic marketing math skills.
- 03.0 Demonstrate basic marketing equipment operations.
- 04.0 Identify marketing and business fundamentals.
- 05.0 Demonstrate communication and human relations skills.
- 06.0 Demonstrate principles of advertising and sales promotion.
- 07.0 Demonstrate sales and customer relations techniques.
- 08.0 Explain the importance of employability and entrepreneurship skills.
- 09.0 Demonstrate billing operations skills.
- 10.0 Demonstrate accounts receivable skills.
- 11.0 Demonstrate accounts payable skills.
- 12.0 Demonstrate inventory control operations.
- 13.0 Demonstrate purchasing operations skills.
- 14.0 Demonstrate management and supervision techniques.
- 15.0 Research career opportunities in the industry.

Florida Department of Education  
Student Performance Standards

Program Title: Marketing, Merchandising, and Parts Operations 1  
PSAV Number: M700100

**Course Number: MKA0640**  
**Occupational Completion Point: A**  
**Sales Representative – 150 Hours – SOC Code 43-5081**

01.0	Demonstrate risk management skills – the student will be able to:
01.01	Identify school rules and policies (e.g., fire evacuation plans, code of conduct, financial aid opportunities).
01.02	Identify program objectives and requirements to reach occupational completion points and certificate prerequisites.
01.03	Discuss the importance of testing and grading procedures.
01.04	Identify, discuss, and demonstrate safe lifting procedures.
01.05	Identify and discuss the laws and procedures for disposing of hazardous wastes.
01.06	Identify safety and accident prevention procedures.
01.07	Identify and discuss clean and orderly storing techniques.
01.08	Identify and discuss appropriate dress and grooming for employment.
01.09	Identify and discuss the purpose and importance of an accident prevention plan.
01.10	Identify and discuss workplace safety and health guidelines.
01.11	Demonstrate safety and accident prevention techniques.
01.12	Discuss state and federal labor laws regulating the workplace.
02.0	Demonstrate basic marketing math skills – the student will be able to:
02.01	Calculate mark-ups, mark-downs, and discounts.
02.02	Read and interpret charts and graphs.
02.03	Identify the importance and purpose of product codes.
02.04	Write and communicate product codes according to industry standards.

02.05	Calculate county and state sales taxes.
02.06	Demonstrate mastery of the 10-key keyboard.
02.07	Discuss sales terminal opening and closing procedures.
02.08	Demonstrate ability to provide customer with proper change.
02.09	Identify check, credit card, and debit card payments and procedures.
02.10	Demonstrate sales calculations (e.g., cash, discount, COD, returns).
02.11	Interpret sales receipts.
02.12	Discuss refund procedures and policies.
03.0	Demonstrate basic marketing equipment operations – the student will be able to:
03.01	Demonstrate techniques for making a positive first impression.
03.02	Identify techniques for placing, answering, holding, and transferring telephone calls.
03.03	Identify and demonstrate procedures for recording and relaying accurate messages.
03.04	Demonstrate ability to use a telephone to gather information.
03.05	Demonstrate ability to use a telephone book as a resource.
03.06	Discuss uses of a fax machine.
03.07	Demonstrate ability to send and receive fax documents.
03.08	Identify procedures for operating and maintaining imaging equipment.
03.09	Identify and discuss imaging feeder, sorter, and collating procedures.
03.10	Process single and multiple copies using manual and automated methods.
03.11	Identify and discuss imaging maintenance procedures.
03.12	Identify labeling applications and fonts.
03.13	Identify characteristics of labeling ribbon.
03.14	Identify single and multi-line labeling applications.
03.15	Demonstrate ability to change labeling ribbon.

03.16	Enter and proofread typed labeling data.
03.17	Demonstrate use of labeling machine.
04.0	Identify marketing and business fundamentals – the student will be able to:
04.01	Discuss concept of economic goods and services.
04.02	Discuss concept of economic resources and activities.
04.03	Discuss concept of utility and supply and demand.
04.04	Identify and discuss relationship between government and business.
04.05	Identify and discuss concepts of private enterprise, business ownership, profit, risk, competition, and productivity.
04.06	Identify major components of the Gross National Product (GNP).
04.07	Identify and explain major types of economic systems.
04.08	Identify and explain functions of business and the relationship between business and society.
04.09	Identify categories of business activity (e.g., extractive, agriculture, manufacturing, processing, construction, distribution, service).
04.10	Identify types of business ownership and compare and contrast the advantages and disadvantages of each type.
04.11	Identify and discuss ethics in business.
04.12	Identify and discuss functions of business and channels of distribution.
04.13	Identify and discuss elements of the marketing mix.
05.0	Demonstrate communication and human relations skills – the student will be able to:
05.01	Identify and apply effective communication (verbal, nonverbal, written, and electronic).
05.02	Describe effective staff communication and its uses (interpersonal, departmental, interdepartmental, and company).
05.03	Demonstrate ability to read and comprehend written communications.
05.04	Identify a variety of written business communications utilized in the workplace.
05.05	Prepare a business letter, memorandum, fax, and e-mail.
05.06	Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using proper grammar and terminology.
05.07	Discuss importance of developing networking skills to expand business contacts.

05.08	Prepare and deliver a business-related presentation.
05.09	Demonstrate active listening strategies that improve understanding and performance.
05.10	Describe positive customer relations.
05.11	Demonstrate conflict resolution techniques.
05.12	Identify means of nonverbal communication.
05.13	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
05.14	Discuss methods of resolving customer complaints.
05.15	Interpret business policies to customers/clients.
05.16	Discuss importance of providing clear directions, descriptions, and explanations.
05.17	Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
05.18	Identify types of technology and equipment used in the workplace.
06.0	Demonstrate principles of advertising and sales promotions – the student will be able to:
06.01	Identify purpose, importance, and techniques of advertising.
06.02	Identify purpose, importance, and techniques of sales promotions.
06.03	Identify and discuss the nine elements of design (e.g., color, materials, interior architecture, illusion, landscaping, music, signage, attention to detail, general exterior).
06.04	Identify and discuss the elements of an advertisement (e.g., headline, copy, illustration).
06.05	Discuss target markets and their importance in advertising and sales promotions.
06.06	Identify advertising design techniques and their applications.
06.07	Create sales, holiday, and seasonal advertisements using accepted computer design techniques.
06.08	Identify the purpose and importance of displays.
06.09	Identify and discuss effective display techniques.
06.10	Discuss the importance and purpose of cleaning and maintaining displays.
06.11	Plan and construct an effective sales display.
07.0	Demonstrate sales and customer relations techniques – the student will be able to:



07.01	Identify the purpose and importance of selling.
07.02	Identify qualities of a professional sales associate.
07.03	Identify, discuss, and demonstrate the steps in the selling process.
07.04	Identify and discuss the roles of sales associates and customers.
07.05	Describe techniques for identifying customer needs, wants, and/or problems.
07.06	Explain techniques for determining customer merchandise and/or service interests.
07.07	Explain methods of observation that can be used to obtain a customer's surname.
07.08	Discuss importance and methods of customer follow-up (e.g., client file).
07.09	Model methods of resolving customer complaints.
07.10	List abilities and qualities customers expect from sales associates.
07.11	Demonstrate ability to create accessory sales.
07.12	Identify and discuss importance and purpose of store policies as they relate to customer service.
07.13	Role-play appropriate customer greetings.
07.14	Describe how an employee represents the firm to customers.
07.15	Explain techniques to balance responsive telephone service with in-store service.

<b>Course Number: MKA0643</b>	
<b>Occupational Completion Point: B</b>	
<b>Billing, Cost and Rate Clerks – 75 Hours – SOC Code 43-3021</b>	
08.0	Demonstrate billing operations skills – the student will be able to:
08.01	Identify and discuss importance, purpose, and characteristics of billing operations.
08.02	Identify, discuss, and demonstrate bill filing methods and procedures according to industry standards.
08.03	Explain requirements for opening work orders.
08.04	Open work orders using customer-given information.
08.05	Maintain work order accounting information.
08.06	Close work orders using parts department and technician information.

08.07 Verify, audit, and file work order documents.

**Course Number: MKA0644**  
**Occupational Completion Point: C**  
**Parts Accounting Clerk – 150 Hours – SOC Code 43-3031**

09.0 Demonstrate accounts receivable skills – the student will be able to:

09.01 Identify and discuss characteristics of a career in accounts receivable.

09.02 Identify and discuss importance and purpose of accounts receivable.

09.03 Identify and list documents used in the accounts receivable department.

09.04 Verify and process pricing documents.

09.05 Create and process computerized invoices and credit memos.

09.06 Explain accounts receivable filing methods and procedures.

09.07 Verify and file accounts receivable records.

09.08 Run and analyze accounts receivable reports.

09.09 Run and analyze customer statement reports.

09.10 Perform customer statements functions.

10.0 Demonstrate accounts payable skills – the student will be able to:

10.01 Identify and discuss characteristics of a career in accounts payable.

10.02 Identify and discuss importance and purpose of accounts payable.

10.03 Identify and list documents used in accounts payable department.

10.04 Identify methods to maintain a clean and orderly work area.

10.05 Identify, discuss, and demonstrate manual general ledger procedures.

10.06 Identify, discuss, and demonstrate computerized general ledger procedures.

10.07 Identify and discuss methods to reconcile computerized daily accounts payable.

10.08 Demonstrate reconciling computerized daily accounts payable.

10.09 Identify and discuss methods to reconcile computerized monthly accounts payable.

10.10 Demonstrate reconciling computerized monthly accounts payable.

**Course Number: MKA0647**  
**Occupational Completion Point: D**  
**Stock Room Clerk – 75 Hours – SOC Code 43-5081**

11.0 Demonstrate inventory control operations – the student will be able to:

11.01 Identify the purpose and importance of inventory control.

11.02 Identify characteristics of inventory control operations.

11.03 Identify inventory fast paths and their purposes.

11.04 Identify and explain various inventory reports.

11.05 Prepare and analyze various inventory reports.

11.06 Discuss inventory control equipment maintenance procedures.

11.07 Enter product and vendor data using a computer system.

11.08 Run and analyze product line and vendor reports using a computer system.

11.09 Maintain automated inventory files and parts data.

11.10 Describe importance of maintaining current price sheet information.

11.11 Describe process to obtain current price sheets.

11.12 Verify current manufacturer pricing and price sheets.

11.13 Maintain automated pricing data.

11.14 Read and interpret price sheets.

11.15 Demonstrate periodic inventory procedures using an automated system.

**Course Number: MKA0648**  
**Occupational Completion Point: E**  
**Purchasing Agent – 75 Hours – SOC Code 43-3061**

12.0 Demonstrate purchasing operations skills – the student will be able to:

12.01 Identify the purpose and importance of purchasing procedures.

12.02	Describe characteristics of purchasing operations.
12.03	Discuss the purpose and importance of analyzing sales potential.
12.04	Identify lifespan and demand for individual parts.
12.05	Use historical data to analyze sales potential of parts and supplies.
12.06	Identify and discuss steps to conduct an Internet search for parts information.
12.07	Conduct an Internet research project involving the parts industry.
12.08	Identify and discuss specific purchase order control reports.
12.09	Generate and control computerized purchase orders.
12.10	Demonstrate ability to buy parts and supplies using an automated system.
12.11	Identify responsibilities of a back office supervisor.
12.12	Evaluate new products for sales potential.
12.13	Identify and use inventory classifications.
12.14	Maintain effective business communications with supervisors, co-workers, and industry representatives.
12.15	Recommend solutions to inventory control and purchasing problems.
12.16	Demonstrate ability to supervise inventory management.

**Course Number: MKA0649**  
**Occupational Completion Point: F**  
**Distribution Manager – 150 Hours – SOC Code 11-3071**

13.0	Demonstrate management and supervision techniques – the student will be able to:
13.01	Identify and discuss managerial/supervisory functions.
13.02	Identify and discuss the roles and responsibilities of a manager/supervisor.
13.03	Identify and discuss qualities of effective leaders.
13.04	Identify and demonstrate employee motivational techniques.
13.05	Identify and demonstrate leadership skills.
13.06	Identify and demonstrate time management techniques.

13.07	Identify and demonstrate training techniques.
13.08	Identify and demonstrate team-building techniques.
13.09	Conduct a training session.
13.10	Identify and demonstrate management communication techniques.
13.11	Conduct a business meeting.
13.12	Identify and demonstrate problem-solving techniques.
13.13	Identify project planning and implementation techniques.
13.14	Demonstrate the ability to develop and implement a project plan.
13.15	Identify and demonstrate effective human resource management techniques.
13.16	Identify and demonstrate management techniques to promote a productive workforce.
13.17	Demonstrate ability to manage employee functions.
13.18	Demonstrate ability to manage business operations.
13.19	Demonstrate ability to supervise sales functions.
13.20	Demonstrate ability to manage a business enterprise.
13.21	Demonstrate ability to manage employees.
13.22	Evaluate business problems and implement solutions.
13.23	Analyze business performance and profit/loss statements.
14.0	Research career opportunities in the industry – the student will be able to:
14.01	Describe purpose and importance of career objectives.
14.02	Identify individual interests, strengths, and weaknesses in relation to a career.
14.03	Identify characteristics of selected careers (e.g., salary, working conditions, education requirements, career ladders, technology requirements).
14.04	Identify steps to research, gather, and analyze career data.
14.05	Prepare a career research plan for a selected career.
14.06	Establish realistic career employment goals.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Marketing, Merchandising and Parts Operations 2  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

PSAV	
Program Number	M700200
CIP Number	0252040904
Grade Level	30, 31
Standard Length	675 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	College DECA
SOC Codes (all applicable)	53-3031 – Driver/Sales Workers 43-5071 – Shipping, Receiving, and Traffic Clerks 43-4151 – Order Clerks 41-2022 – Parts Salespersons
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in parts operations and marketing, sales, and service occupations (e.g., salesperson, delivery specialist, stock clerk, billing clerk, bookkeeping, parts specialist, inventory control clerk, purchasing agent, and manager).

The content includes, but is not limited to, risk management, marketing math, equipment operations, marketing and business fundamentals, communications, human relations, advertising, sales promotion, sales, customer relations, obtaining and maintaining employment, delivery operations, warehouse operations, billing operations, accounts receivable and payable, cataloging, parts systems, components and their functions, automotive systems parts sales, inventory control, purchasing, and management.



**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of four occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0641	Driver/Sales Workers	BUS ED 1@2	75 hours	53-3031
B	MKA0642	Warehouseman	MKTG 1	150 hours	43-5071
C	MKA0645	Order Clerk	MKTG MGMT @7 7G	75 hours	43-4151
D	MKA0646	Parts Specialist	RETAILING @7 7G WHOLESALE 7 G	375 hours	41-2022

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate delivery operations skills.
- 02.0 Demonstrate warehouse operations.
- 03.0 Research parts data and technical information.
- 04.0 Demonstrate automotive specialty parts sales skills.
- 05.0 Demonstrate parts service skills.
- 06.0 Identify parts systems, components, and their functions.
- 07.0 Research automotive systems parts.
- 08.0 Demonstrate automotive systems parts sales.

Florida Department of Education  
Student Performance Standards

**Program Title:** Marketing, Merchandising, and Parts Operations 2  
(Distribution Specialist)  
**PSAV Number:** M700200

**Course Number: MKA0641**  
**Occupational Completion Point: A**  
**Driver/Sales Workers – 75 Hours – SOC Code 53-3031**

01.0	Demonstrate delivery operations skills – the student will be able to:
01.01	Identify and discuss the importance, purpose, and characteristics of delivery operations.
01.02	Identify delivery documents (e.g., packing slips, invoices, freight bills, return forms, pick-up tickets).
01.03	List procedures for processing delivery documents.
01.04	Identify delivery vehicle maintenance requirements and limitations.
01.05	Inspect delivery vehicle, perform minor maintenance, report maintenance problems, and maintain delivery vehicle according to industry standards.
01.06	Plan, prepare, and perform daily pickup and delivery activities.
01.07	Verify ordered merchandise.
01.08	Process merchandise for return to supplier.
01.09	Identify and discuss cores and their importance.
01.10	Identify and discuss keyboarding techniques necessary for the delivery process.

**Course Number: MKA0642**  
**Occupational Completion Point: B**  
**Warehouseman – 150 Hours – SOC Code 43-5071**

02.0	Demonstrate warehouse operations – the student will be able to:
02.01	Identify and discuss the characteristics of stock keeping and warehouse operations.
02.02	Identify and discuss the importance and purpose of warehouse operations.
02.03	Identify warehouse documents (e.g., pick tickets, special orders, inventory forms).

02.04	Discuss and analyze computerized warehouse data.
02.05	Describe procedures for using computerized warehouse data.
02.06	Identify and discuss stock keeping methods and fundamentals.
02.07	Receive, inspect, price, and stock incoming merchandise.
02.08	Verify packing slips and rotate stock.
02.09	Perform a physical inventory.
02.10	Apply basic computer systems operations.
02.11	Explain channels of distribution.
02.12	Display and interpret inventory screens.
02.13	Send and receive e-mail.
02.14	Create a computerized document.
02.15	Analyze computerized warehouse data.
02.16	Describe delivery and warehouse operations supervisory skills.

**Course Number: MKA0645**  
**Occupational Completion Point: C**  
**Order Clerk – 75 Hours – SOC Code 43-4151**

03.0	Research parts data and technical information – the student will be able to:
03.01	Identify the purpose and importance of cataloging systems.
03.02	Identify product manufacturers and types of catalogs.
03.03	Identify procedures for setting up and maintaining a catalog rack.
03.04	Identify manual, systematic procedures for locating specific part numbers.
03.05	Demonstrate ability to use manual catalogs and interchanges to locate specific part numbers.
03.06	Identify computerized, systematic procedures for locating specific part numbers.
03.07	Demonstrate ability to use an automated cataloging system to locate specific part numbers.
03.08	Demonstrate use of interchange lists and line cards.

03.09	Identify computerized cataloging system maintenance and update procedures.
03.10	Identify methods to call in special orders and stock orders.
03.11	List steps to identify manufacturers and suppliers for specific parts.
03.12	Articulate quantities, numbers, and manufacturers of parts according to numerical language.
03.13	Demonstrate ability to call in and fax special and stock orders.
04.0	Demonstrate automotive specialty parts sales skills – the student will be able to:
04.01	Identify types of automotive basic tools.
04.02	Identify types of automotive fasteners.
04.03	Identify and discuss appropriate applications for specific tools.
04.04	Identify and discuss appropriate applications for specific automotive fasteners.
05.0	Demonstrate parts service skills – the student will be able to:
05.01	Identify standard and metric measurements.
05.02	Identify procedures for using metric devices.
05.03	Identify inside and outside diameters.
05.04	Read standard and metric measurements.
05.05	Measure automotive belts using an industry approved belt measurer.
05.06	Measure inside and outside diameters of hoses.
05.07	Demonstrate use of a micrometer, T-bar, and ruler.
05.08	Identify automotive component testing operational procedures.
05.09	Identify types of testing equipment.
05.10	Demonstrate operation of testing equipment (e.g., battery tester, alternator tester, starter tester, voltage regulator tester).
05.11	Identify, discuss, and demonstrate procedures for refinishing brake drums.
05.12	Identify, discuss, and demonstrate procedures for refinishing rotors.

**Course Number: MKA0646**  
**Occupational Completion Point: D**  
**Parts Specialist – 375 Hours – SOC Code 41-2022**

06.0	Identify parts systems, components, and their functions – the student will be able to:
06.01	Identify operating fundamentals of fuel systems, their parts, and their functions.
06.02	Identify operating fundamentals of emission control systems, their parts, and their functions.
06.03	Identify operating fundamentals of exhaust systems, their parts, and their functions.
06.04	Identify operating fundamentals of heating and cooling systems, their parts, and their functions.
06.05	Identify operating fundamentals of air conditioning systems, their parts, and their functions.
06.06	Identify operating fundamentals of electrical systems, their parts, and their functions.
06.07	Identify operating fundamentals of electrical accessory systems, their parts, and their functions.
06.08	Identify operating fundamentals of ignition systems, their parts, and their functions.
06.09	Identify operating fundamentals of engine systems, their parts, and their functions.
06.10	Identify operating fundamentals of brake systems, their parts, and their functions.
06.11	Identify operating fundamentals of steering and suspension systems, their parts, and their functions.
06.12	Identify operating fundamentals of power train systems, their parts, and their functions.
07.0	Research automotive systems parts – the student will be able to:
07.01	Analyze customer parts requests.
07.02	Identify steps to research part numbers using manual and computerized cataloging, interchanges, and price sheets.
07.03	Research fuel systems part numbers.
07.04	Research emission control systems part numbers.
07.05	Research exhaust systems part numbers.
07.06	Research heating and cooling systems part numbers.
07.07	Research air conditioning systems part numbers.
07.08	Research electrical systems part numbers.

07.09	Research electrical accessory systems part numbers.
07.10	Research ignition systems part numbers.
07.11	Research engine systems part numbers.
07.12	Research brake systems part numbers.
07.13	Research steering and suspension systems part numbers.
07.14	Research power train systems part numbers.
08.0	Demonstrate automotive systems parts sales – the student will be able to:
08.01	Demonstrate fuel systems parts using suggestive selling.
08.02	Demonstrate emission control systems parts using suggestive selling.
08.03	Demonstrate exhaust systems parts using suggestive selling.
08.04	Demonstrate heating and cooling systems using suggestive selling.
08.05	Demonstrate air conditioning systems using suggestive selling.
08.06	Demonstrate electrical systems using suggestive selling.
08.07	Demonstrate electrical accessory systems using suggestive selling.
08.08	Demonstrate ignition systems using suggestive selling.
08.09	Demonstrate engine systems using suggestive selling.
08.10	Demonstrate brake systems using suggestive selling.
08.11	Demonstrate steering and suspension systems using suggestive selling.
08.12	Demonstrate power train systems using suggestive selling.



## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Fashion Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M801020
CIP Number	0252190200
Grade Level	30, 31
Standard Length	450 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 41-1011 – First-Line Supervisors of Retail Sales Workers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster. This program offers a broad foundation of knowledge and skills to prepare students for employment in the fashion marketing industry.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0432	Salesperson, Retail	BUS ED 1 MKTG 1	300 hours	41-2031
B	MKA0433	Retail Manager	MKTG MGMT @7 7G RETAILING @7 7G	150 hours	41-1011

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Apply economic principles to fashion marketing.
- 20.0 Apply fashion product and service technology.
- 21.0 Demonstrate merchandising skills appropriate for fashion marketing.
- 22.0 Implement fashion marketing operational techniques.
- 23.0 Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing.
- 24.0 Apply promotional planning techniques and procedures to fashion marketing.
- 25.0 Apply entrepreneurial concepts to fashion marketing.
- 26.0 Apply marketing management principles to a fashion-related business.
- 27.0 Analyze global trends in fashion marketing.
- 28.0 Demonstrate the applications of technology relative to fashion marketing.
- 29.0 Apply a career plan to fashion marketing.

Florida Department of Education  
Student Performance Standards

Program Title: Fashion Marketing  
PSAV Number: M801020

<b>Course Number: MKA0432</b>	
<b>Occupational Completion Point: A</b>	
<b>Salesperson, Retail – 300 Hours – SOC Code 41-2031</b>	
01.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
01.02	Define and discuss issues involving gender equity, disability, and age.
01.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
01.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
01.05	Define the concepts of <i>integrity</i> , <i>credibility</i> , <i>reliability</i> , and <i>perseverance</i> .
01.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
01.07	Maintain a professional personal appearance and attitude.
01.08	Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.
01.09	Demonstrate self-management, initiative, and multitasking.
01.10	Explain the concepts of self-knowledge, self-esteem, and self-image.
01.11	Demonstrate professional behavior and etiquette.
01.12	Demonstrate respect for the opinions, customs, and individual differences of others.
01.13	Set personal and career goals and develop a plan of action to achieve those goals.
01.14	Identify areas where personal and professional change and adjustment may be necessary.
01.15	Demonstrate the ability to offer and to accept feedback.
01.16	Identify and practice stress management and relaxation techniques.

01.17	Recognize the importance of maintaining confidentiality in business matters.
01.18	Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
01.19	Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.
02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
02.02	Demonstrate the ability to read and comprehend written communications.
02.03	Identify a variety of forms of written business communications utilized in the workplace.
02.04	Identify a variety of internal and external business communications utilized in the workplace.
02.05	Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
02.06	Discuss the importance of developing networking skills to expand business contacts.
02.07	Prepare and deliver a business-related presentation.
02.08	Demonstrate active listening strategies that improve understanding and performance.
02.09	Describe positive customer relations.
02.10	Demonstrate conflict and dispute resolution techniques.
02.11	Identify means of nonverbal communication.
02.12	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
02.13	Discuss methods of resolving customer complaints.
02.14	Interpret business policies to customers/clients.
02.15	Discuss the importance of providing clear directions, descriptions, and explanations.
02.16	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
02.17	Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.
02.18	Identify types of computer applications and explain how these applications are used in business and marketing.
03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:



03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.
03.02	Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate ability to make change correctly.
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.
03.06	Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.
03.07	Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.
03.09	Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.
03.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
03.11	Identify components of a break-even analysis.
03.12	Compute and analyze a break-even point.
04.0	Identify economic principles – the student will be able to:
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.
04.02	Explain the concept of economic goods and services.
04.03	Explain the concept of economic resources and the scarcity of resources.
04.04	Explain the concept of utility (form, place, time, possession, information).
04.05	Explain the concept of "supply and demand."
04.06	Explain the concept of price.
04.07	Identify, compare, and contrast major types of economic systems.
04.08	Explain the relationship between government and business.
04.09	Explain the concept of private enterprise and business ownership.
04.10	Explain the role of profit motive.

04.11	Explain the concept of risk.
04.12	Explain the concept of competition and recognize the government regulations monitoring competition.
04.13	Explain the concept of productivity and the factors of production needed to produce goods and services.
04.14	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
04.15	Explain the function of the Federal Reserve Board.
05.0	Identify marketing and business fundamentals – the student will be able to:
05.01	Define <i>marketing</i> and its benefits.
05.02	Explain the purpose and scope of marketing in a free enterprise system.
05.03	Identify and explain the four foundations of marketing and describe each marketing core function.
05.04	Explain how each component of the marketing mix contributes to marketing.
05.05	Compare and contrast consumer and organizational markets.
05.06	Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).
05.07	Describe how marketers use knowledge of the market to sell products.
05.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).
05.09	Explain marketing strategies and marketing concepts.
05.10	Differentiate between mass marketing and market segmentation.
05.11	Explain the importance and techniques of offering the right merchandising blend.
05.12	Explain the nature of channels of distribution.
05.13	Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).
05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market.
05.16	Discuss the roles e-Commerce and social networking play in the marketing of goods and services.
05.17	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.

05.18	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
06.0	Identify effective selling techniques and procedures – the student will be able to:
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.
06.02	Identify qualities of a professional sales associate and the responsibilities of sales management.
06.03	Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.
06.04	Handle different customer types and analyze how customers make buying decisions.
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.
06.06	Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.
06.07	Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.
07.0	Select a marketing industry for career planning – the student will be able to:
07.01	Identify current employment opportunities in marketing-related fields.
07.02	Identify sources of information for career planning.
07.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
07.04	Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.
07.05	Identify the advantages and disadvantages of a particular career in marketing.
07.06	Complete self-assessments and an analysis of lifestyle goals and career aspirations.
07.07	Develop an individualized education and career plan related to a major marketing field.
07.08	Write a job description for a selected marketing occupation.
08.0	Demonstrate applications of distribution for the selected marketing industry – the student will be able to:
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
08.02	Explain the concepts of physical distribution and the transportation systems related to the industry.
08.03	Identify and analyze appropriate transportation services for the industry.

08.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
08.05	Demonstrate skills required for materials and service management.
08.06	Analyze information related to routing and tracking merchandise.
08.07	Explain the relationship between customer service and distribution.
09.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:
09.01	Explain the financial concepts used in making business decisions.
09.02	Explain the concept of financial administration.
09.03	Explain the difference between income (credit) and expense (debit).
09.04	Describe and prepare a cash-flow statement.
09.05	Identify various types of credit policies and procedures.
09.06	Explain the purposes and importance of credit.
09.07	Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.
09.08	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.
09.09	Analyze industry concepts of price, profit, competition, and productivity.
09.10	Calculate exchange rates.
10.0	Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:
10.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
10.02	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).
10.03	Explain the importance of product and service technology as it relates to customer satisfaction.
10.04	Identify sources of product knowledge.
10.05	Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.
10.06	Explain product and service quality as applicable to grades and industry standards.
10.07	Discuss product-liability risks.

10.08	Explain warranties and guarantees.
10.09	Develop a product/service plan for a marketing area.
10.10	Describe factors used by marketers to position products/business.
10.11	Identify the stages and impact of product life cycle.
11.0	Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:
11.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
11.02	Explain the process of marketing information management.
11.03	Explain the nature and scope of marketing operations.
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
11.05	Identify procedures for the use of technology to gather information.
11.06	Utilize appropriate marketing information management forms.
12.0	Demonstrate pricing applications for the selected marketing industry – the student will be able to:
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
12.02	Explain pricing objectives, policies, and strategies.
12.03	Explain price-marking techniques.
12.04	Explain procedures for changing prices.
12.05	Demonstrate decision-making skills required for determining pricing relative to the competition.
12.06	Demonstrate problem-solving skills required when considering profit and price.
13.0	Demonstrate promotion applications for the selected marketing industry – the student will be able to:
13.01	Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
13.02	Identify types of promotion used in the industry.
13.03	Discuss the importance of advertising media and the role of digital and social media in advertising.
13.04	Explain the purposes and elements of advertising and display.

13.05	Explain the impact on and uses of the Internet and Intranet in marketing products and services.
13.06	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).
13.07	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.
13.08	Write a promotional message to appeal to a target market.
13.09	Develop a sales promotion plan for a marketing organization.
13.10	Demonstrate public relations techniques as used in the marketing industry.
13.11	Design a website to promote a product or service.
14.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:
14.01	Explain the relationship between stock turnover and purchasing.
14.02	Demonstrate proper purchasing procedures.
14.03	Explain different types of purchasing situations.
14.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.
14.05	Demonstrate use of the forms required for purchasing.
14.06	Evaluate merchandise or services using industry standards or company assessments.
15.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:
15.01	Explain how a lack of knowledge and/or skill can cause accidents and health hazards in the workplace.
15.02	Explain how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.
15.03	Describe actions that various agencies take to prevent accidents on the job.
15.04	Demonstrate an understanding of environmental problems that impact health and safety.
15.05	Explain procedures for handling and reporting accidents.
15.06	Identify security procedures for the marketing industry.
15.07	Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.
15.08	Identify the procedures used to prevent internal theft and embezzlement.

15.09	Explain the nature and scope of risk management.
15.10	Identify various types of business risks.
15.11	Describe ways businesses can manage risks, including purchasing insurance.
16.0	Demonstrate applications of selling for the selected marketing industry – the student will be able to:
16.01	Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.
16.02	Describe the appropriate relationship between buyer and seller.
16.03	Demonstrate sales knowledge of industry, company, products, and competition.
16.04	Analyze potential prospects and customer buying behavior.
16.05	Analyze the importance of communication and listening to create a positive buying climate.
16.06	Identify sales techniques to aid customers/clients in making buying decisions.
16.07	Create a sales presentation using presentation software.
16.08	Identify strategies to build and maintain a clientele.
16.09	Explain the purpose and goal of the selling function and how it relates to the marketing concept.
16.10	Explain the steps in a sale and how to handle objections.
17.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
17.01	Define <i>entrepreneurship</i> .
17.02	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).
17.03	Discuss the role of the entrepreneur in the domestic and global economy.
17.04	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).
17.05	Understand the importance of small business in various economies.
17.06	Read and reconcile financial statements.
17.07	Discuss the four parts of a business (production, finance, marketing, customer service).
17.08	Analyze current entrepreneurial trends in the marketplace.

17.09	Discuss the importance of ethics in business.
17.10	Identify the strategies and methods for generating a business idea.
17.11	Outline the legal steps involved in planning a new business.
17.12	Identify the types and sources of government regulations and taxation that may affect a business.
17.13	Describe the advantages and risks of entrepreneurship.
18.0	Identify the uses of technology in marketing – the student will be able to:
18.01	Explain the importance and uses of computers and the Internet in marketing.
18.02	Utilize word processing software to create a career/industry-related document.
18.03	Perform data entry procedures (e.g., payroll, inventory control).
18.04	Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).
18.05	Demonstrate marketing spreadsheet data entry and output procedures.
18.06	Utilize spreadsheet software to enhance decision-making skills.
18.07	Utilize integrated software programs to generate marketing reports and solve marketing problems.

**Course Number: MKA0433**  
**Occupational Completion Point: B**  
**Retail Manager (Fashion Marketing Management) – 150 Hours – SOC Code 41-1011**

19.0	Apply economic principles to fashion marketing – the student will be able to:
19.01	Explain economic trends related to fashion marketing.
19.02	Explain the role of the <i>profit motive</i> in the marketing of fashion products.
19.03	Explain the role of fashion marketing in a free enterprise system.
19.04	Describe the channels of distribution related to fashion marketing.
19.05	Apply economic concepts to fashion marketing (e.g., pricing, risk, productivity, competition, cycles).
20.0	Apply fashion product and service technology – the student will be able to:
20.01	Understand the terminology associated with the selling of apparel and accessories, home furnishings, and other fashion merchandise.



20.02	Demonstrate appropriate techniques for the selling of apparel and accessories, home furnishings, and other fashion merchandise.
20.03	Demonstrate principles in the merchandising of fashion products.
20.04	Compare different types of fabric construction.
20.05	Compare the natural and synthetic materials utilized in fashion products; include finishes and care techniques.
20.06	Assess the designers who have/had a significant impact on fashion design.
20.07	Compare past, present, and future styles of apparel and accessories.
20.08	Demonstrate the relationship between fabric characteristics and product use.
20.09	Apply textile knowledge to a sales position.
20.10	Analyze the specific fashion needs of infants/young children, people with special needs, pregnant women, and frequent travelers.
21.0	Demonstrate merchandising skills appropriate for fashion marketing – the student will be able to:
21.01	Supervise basic stock-keeping techniques (e.g., sorting by color, size, and/or classification; cleaning merchandise fixtures).
21.02	Supervise initiatives to maintain stock (e.g., re-hanging merchandise, studying hang tags, restocking merchandise).
21.03	Demonstrate sales promotion techniques to locate advertised merchandise on the selling floor.
21.04	Demonstrate techniques to perform a fashion merchandise inventory.
21.05	Organize the planning and presentation of fashion shows; include the steps, purposes, and types of shows.
21.06	Assist in the preparation of merchandise displays; demonstrate knowledge of the elements and principles of design; identify different types of displays and patterns of arrangement; apply color principles; select the appropriate display for different types of merchandise.
21.07	Plan a promotional campaign for a fashion product or line; include types of media, the promotional mix, and an evaluation of effectiveness.
21.08	Demonstrate the ability to follow a floor plan.
22.0	Implement fashion marketing operational techniques – the student will be able to:
22.01	Implement accident prevention techniques in fashion marketing situations.
22.02	Demonstrate receiving and checking techniques.
22.03	Demonstrate techniques to prevent security issues; include the correct procedures for recognizing and monitoring potential shoplifters.

22.04	Demonstrate procedures relatives to the employee's role in the prevention of internal loss.
22.05	Implement guidelines to address concerns and issues related to the operation of a fashion marketing business; include safety practices.
22.06	Conduct an orientation for new employees.
23.0	Demonstrate proficiency in applying higher level mathematical skills unique to fashion marketing – the student will be able to:
23.01	Collect and analyze sales information to determine stock turnover and stock-to-sales ratios.
23.02	Apply standard industry formulas to determine markup and markdown for fashion merchandise.
23.03	Analyze standard industry formulas relative to discount rate and due date to determine the amount of payment due on an invoice.
23.04	Determine the amount of merchandise to be reordered; collect, organize, and interpret data and predict outcomes.
23.05	Solve pricing problems involving fixed pricing, variable pricing, odd-cent pricing, and loss-leader pricing.
23.06	Calculate sales productivity.
23.07	Calculate sales per hour.
23.08	Calculate the average number of items and average dollars spent per transaction.
24.0	Apply promotional planning techniques and procedures to fashion marketing – the student will be able to:
24.01	Analyze the role of promotion in fashion marketing.
24.02	Develop a fashion promotion plan for a given product or situation.
24.03	Develop a promotional mix for a fashion-related product.
24.04	Identify the markets for the promotional plan.
24.05	Prepare a promotional calendar of events.
24.06	Prepare a written advertisement layout.
24.07	Select and evaluate a variety of advertising media options.
24.08	Apply the steps involved in the planning and set-up of fashion displays.
24.09	Identify the factors to consider to evaluate a completed fashion display.
24.10	Differentiate between promotional displays and institutional displays.

24.11	Implement public relations strategies.
24.12	Establish promotional planning sales quotas and incentives.
24.13	Evaluate the overall fashion-related promotional plan.
25.0	Apply entrepreneurial concepts to fashion marketing – the student will be able to:
25.01	Define and explain <i>entrepreneurship</i> .
25.02	Define and explain <i>intrapreneurship</i> .
25.03	Describe the importance of entrepreneurship to the fashion industry.
25.04	Analyze the advantages and disadvantages of entrepreneurship relative to the fashion industry.
25.05	Analyze the risks involved in the ownership of a fashion-related business.
25.06	Discuss the continued prospects for entrepreneurship and intrapreneurship in the fashion industry.
25.07	Identify the education, aptitudes, attitudes, and skills recommended for fashion entrepreneurs and intrapreneurs.
25.08	Assess personal potential for success as an entrepreneur.
25.09	Develop a plan to establish and open a fashion-related business.
26.0	Apply marketing management principles to a fashion-related business – the student will be able to do:
26.01	Explain fashion marketing management functions.
26.02	Explain how a fashion marketing manager manages people, ideas, time, money, and materials.
26.03	Explain the importance of effective communication relative to fashion marketing management.
26.04	Identify and apply the steps of the problem-solving process.
26.05	Demonstrate the motivational strategies a fashion marketing manager uses to encourage employees.
26.06	Evaluate the influences of the marketing concept on fashion marketing and management.
26.07	Develop a fashion marketing plan.
27.0	Analyze global trends in fashion marketing – the student will be able to:
27.01	Forecast global marketing trends in fashion-related industries.

27.02	Analyze the impact of global marketing on the fashion industry.
27.03	Compare global markets and distributors.
27.04	Analyze multicultural influences on fashion marketing.
27.05	Evaluate sources of fashion-related import/export information.
27.06	Explain how a product/market evaluation helps identify the attitudes and preferences of consumers of various cultural backgrounds.
27.07	Research the role of the Internet in facilitating international fashion marketing.
28.0	Demonstrate the applications of technology relative to fashion marketing – the student will be able to:
28.01	Demonstrate mastery of software applications and current/emergent technologies relative to fashion marketing.
28.02	Discuss the impact of e-Commerce and social networking on the fashion marketing industry.
28.03	Demonstrate use of the Internet and other information networks to market fashion-related products.
29.0	Apply a career plan to fashion marketing – the student will be able to:
29.01	Develop a plan for pursuing a specific career in fashion marketing; include training and educational requirements, the required skills and abilities, and the steps for reaching career goal.
29.02	Demonstrate the competencies required for career sustaining and mid-level management positions in fashion marketing.
29.03	Demonstrate specific technology applications related to the student's selected fashion marketing career plan.
29.04	Develop forms of documentation for inclusion in a fashion marketing career portfolio (e.g., résumé, coursework samples).

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Entrepreneurship  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M803010
CIP Number	0252070102
Grade Level	30, 31
Standard Length	450 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	11-2021 – Marketing Managers 11-1021 – General and Operations Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to introduce students to the concept of entrepreneurship, present entrepreneurship as a viable career option, provide students with the skills needed to realistically evaluate their potential as business owners, and to develop the fundamental knowledge and skills necessary to start and operate a business.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course(s) listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

A simulated business or a school-based enterprise (on or off site) is an integral part of the instruction of this program.

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0090	Business Development Manager	BUS ED 1 MKTG 1 MKTG MGMT @7 7G	300 hours	11-2021
B	MKA0091	(Entrepreneur) General Manager	RETAILING @7 7G TC COOP ED @7 VOE @7 WHOLESALE 7 G	150 hours	11-1021



## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Discuss the role of the entrepreneur.
- 02.0 Discuss entrepreneurship as a career choice.
- 03.0 Identify the basic economic principles of entrepreneurship.
- 04.0 Discuss the importance of ethics in business.
- 05.0 Identify strategies and methods for generating a business idea and creating a brand.
- 06.0 Outline the steps in planning a new business.
- 07.0 Identify the principles of marketing.
- 08.0 Identify the principles of selling.
- 09.0 Identify the principles of financing.
- 10.0 Identify the principles of pricing.
- 11.0 Identify the types and sources of government regulations and taxation that may affect a business.
- 12.0 Identify the communication and technology skills used in entrepreneurship.
- 13.0 Identify and demonstrate employability and human relations skills.
- 14.0 Identify and demonstrate personal financial skills.
- 15.0 Identify the principles of management.
- 16.0 Demonstrate an understanding of entrepreneurship in a free enterprise system.
- 17.0 Demonstrate knowledge of the global economy.
- 18.0 Demonstrate knowledge of the importance of a business plan.
- 19.0 Investigate and analyze the components of a financial management strategy.
- 20.0 Demonstrate knowledge of merchandising and inventory control.
- 21.0 Identify elements of manufacturing and production.
- 22.0 Demonstrate knowledge of customer credit and collection management.
- 23.0 Describe risk/shrinkage management.
- 24.0 Demonstrate knowledge of government regulation of business.
- 25.0 Demonstrate knowledge of business law.
- 26.0 Investigate and analyze the of human resources management.
- 27.0 Analyze changing role of entrepreneurship in the global marketplace.
- 28.0 Compare and contrast management theories.
- 29.0 Explain role of management in operation of an enterprise.
- 30.0 List the components of a business plan and explain how such a plan contributes to the success of a small business.
- 31.0 Prepare an introduction for a business plan.
- 32.0 Prepare a self-analysis.
- 33.0 Prepare an analysis of the trading area.
- 34.0 Prepare a market segment analysis.
- 35.0 Prepare an analysis of a potential location.
- 36.0 Prepare a description of the proposed organization of the selected business.
- 37.0 Prepare a description of the proposed products and/or services.

- 38.0 Prepare a proposed pricing policy.
- 39.0 Prepare a marketing strategy.
- 40.0 Develop a financial plan for a small business.
- 41.0 Demonstrate uses of marketing-related software.
- 42.0 Apply a career plan to entrepreneurship.

Florida Department of Education  
Student Performance Standards

Program Title: Entrepreneurship  
PSAV Number: M803010

<b>Course Number: MKA0090</b>	
<b>Occupational Completion Point: A</b>	
<b>Business Development Manager – 300 Hours – SOC Code 11-2021</b>	
01.0	Discuss the role of the entrepreneur – the student will be able to:
01.01	Define <i>entrepreneurship</i> .
01.02	Research innovations and the names and biographies of famous entrepreneurs, past and present.
01.03	Discuss the evolution of entrepreneurship.
01.04	Describe the differences between a product-based business and a service-based business.
01.05	Identify the contributions of entrepreneurs to the economic growth of the United States.
01.06	Discuss future prospects for entrepreneurship and its anticipated impact on the economy.
01.07	Discuss the role of the entrepreneur in his/her local community (e.g., mentoring, philanthropy).
02.0	Discuss entrepreneurship as a career choice – the student will be able to:
02.01	Describe reasons for becoming an entrepreneur.
02.02	Identify characteristics common to successful entrepreneurs; research famous entrepreneurs.
02.03	Identify the education, aptitudes, and skills recommended for entrepreneurs.
02.04	Discuss the advantages and disadvantages of self-employment.
02.05	Discuss entrepreneurship as a personal goal.
02.06	Assess personal potential for entrepreneurship.
02.07	Identify career paths in supervisory, management, and small business environments.
03.0	Identify the basic economic principles of entrepreneurship – the student will be able to:

03.01	Identify the role of small business in the global economy.
03.02	Define and discuss <i>profit motive</i> and its impact on business.
03.03	Identify the different types of competition and explain the impact of competition on businesses.
03.04	Describe the differences between industrial and consumer goods.
03.05	Define <i>land, labor, capital, and entrepreneurship</i> as factors of production.
03.06	Discuss form, place, time, possession, and information utility.
03.07	Explain the meaning and causes of scarcity.
03.08	Identify the components of the Law of Supply and Demand in a free enterprise system.
03.09	Identify the stages of the product life cycle and the characteristics of each stage.
03.10	Identify the roles and types of producers, distributors, and services in the current business economy.
03.11	Discuss major fields of business activity (e.g., extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).
03.12	Discuss the four parts of a business (production, finance, marketing, customer service).
03.13	Identify factors that contribute to the success of a small business.
03.14	Describe the process of starting a small business.
03.15	Explain the procedures for registering a sole proprietorship and obtaining a sales tax identification number.
03.16	Discuss reasons for small business failure; develop an exit strategy and plan.
03.17	Recognize opportunities for small businesses in the global marketplace.
04.0	Discuss the importance of ethics in business – the student will be able to:
04.01	Define <i>ethics</i> and <i>ethical behavior</i> .
04.02	Identify examples of ethical and unethical business practices; research and discuss examples of infamous business scandals.
04.03	Discuss the role of the entrepreneur in promoting ethical business practices and sustainable relationships.
04.04	Identify social responsibilities and/or legal issues involved in making ethical choices in business.
05.0	Identify strategies and methods for generating a business idea and creating a brand – the student will be able to:

05.01	Identify current publications and websites available to assist with determining what type of business to start.
05.02	Discuss the importance of personality and ability when selecting the type of business to open.
05.03	Identify changes and trends as a source of new enterprise ideas (e.g., outsourcing).
05.04	Discuss how brainstorming, creative thinking, and observations can be used to develop new enterprise ideas.
05.05	Explain how personal goals, lifestyle, background, hobbies, interests, experience, abilities, and financial resources will impact one's choice of business.
06.0	Outline the steps in planning a new business – the student will be able to:
06.01	Discuss the importance of "defining" a prospective business.
06.02	List reasons for writing a business plan.
06.03	Identify and describe the components of a business plan.
06.04	Describe the importance of a vision/mission statement in identifying the direction and objectives of a business.
06.05	Discuss the importance of determining what products and services will be offered by the business.
06.06	Identify how the scope of products and services will vary based on type of business (e.g., wholesale, retail, service).
06.07	Explain the importance of and the factors influencing the image of a business.
06.08	Identify and discuss the legal forms of business ownership (sole proprietorship, partnership, corporation, franchise, licensing).
06.09	Identify and discuss different types of corporations.
06.10	Identify factors that influence the choice of ownership type.
06.11	Describe the legal implications and taxes for each type of business structure.
06.12	Demonstrate an understanding of financial ratios.
06.13	Define and understand <i>liquidity</i> .
06.14	Demonstrate the ability to manage accounts receivable.
06.15	Discuss the internal organization of a business and the assignment of tasks to be performed.
06.16	Discuss the different types of organization charts.
06.17	Describe different types of records needed by small businesses.

06.18	Identify factors that affect purchasing.
06.19	Explain the types and importance of inventory control.
06.20	Identify the procedures to be followed in shipping and receiving (channels of distribution).
06.21	Describe the role of <i>selling</i> in small business.
06.22	Identify sources of assistance when planning a business [e.g., Small Business Development Center (SBDC), Small Business Administration (SBA), Chamber of Commerce, Service Corp of Retired Executives (SCORE)].
07.0	Identify the principles of marketing – the student will be able to:
07.01	Define and explain <i>market, market research, market mix, market positioning, market penetration strategy, market segmentation, market share, target market, and customer profile survey.</i>
07.02	Identify and explain marketing functions (e.g., financing, risk management, selling, promotion, pricing, purchasing, marketing-information management, product/service planning, distribution).
07.03	Discuss methods of forecasting sales.
07.04	Discuss the importance of the seven (7) P's of the marketing mix (product, price, promotion, place, packaging, positioning, people).
07.05	Discuss the methods, costs, and importance of promoting products and services (e.g., publicity, public relations, press release, community events, advertising, Internet).
07.06	Describe the factors that should be evaluated in a promotion (e.g., source, message, media, budget).
07.07	Distinguish between institutional and promotional advertising.
07.08	Identify types of advertising media and describe the strengths and weaknesses of each type.
07.09	Identify the components of a marketing plan.
07.10	Describe the importance of coordinating promotional activities.
07.11	Explain the differences between direct sales and the utilization of external sales representatives.
07.12	Identify and describe examples of diverse marketing activities.
08.0	Identify the principles of selling – the student will be able to:
08.01	Identify ways to satisfy consumer needs.
08.02	Identify features/benefits of selling.
08.03	Discuss the principles of selling.
08.04	Identify the steps of a sale.

08.05	Identify the stages of selling (attention, interest, desire, action).
08.06	Discuss the advantages and disadvantages of establishing sales quotas/commissions.
08.07	Discuss the importance of customer service.
08.08	Discuss telemarketing as a sales tool.
08.09	Discuss the role of selling via the Internet.
08.10	Discuss network marketing (multi-level marketing).
08.11	Discuss selling opportunities at flea markets and trade shows.
08.12	Understand the use of social marketing.
09.0	Identify the principles of financing – the student will be able to:
09.01	Explain the difference between income (credit) and expense (debit).
09.02	Discuss the importance of maintaining an accounting journal.
09.03	Discuss the personal risks involved in financing a business.
09.04	Define <i>invoice, balance sheet, equity capital, debt capital, income statement, financial ratios, line of credit, collateral, factoring, income</i> (earned and unearned), <i>cash flow analysis statement, return on investment, return on equity, and chart of accounts</i> .
09.05	Explain the importance of financial accounting and management.
09.06	Identify start-up costs and operating expenses (fixed and variable) for a new business.
09.07	Identify sources of funds for financing a new business.
09.08	Discuss the impact of interest rates on short-term and long-term financing.
09.09	Describe methods for establishing credit and obtaining a credit card.
09.10	Define <i>crowd sourcing</i> .
09.11	Identify sources of credit and list the steps to apply for a loan.
09.12	Define <i>credit rating</i> ; discuss the importance of maintaining a favorable credit rating.
09.13	Describe the differences between short-term and long-term capital needs.
09.14	Identify circumstances that could require additional financing.



09.15	Describe the differences between <i>cash basis</i> and <i>accrual basis</i> accounting.
09.16	Identify the differences between bookkeeping, tax accounting, and managerial accounting.
09.17	Understand the importance of managing cash flow.
10.0	Identify the principles of pricing – the student will be able to:
10.01	Define <i>selling price, fixed costs, variable costs, elastic demand, inelastic demand, price fixing, bait-and-switch advertising</i> .
10.02	Identify factors that affect selling price (e.g., target market, competition, government regulations, economic conditions, supply and demand).
10.03	Describe how the cost of goods sold influences the selling price.
10.04	Define <i>break-even point, fixed expenses, and variable expenses</i> .
10.05	Explain the difference between markup based on cost and markup based on retail.
10.06	Identify types of adjustments to selling price.
10.07	Define <i>pricing policy, psychological pricing, unit pricing, product line pricing, and promotional pricing</i> .
10.08	Define <i>pricing strategy, penetration pricing, and price skimming</i> .
10.09	Identify the principles of contracts and regulatory compliance.
11.0	Identify the types and sources of government regulations and taxation that may affect a business – the student will be able to:
11.01	Define <i>license, permit, contract, patent, copyright, trademark, and logo</i> .
11.02	Identify the major state laws affecting the operation of a business.
11.03	Identify the major federal laws affecting the operation of a business, (e.g., OSHA, Social Security, EEOC, Affirmative Action, ADA, FMLA).
11.04	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission [SEC], Federal Trade Commission (FTC)].
11.05	Identify types of federal, state, and local taxes that are the responsibility of the entrepreneur (e.g., sales, income, and self-employment).
11.06	Discuss the importance of obtaining outside professional counsel to ensure compliance with government regulations and taxation (accountant, lawyer).
12.0	Identify the communication and technology skills used in entrepreneurship – the student will be able to:
12.01	Identify and demonstrate effective workplace communication skills (verbal, nonverbal, written, electronic).
12.02	Describe effective staff communication and its uses (interpersonal, departmental, interdepartmental, company).

12.03	Demonstrate the ability to read and comprehend written communications.
12.04	Identify forms of written business communications utilized in the workplace.
12.05	Prepare a business letter, memorandum, fax, and e-mail.
12.06	Demonstrate the ability to speak effectively with customers, co-workers, supervisors, and vendors, using appropriate grammar and terminology.
12.07	Discuss the importance of developing networking skills to expand business contacts.
12.08	Explain and demonstrate the art of negotiation.
12.09	Prepare and deliver a business-related presentation.
12.10	Demonstrate active listening strategies to improve understanding and performance.
12.11	Demonstrate dispute resolution techniques.
12.12	Identify means of nonverbal communication.
12.13	Identify types of technology/equipment used in the workplace.
12.14	Define <i>hypertext, URL, links, Internet Service Provider, Bulletin Board Service, electronic storefront, e-mail, newsgroups, and flames.</i>
13.0	Identify and demonstrate employability and human relations skills – the student will be able to:
13.01	Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet).
13.02	Discuss the importance of drug testing and criminal background checks in identifying possible employment options.
13.03	Identify steps in the job application process; include references and proper documentation.
13.04	Identify the procedures and documents required to apply for a job (e.g., application, W-4, I-9).
13.05	Prepare a résumé, letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation.
13.06	Identify and demonstrate appropriate dress and grooming for employment.
13.07	Identify and demonstrate effective interviewing skills.
13.08	Describe methods for handling illegal interview and application questions.
13.09	Discuss state and federal labor laws regulating the workplace.
13.10	Locate sources to obtain the required posters businesses must display.

13.11	Identify positive work attitudes and behaviors.
13.12	Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged.
13.13	Describe the importance of producing quality work and meeting performance standards.
13.14	Identify personal and business ethics.
13.15	Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner.
13.16	Identify the qualities typically required for promotion (e.g., productivity, dependability, responsibility).
13.17	Identify how to prepare for job separation and re-employment.
13.18	Create and maintain a portfolio of documents for job placement (e.g., résumé, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations).
13.19	Identify and practice stress management and relaxation techniques.
13.20	Maintain confidentiality of business matters.
13.21	Discuss the importance of practicing positive customer service skills.
13.22	Demonstrate the ability to collaborate with others in the workplace.
13.23	Lead and manage conference calls and/or meetings.
13.24	Create an agenda for a meeting or a conference.
14.0	Identify and demonstrate personal financial skills – the student will be able to:
14.01	Identify and prioritize personal financial goals.
14.02	Create and maintain a budget that supports financial goals.
14.03	Describe the importance of long-range financial planning.
14.04	Evaluate various investment opportunities for financial growth.
14.05	Compare and evaluate banking services (checking and savings accounts, ATM/check cashing cards, online banking).
14.06	Demonstrate the ability to manage a checking and savings account.
14.07	Complete a 1040EZ income tax form.
15.0	Identify the principles of management – the student will be able to:

15.01	Discuss the evolution of management as a science and as an art.
15.02	Explain the role of management in small business.
15.03	Define the five (5) functions of management: planning, organizing, staffing, directing, and controlling.
15.04	Discuss different types of leadership styles.
15.05	Identify the characteristics of effective leaders.
15.06	Explain steps in the decision-making and problem-solving processes.
15.07	Discuss strategies for dealing with conflict.
15.08	Identify procedures for recruiting employees.
15.09	Identify criteria for selecting prospective employees.
15.10	Review employee training methods.
15.11	Discuss reasons for promoting and transferring employees.
15.12	Discuss the reasons for terminating employment; analyze methods for terminating employment and handling volatile situations.
15.13	Identify various types of wage and salary plans.
15.14	Identify the most frequently offered fringe benefits.
15.15	Describe obligations employers have to employees.
16.0	Demonstrate an understanding of entrepreneurship in a free enterprise system – the student will be able to:
16.01	Research the role of entrepreneurship in the free enterprise system.
16.02	Compare and contrast different types of business ownership.
16.03	Assess the advantages and disadvantages of business ownership.
16.04	Analyze the risks and responsibilities involved in ownership of a business.
16.05	Examine the obligations related to business ownership.
16.06	Diagram the economic/business cycle.
16.07	Interpret the Law of Supply and Demand in relation to a specific product and/or service.

16.08	Investigate the current trends that contribute to economic change.
17.0	Demonstrate knowledge of the global economy – the student will be able to:
17.01	Identify the role of an Internet site in generating international interest.
17.02	Define and explain <i>exchange rate</i> , <i>letter of credit</i> , and <i>freight forwarder</i> .
17.03	Analyze characteristics of the global economy.
17.04	Discuss the impact of international trade on small businesses (e.g., balance of trade).
17.05	Compare and contrast global business opportunities.
17.06	Describe methods of researching specific international markets.
17.07	Identify potential barriers to international trade.
17.08	Identify differences between importing and exporting.
17.09	Examine the impact of changes in trade barriers and technology.
18.0	Demonstrate knowledge of the importance of a business plan – the student will be able to:
18.01	Discuss how a business plan contributes to the success of a business.
18.02	Describe the circumstances for conducting a feasibility study.
18.03	Analyze examples of business plans.
18.04	Explain the importance of the presentation of the business plan.
18.05	Express the importance of reviewing and updating the business plan.
18.06	Understand the purpose and application of SWOT analysis.
19.0	Investigate and analyze the components of a financial management strategy – the student will be able to:
19.01	Demonstrate the importance of financial and accounting management.
19.02	Demonstrate how to determine and calculate start-up costs for a business in a given situation.
19.03	Compare and contrast the three means of obtaining equity funding (private corporation, public corporation, venture capitalists).
19.04	Compare and contrast sources of start-up and operating capital.

19.05	Analyze fixed and variable costs, equity financing, debt financing, and trade credit.
19.06	Explain the components and importance of a profit and loss statement.
19.07	Create a balance sheet, income statement, and cash flow projection.
19.08	Identify the records necessary for effective inventory control.
19.09	Discuss the use of computers in financial analysis.
20.0	Demonstrate knowledge of merchandising and inventory control – the student will be able to:
20.01	Define <i>planned sales</i> , <i>planned stock levels</i> , <i>estimated markdowns</i> , and <i>shrinkage</i> .
20.02	Analyze options for inventory control (cost versus retail).
20.03	Explain the purchasing procedures for a small business by defining model stock.
20.04	Describe factors to consider when selecting vendors (e.g., terms of sale, cash discount, quantity discount, seasonal discount, future dating, consignment buying).
20.05	Define and calculate basic business measurements (e.g., break-even point, stock turnover, cost of goods sold, markup, markdown, discounts/terms).
20.06	Explain methods that businesses use to authorize payments for goods and services.
20.07	Identify uses of computer systems in managing merchandise and inventory.
21.0	Identify elements of manufacturing and production – the student will be able to:
21.01	Identify different types of manufacturing (e.g., custom, mass, continuous, repetitive, intermittent).
21.02	Identify the elements of product production planning (inventory, human resources, production scheduling).
21.03	Identify factors that influence the location of a manufacturing business.
21.04	Discuss the principles of quality management.
22.0	Demonstrate knowledge of customer credit and collection management – the student will be able to:
22.01	Define <i>credit policy</i> , <i>credit bureau</i> , <i>credit limits</i> , <i>accounts receivable</i> , and <i>aging of accounts</i> .
22.02	Discuss the advantages and disadvantages of offering credit to customers.
22.03	Analyze credit options for a small business.
22.04	Examine the criteria for granting credit to customers.

22.05	Identify the associated costs of offering credit card service to customers.
22.06	Identify agencies that provide credit information on customers.
22.07	Describe uses for credit records or reports.
22.08	Analyze the procedures used for credit collections.
22.09	Explain the purpose of an accounts receivable aging report.
22.10	Identify the roles of small claims court and collection agencies in debt collection.
23.0	Describe risk/shrinkage management – the student will be able to:
23.01	Identify methods to minimize shoplifting.
23.02	Determine procedures to reduce the amount of loss from internal theft.
23.03	Identify procedures to reduce the amount of loss from bad checks.
23.04	Discuss security procedures to discourage burglary and robbery.
23.05	Discuss ways to prevent accidents and lawsuits.
23.06	Identify different types of business insurance policies required for different types of businesses.
23.07	Identify procedures for handling cash transactions.
23.08	Compare and contrast different store policies concerning shrinkage (e.g., returns, mark out of stocks, charge backs).
23.09	Identify procedures for maintaining quality customer service.
24.0	Demonstrate knowledge of government regulation of business – the student will be able to:
24.01	Analyze government regulations and the agencies that impact a business venture (e.g., OSHA, FTC, FCC, UCC).
24.02	Investigate the role of government regulations in dealing with customers and employees.
24.03	Explain the differences between a license and a permit and identify issuing agencies.
24.04	Discuss the importance of evaluating the environmental impact of a business.
24.05	Describe the health and safety issues an entrepreneur should consider.
24.06	Describe facility/equipment maintenance records.

24.07	Discuss consumer product safety laws.
25.0	Demonstrate knowledge of business law – the student will be able to:
25.01	Explain the evolution of business law.
25.02	Explain and analyze the elements of a contractual relationship (e.g., power of attorney, limited power of attorney).
25.03	Analyze elements of an enforceable contract.
25.04	Identify essential information to maintain compliance with the statute of frauds.
25.05	Analyze various breaches of contract and available remedies.
25.06	Identify the enforceable and non-enforceable elements of a case study.
25.07	Identify requirements for negotiability.
26.0	Investigate and analyze the components of human resources management – the student will be able to:
26.01	Compare and contrast the use of independent contractors, temporary help agencies, co-op programs, interns, and permanent employees.
26.02	Create a job description.
26.03	Role-play an interview using appropriate, legal questions.
26.04	Evaluate appropriate work habits (e.g., punctuality, initiative, self-management, reliability).
26.05	Analyze traits that promote human relations and increase job productivity.
26.06	Discuss the components and functions of a company policy manual (e.g., drinking and smoking, tardiness and absenteeism, sexual harassment, medical insurance, holidays, vacation, sick time).
26.07	Select and develop written solutions to behavior problems that affect job performance.
26.08	Describe the procedures for training and promoting employees.
26.09	Describe the methods for supervising and motivating employees.
26.10	Discuss alternative methods for evaluating employee performance.
26.11	Examine and critique a performance appraisal of an employee.
26.12	Identify the steps in developing a comprehensive employee compensation package.
26.13	Identify the records necessary for payroll taxes.



26.14 Describe the components of employee contracts (e.g., non-compete clause, non-solicitation clause).

26.15 Identify the records used for effective human resource management.

26.16 Describe the legal implications of using performance appraisals to terminate or demote employees.

**Course Number: MKA0091**  
**Occupational Completion Point: B**  
**(Entrepreneur) General Manager – 150 Hours – SOC Code 11-1021**

27.0 Analyze the changing role of entrepreneurship in the global marketplace – the student will be able to:

27.01 Evaluate the importance of entrepreneurship to the American economy; identify and research famous entrepreneurs.

27.02 Analyze business trends created by changes in technology.

27.03 Examine the innovations and inventions throughout history that created businesses.

27.04 Summarize the factors that lead to increased interdependence within the global marketplace.

27.05 Analyze the impact of international law on sales transactions.

28.0 Compare and contrast management theories – the student will be able to:

28.01 Identify the motivational theories that impact management (e.g., Maslow, Herzberg).

28.02 Determine the wants, needs, and motives of a particular audience and identify an appropriate motivational strategy.

28.03 Define and discuss the impact of Total Quality Management (TQM) on the global marketplace.

29.0 Explain the role of management in the operation of an enterprise – the student will be able to:

29.01 Analyze and explain the functions of management.

29.02 Prepare an organizational chart and explain its importance.

29.03 Interpret the term *control* and explain its importance in operating a business.

29.04 Discuss the various aspects of supervising employees and the role of employees in the workplace.

29.05 Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act).

29.06 Provide examples of regulations that affect small and large businesses.

29.07	Identify the various types of taxes levied on a small business.
29.08	Compare sources of technical assistance for the small business owner.
30.0	List the components of a business plan and explain how such a plan contributes to the success of a small business – the student will be able to:
30.01	Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
30.02	Analyze the importance of a business plan in developing a business idea and evaluating success.
30.03	Select the data, graphics, maps, and diagrams to include in a business plan.
30.04	Utilize current technology for research and communication in the development of a business plan.
30.05	Evaluate the possibility of and procedures for buying an existing business or franchise.
31.0	Prepare an introduction for a business plan – the student will be able to:
31.01	Identify and describe the type of business.
31.02	Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.
31.03	Evaluate various corporate mission statements and develop an individualized mission statement for the selected business.
31.04	Compose a description of the product/service and the advantages and benefits the product/service will provide customers.
31.05	Substantiate why the business will be successful.
31.06	Identify three business failures and evaluate the causes of each failure.
32.0	Prepare a self-analysis – the student will be able to:
32.01	Describe personal education, training, strengths, and weaknesses relevant to the operation of a business.
32.02	Develop a timeline for the personal development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.
32.03	Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.
33.0	Prepare an analysis of the trading area – the student will be able to:
33.01	Analyze the trading area with respect to geographic, demographic, and economic data by utilizing Internet-based resources (e.g., the Census Bureau website).
33.02	Assess the competition and the effects of seasonal fluctuations.
34.0	Prepare a market segment analysis – the student will be able to:

34.01	Analyze the target market by geographical area, demographics, lifestyles, and product benefits.
34.02	Explain the importance of market segmentation.
34.03	Describe customer buying behavior related to the proposed business.
34.04	Analyze the customer base relative to local market demographics.
35.0	Prepare an analysis of a potential location – the student will be able to:
35.01	Evaluate the availability, costs, traffic patterns, accessibility, and proximity to competition of an appropriate business location.
35.02	Research the cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.
35.03	Determine the advantages and disadvantages of different types of business locations.
35.04	Understand different types of commercial leases and practice the calculations needed to establish rent.
35.05	Determine the steps involved in selecting a specific business site.
36.0	Prepare a description of the proposed organization of the selected business – the student will be able to:
36.01	Determine the type of ownership best suited to the business situation.
36.02	Identify the steps required to form a business.
36.03	Outline the steps for the hiring of employees.
36.04	Prepare an organizational chart.
36.05	Create job descriptions for the identified positions.
37.0	Prepare a description of the proposed products and/or services – the student will be able to:
37.01	Summarize the features, benefits, and advantages of the products and services to be offered.
37.02	Identify potential suppliers and/or manufacturers.
37.03	Develop an inventory policy, if applicable.
38.0	Prepare a proposed pricing policy – the student will be able to:
38.01	Identify the elements of a pricing policy and the reasons for developing a pricing policy.
38.02	Explain the relationship to one's competitors.

38.03	Understand all aspects of pricing and the impact of pricing on the bottom line of the business.
38.04	Identify pricing incentive options.
38.05	Describe pricing strategy decisions.
38.06	Define and describe <i>profit margin</i> .
38.07	Determine how to compute profit margin.
39.0	Prepare a marketing strategy – the student will be able to:
39.01	Determine and describe an appropriate store image.
39.02	Select a promotional mix for the business.
39.03	Establish promotional objectives for the business.
39.04	Identify the methods of promotion to be used by comparing and contrasting costs versus benefits.
39.05	Explore various advertising mediums and the costs associated with each type.
39.06	Develop a promotional plan; include sales promotion.
39.07	Develop ideas for obtaining publicity.
39.08	Write a press release.
39.09	Find three websites within the specific industry; compare/contrast the elements of each site for effectiveness.
39.10	Plan a website for the business.
39.11	Identify the role of customer service.
40.0	Develop a financial plan for a small business – the student will be able to:
40.01	Estimate the dollar amount required to open a business.
40.02	Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.
40.03	Use a financial calculator to determine the loan payment and amortization of a business loan.
40.04	Prepare a plan to repay borrowed funds or to provide return on investment to equity funds.
40.05	Project monthly and annual business income for the first year of operation.

40.06	Estimate monthly and annual cash flow for the first year of operation.
40.07	Calculate the sales volume required for the first year of operation to be profitable.
40.08	Prepare a statement of opening assets, liabilities, and net worth.
40.09	Prepare a cash flow projection for the simulated business.
40.10	Prepare a five-year financial plan.
40.11	Develop a summary of key points for supporting financial requests.
41.0	Demonstrate the uses of marketing-related software – the student will be able to:
41.01	Perform data entry procedures.
41.02	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).
41.03	Analyze a marketing spreadsheet in a decision-making situation.
41.04	Design and prepare an advertising brochure.
41.05	Discuss the importance of email, fax, scanning/sending operations, and online services.
42.0	Apply a career plan to entrepreneurship – the student will be able to:
42.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities, and steps for reaching career goals.
42.02	Demonstrate specific technology applications related to a career plan.
42.03	Develop forms of documentation for inclusion in a career portfolio.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Real Estate Sales Agent  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M807010
CIP Number	0252150107
Grade Level	30, 31
Standard Length	63 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-9022 – Real Estate Sales Agents
Basic Skills Level	N/A

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment as real estate sales agents, or to provide supplemental training for people previously or currently employed in these occupations. The student is also prepared for the respective state license examination.

The content includes, but is not limited to, selling, buying, renting, advertising, and financing real estate and real estate services.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion points.



This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	REE0047	Real Estate Sales Agent	REAL ESTAT 7 G	63 hours	41-9022

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the real estate business.
- 02.0 Demonstrate an understanding of licensing laws and qualifications for licensure.
- 03.0 Demonstrate an understanding of licensing laws and administration
- 04.0 Demonstrate an understanding of brokerage relationships and ethics.
- 05.0 Demonstrate an understanding of real estate brokerage operations.
- 06.0 Demonstrate an understanding of complaints, violations and penalties.
- 07.0 Demonstrate an understanding of federal and state housing laws.
- 08.0 Demonstrate an understanding of property rights (estates, tenancies and multiple ownership interests)
- 09.0 Demonstrate an understanding of title, deeds and ownership restrictions.
- 10.0 Demonstrate an understanding of legal descriptions.
- 11.0 Demonstrate an understanding of real estate contracts.
- 12.0 Demonstrate an understanding of real estate finance.
- 13.0 Demonstrate an understanding of the mortgage market.
- 14.0 Demonstrate an understanding of computations and title closing.
- 15.0 Demonstrate an understanding of estimating real property value.
- 16.0 Demonstrate an understanding of product knowledge.
- 17.0 Demonstrate an understanding of real estate investment analysis and business opportunity brokerage.
- 18.0 Demonstrate an understanding of taxes affecting real estate brokerage.
- 19.0 Demonstrate an understanding of the real estate market.
- 20.0 Demonstrate an understanding of planning and zoning.

Florida Department of Education  
Student Performance Standards

Program Title: Real Estate Sales Agent  
PSAV Number: M807010

**Course Number: REE0047**  
**Occupational Completion Point: A**  
**Real Estate Sales Agent – 63 Hours – SOC Code 41-9022**

01.0 Demonstrate an understanding of the real estate business – the student will be able to:

01.01 Define “farm area.”

01.02 Distinguish among the five major sales specialties.

01.03 Define “business opportunity brokerage.”

01.04 Define “absentee owner.”

01.05 Define “USPAP.”

01.06 Distinguish between a CMA and an appraisal.

01.07 Define “dedication.”

01.08 Distinguish among the three categories of residential construction.

02.0 Demonstrate an understanding of licensing laws and qualifications for licensure – the student will be able to:

02.01 Define sales associate, broker associate, and broker.

02.02 List the academic requirements for sales associate and broker licenses.

02.03 List the application requirements for sales associate and broker licenses.

02.04 Identify services of real estate requiring licensure.

02.05 Recognize exemptions from licensure.

02.06 Distinguish between post-licensing education and continuing education.

03.0 Demonstrate an understanding of licensing laws and administration – the student will be able to:

03.01 Describe the composition of and member qualifications for the Florida Real Estate Commission.

03.02	Explain how members of the Florida Real Estate Commission are appointed.
03.03	Distinguish between active license status and inactive license status.
03.04	Explain the purpose of multiple and group licenses.
03.05	Distinguish between void licenses and ineffective licenses.
04.0	Demonstrate an understanding of brokerage relationships and ethics – the student will be able to:
04.01	Distinguish between the terms general agent and special agent.
04.02	Describe which legal provisions apply only to residential real estate transactions.
04.03	Describe the duties of a transaction broker.
04.04	Describe the duties and disclosure requirements that single agents have to their principals.
04.05	Define “dual agent.”
04.06	Describe the purpose and requirements of the Florida No Brokerage Relationship Notice.
04.07	List the real estate licensee’s duties in a no-brokerage relationship.
04.08	Describe the process of transitioning from a single agent to a transaction broker.
04.09	Identify actions that will lead to the termination of an agency.
04.10	Recognize activities that would constitute fraud.
05.0	Demonstrate an understanding of real estate brokerage operations – the student will be able to:
05.01	Identify the requirements for a broker’s office(s).
05.02	Explain what determines whether a temporary shelter must be registered as a branch office.
05.03	List the requirements related to sign regulation.
05.04	List the requirements related to the regulation of advertising by real estate licensees.
05.05	Explain the term “immediately” as it applies to earnest money deposits.
05.06	Describe the four settlement procedures available to a broker who has received conflicting demands or who has a good-faith doubt as to who is entitled to disputed funds.
05.07	Explain the rule regarding the advertisement of rental property information or lists or the negotiation of rentals.
05.08	Describe the obligations placed on a sales associate who changes employers.

05.09	Contrast the features of various types of business organizations.
06.0	Demonstrate an understanding of complaints, violations and penalties – the student will be able to:
06.01	Explain the procedures involved in the reporting of violations, the investigation of complaints, and the conduct of hearings.
06.02	Describe the elements of a valid complaint.
06.03	Describe the composition of the probable cause panel.
06.04	Describe events that would cause a license to be denied.
06.05	Recognize actions that would cause a license to be subject to suspension or revocation.
06.06	Identify individuals who would be eligible to seek reimbursement from the Real Estate Recovery Fund.
06.07	Describe the monetary limits imposed by law on the Real Estate Recovery Fund.
07.0	Demonstrate an understanding of federal and state housing laws – the student will be able to:
07.01	Describe the features of the Civil Rights Acts of 1866 and 1968.
07.02	Recognize examples of steering, redlining, and blockbusting.
07.03	Describe the features of the Truth-in-Lending Act, the Equal Credit Opportunity Act, and the Real Estate Settlement Procedures Act.
07.04	Describe the provisions of the Florida Residential Landlord and Tenant Act.
08.0	Demonstrate an understanding of property rights (estates, tenancies and multiple ownership interests) – the student will be able to:
08.01	Define “land,” “real estate,” and “real property.”
08.02	List and explain the physical components of real property.
08.03	Explain the four tests courts use to determine if an item is a fixture.
08.04	Distinguish between real and personal property.
08.05	Describe the bundle of rights associated with real property ownership.
08.06	List the principal types of estates (tenancies) and describe their characteristics.
08.07	Describe the features associated with the Florida Homestead Law.
08.08	Distinguish among cooperatives, condominiums, and timeshares.
08.09	Describe the five main documents associated with condominiums.

09.0	Demonstrate an understanding of title, deeds and ownership restrictions – the student will be able to:
09.01	Differentiate between voluntary and involuntary alienation.
09.02	Explain the various methods of acquiring the title to real property.
09.03	Describe the conditions necessary to acquire real property by adverse possession.
09.04	List and describe the various types of governmental and private restrictions on ownership of real property.
09.05	Distinguish between actual notice and constructive notice.
09.06	Distinguish between an abstract of title and a chain of title.
09.07	Explain the different types of title insurance.
09.08	Describe the essential elements of a deed.
09.09	List and describe the four types of statutory deeds.
10.0	Demonstrate an understanding of legal descriptions – the student will be able to:
10.01	Explain the necessity for legal land descriptions.
10.02	List and explain the various methods of describing real property.
10.03	Calculate the number of acres in a parcel described by the government survey system.
10.04	Identify the location of a township by township and range number.
10.05	Number the sections of a township.
11.0	Demonstrate an understanding of real estate contracts – the student will be able to:
11.01	List and describe the essentials of a real estate contract.
11.02	Describe the differences between formal contracts and parol contracts.
11.03	Distinguish among bilateral, unilateral, implied, express, executor, and executed contract.
11.04	Describe the various ways in which an offer is terminated.
11.05	Describe the various methods of terminating a contract.
11.06	Explain the remedies for a breach of contract.
11.07	Describe the effects of the statute of frauds and the statute of limitations.

11.08	Describe the elements of an option.
11.09	Differentiate among the various types of listings.
12.0	Demonstrate an understanding of real estate finance – the student will be able to:
12.01	Distinguish between title theory and lien theory doctrines.
12.02	Distinguish between the mortgage instrument and the note.
12.03	Explain the provisions of the various mortgage clauses.
12.04	Differentiate among FHA, VA, and conventional mortgages.
12.05	Describe the features of amortized, adjustable, package, and purchase-money mortgages.
12.06	Explain the purpose of an estoppel certificate.
12.07	Calculate the loan-to-value (LTV) ratio, given the purchase price and down payment amounts.
12.08	Calculate the down payment, given the purchase price and LTV ratio.
13.0	Demonstrate an understanding of the mortgage market – the student will be able to:
13.01	Describe the factors that influence the supply and demand for mortgage funds.
13.02	Distinguish between the primary and secondary markets.
13.03	Understand the mortgage practices of commercial banks, savings associations, mutual savings banks, and life insurance companies.
13.04	Distinguish between a mortgage banker and mortgage broker.
13.05	Describe the three methods the federal government uses to control the supply of money in circulation.
13.06	Describe the function of Fannie Mae, Ginnie Mae, and Freddie Mac.
13.07	Calculate the cost of discount points and the approximate yield resulting from discounts.
14.0	Demonstrate an understanding of computations and title closing – the student will be able to:
14.01	Compute a sale commission.
14.02	Calculate the percent of profit or loss, given the original cost of the investment, the sale price, and the dollar amount of profit or loss.
14.03	Amortize a level-payment plan mortgage when given the principal amount, the interest rate, and the monthly payment amount.
14.04	Prorate the buyer's and seller's expenses using either the 30-day-month method or the 365-day method.



14.05	Calculate the dollar amount of transfer taxes on deeds, mortgages, and notes.
14.06	Allocate taxes and fees to the proper parties and compute individual costs.
15.0	Demonstrate an understanding of estimating real property value – the student will be able to:
15.01	Differentiate among the terms “price,” “cost,” and “value.”
15.02	Describe the four characteristics of value.
15.03	Differentiate among the three approaches to estimating the value of real property.
15.04	Describe the three types of depreciation and recognize examples of each type.
15.05	Apply the steps in the various approaches to estimating value when given an appropriate scenario.
16.0	Demonstrate an understanding of product knowledge – the student will be able to:
16.01	Contrast pier and slab-on-grade foundations.
16.02	Distinguish among the various lot types.
16.03	Distinguish among the three types of frame construction.
16.04	Identify various roof styles.
16.05	Explain how a basic electrical system works.
16.06	Describe basic residential plumbing and mechanical systems.
16.07	Identify the various window types.
17.0	Demonstrate an understanding of real estate investment analysis and business opportunity brokerage – the student will be able to:
17.01	Identify the advantages and disadvantages of investing in real estate.
17.02	Distinguish among the various types of risk.
17.03	Explain the concepts of liquidity and leverage.
17.04	Describe the similarities and differences between real estate brokerage and business brokerage.
17.05	Describe the types of expertise required in business brokerage.
17.06	Distinguish among the methods of appraising businesses.
17.07	Describe the steps in the sale of a business.

18.0	Demonstrate an understanding of taxes affecting real estate brokerage – the student will be able to:
18.01	Distinguish between immune and exempt or partially-exempt properties.
18.02	Calculate the total tax exemptions on a property, given a scenario.
18.03	Describe the various personal exemptions available to qualified owners of homestead property.
18.04	Compute the property tax on a specific parcel, given the current tax rates, assessed value, and eligible exemptions.
18.05	List the steps involved in the tax appeal procedure.
18.06	Describe the purpose of Florida’s Green Belt Law.
18.07	Calculate the cost of a special assessment, given the conditions and amounts involved.
18.08	List tax advantages resulting from home ownership.
19.0	Demonstrate an understanding of the real estate market – the student will be able to:
19.01	List factors that influence supply and demand for real estate.
19.02	Describe the five characteristics unique to the real estate market.
19.03	Distinguish between a buyer’s market and a seller’s market.
20.0	Demonstrate an understanding of planning and zoning – the student will be able to:
20.01	Distinguish among the six types of land-use planning background studies.
20.02	Distinguish among zoning ordinances, building codes, and health ordinances.
20.03	Explain the purposes of a variance, a special exception, and a nonconforming use.
20.04	Calculate the number of lots available for development, given the total number of acres contained in a parcel, the percentage of land reserved for streets and other facilities, and the minimum number of square feet per lot.
20.05	Describe the characteristics of a planned unit development.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

**Florida Department of Education  
Curriculum Framework**

**Program Title:** Real Estate Broker  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District's discretion, continue taking courses in the program until completion.**

PSAV	
Program Number	M807020
CIP Number	0252150106
Grade Level	30, 31
Standard Length	72 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-9021 – Real Estate Brokers
Basic Skills Level	N/A

### **Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment as real estate brokers or to provide supplemental training for people previously or currently employed in these occupations. The student is also prepared for the respective state license examination.

The content includes, but is not limited to, selling, buying, renting, advertising, and financing real estate and real estate services.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

### **Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	REE0048	Real Estate Broker	REAL ESTAT 7 G	72 hours	41-9021

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the real estate brokerage business.
- 02.0 Demonstrate an understanding of valuing real property.
- 03.0 Demonstrate an understanding of listing and selling real property.
- 04.0 Demonstrate an understanding of various specialties.



Florida Department of Education  
Student Performance Standards

Program Title: Real Estate Broker  
PSAV Number: M807020

<b>Course Number: REE0048</b>	
<b>Occupational Completion Point: A</b>	
<b>Real Estate Broker – 72 Hours – SOC Code 41-9021</b>	
01.0	Demonstrate an understanding of the real estate brokerage business – the student will be able to:
01.01	Explain how to become a licensed real estate broker.
01.02	Examine the pre-licensing qualifications.
01.03	List and examine real estate services.
01.04	Examine the general licensing provisions.
01.05	Examine licensing requirements.
01.06	Examine post-licensing education.
01.07	Examine continuing education requirements.
01.08	Discuss license renewal.
01.09	Recognize individuals who are exempt from licensure.
01.10	Describe how to open a real estate office.
01.11	Examine the overview of owning a real estate office.
01.12	Examine business structures that may be registered as brokerage entities.
01.13	Examine other business forms that may not register as brokerage entities.
01.14	Explain the Fictitious Name Act.
01.15	Examine the characteristics of a real estate office.
01.16	Detail owning, managing and supervising a real estate office.
01.17	Examine the factors to develop a realistic business plan.

01.18	Discuss capital and start-up costs.
01.19	List the factors to estimate income and expenses.
01.20	Distinguish between franchises and independent firms.
01.21	Examine financial management and tax considerations.
01.22	Identify staff and sales personnel.
01.23	Discuss escrow management.
01.24	Discuss establishing escrow accounts.
01.25	Discuss how to maintain broker records.
01.26	Examine the escrow disbursement dispute process.
01.27	Explain notification and settlement procedure requirements for special types of properties.
01.28	Examine broker's commission.
01.29	Discuss office inspections, disciplinary processes, and the Real Estate Recovery Fund.
01.30	Examine the disciplinary procedure.
01.31	List and examine the complaint process.
01.32	Discuss violations and penalties.
02.0	Demonstrate an understanding of valuing real property – the student will be able to:
02.01	Explain real estate valuation.
02.02	Identify and explain the purpose of an appraisal
02.03	Identify the value definitions for real property appraisal
02.04	Discuss the principles of value.
02.05	Examine the appraisal process.
02.06	List and explain the types of appraisal reports and reporting formats.
02.07	Compare and contrast the sales comparison, costdepreciation, and income capitalization approaches.
02.08	Describe the sales comparison approach.

02.09	Describe the cost depreciation approach.
02.10	Describe the income capitalization approach.
02.11	Detail comparative market analysis.
02.12	Explain the need to prepare comparative market analyses.
02.13	Examine and explain the preparation of a comparative market analysis.
02.14	Explain business appraisal.
02.15	Examine the fundamentals of business appraisal.
02.16	Understand and use financial statements.
02.17	Discuss valuation methods.
03.0	Demonstrate an understanding of listing and selling real property – the student will be able to:
03.01	Discuss brokerage relationships.
03.02	Examine the law of agency.
03.03	Examine the agency relationships in general business dealings.
03.04	Examine brokerage relationships in Florida.
03.05	Identify and distinguish between the various contracts.
03.06	Discuss entitlement to commission.
03.07	Explain the process for purchasing and selling contracts.
03.08	Examine electronic signatures in the Global and National Commerce Act.
03.09	List the documents necessary to prepare the contract.
03.10	Discuss the provisions of real estate contracts.
03.11	Examine the process for disclosure.
03.12	List and examine other contracts.
03.13	Detail and explain how to finance real estate.
03.14	Discuss mortgages, notes, and the rights and obligations of all parties.

03.15	Examine conventional, FHA, and VA mortgage loans.
03.16	List and discuss mortgages by method of payment.
03.17	List and discuss mortgages by payment or yield variability.
03.18	List and discuss mortgages by purpose.
03.19	List and discuss other techniques used in financing real estate.
03.20	Discuss federal consumer protection legislation.
03.21	List the Real Estate Settlement Procedures Act (RESPA) requirements.
03.22	Examine residential loan underwriting.
03.23	Explain the steps to closing real estate transactions.
03.24	Examine the broker's role in closing.
03.25	List the preliminary steps to a closing.
03.26	List and examine prorating procedures.
03.27	Examine the preparation of a closing statement.
03.28	List and discuss federal income tax laws affecting real estate.
03.29	Discuss income tax treatment for principal and second homes.
03.30	Examine the special rules for tax deductions.
03.31	Examine the sale of a principal residence.
03.32	Discuss income tax treatment for real estate investment operations.
03.33	Examine tax incentives for low-income housing.
03.34	Examine the sale of investment real estate.
03.35	List the methods of deferring taxes upon disposition.
04.0	Demonstrate an understanding of various specialties – the student will be able to:
04.01	Discuss investment real estate.
04.02	List and explain the steps used to evaluate income property.

04.03	Discuss the details for site description.
04.04	Examine the structural characteristics of income property buildings.
04.05	Examine leases and lease terminology.
04.06	Discuss mortgages.
04.07	Discuss investment analysis.
04.08	Detail zoning and planning, subdividing of land, and special issues.
04.09	Examine the evolution of land use planning in Florida.
04.10	Examine zoning regulations.
04.11	Examine federal laws regarding land use.
04.12	Explain environmental concerns affecting real estate transactions.
04.13	Examine the Comprehensive Environmental Response, Compensation, and Liability Act.
04.14	Discuss asbestos in building construction materials.
04.15	Discuss radon gas within buildings.
04.16	Discuss lead-based paint.
04.17	Discuss property management.
04.18	Examine the scope of property management.
04.19	Examine property management markets.
04.20	Describe the skills required of a property manager.
04.21	Examine the rental process.
04.22	Describe the lease agreement.
04.23	Examine the owner-manager relationship.
04.24	Examine staffing and employee relations.
04.25	Examine the applicable federal and state laws.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

In accordance with Chapter 475.17 F. S. for licensure as a broker, the program shall not exceed 72 classroom hours of 50 minutes each, inclusive of examination.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the appropriate career and technical student organization for providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement

(Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** International Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M807030
CIP Number	0252140101
Grade Level	30, 31
Standard Length	600 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	43-3021 – Billing and Posting Clerks 43-5011 – Cargo and Freight Agents 11-2022 – Sales Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to enable students to explore and understand marketing practices in a global environment with respect to trade, global economics, and basic import/export principles.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of three occupational completion points.



This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0096	(Import/Export) Billing Clerk	BUS ED 1	300 hours	43-3021
B	MKA0097	(Import/Export) Documentation Clerk	MKTG 1	150 hours	43-5011
C	MKA0098	(Import/Export) Sales Manager	MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7 G	150 hours	11-2022

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Demonstrate an understanding of global marketing and transportation.
- 08.0 Demonstrate comprehension of global trade.
- 09.0 Demonstrate an understanding of global economics.
- 10.0 Demonstrate an understanding of import and export basics.
- 11.0 Demonstrate an understanding of trade documentation.
- 12.0 Analyze global and economic issues.
- 13.0 Develop knowledge of government agencies administering trade regulations.
- 14.0 Demonstrate an understanding of global finance.
- 15.0 Demonstrate an understanding of the laws and regulations related to global marketing.
- 16.0 Discuss global marketing strategies.
- 17.0 Demonstrate an understanding of global advertising and promotion.
- 18.0 Demonstrate effective communication skills specific to global marketing.
- 19.0 Explain the concept and importance of entrepreneurship.
- 20.0 List the components of a business plan and understand a business plan contributes to the success of an import/export business.
- 21.0 Prepare an introduction to a business plan for an import/export business.
- 22.0 Prepare an analysis of the trading country.
- 23.0 Prepare a market segment analysis.
- 24.0 Prepare an analysis of a potential location.
- 25.0 Prepare a description of the proposed organization of the selected business.
- 26.0 Prepare a description of the proposed products and/or services.
- 27.0 Prepare a proposed pricing policy.
- 28.0 Prepare a marketing strategy.
- 29.0 Develop a financial plan for an import/export business.
- 30.0 Demonstrate the uses of marketing-related software.
- 31.0 Apply a career plan to international marketing.

Florida Department of Education  
Student Performance Standards

Program Title: International Marketing  
PSAV Number: M807030

**Course Number: MKA0096**  
**Occupational Completion Point: A**  
**(Import/Export) Billing Clerk – 300 Hours – SOC Code 43-3021**

01.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
01.02	Define and discuss issues involving gender equity, disability, and age.
01.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
01.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
01.05	Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .
01.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
01.07	Maintain a professional personal appearance and attitude.
01.08	Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.
01.09	Demonstrate self-management, initiative, and multitasking.
01.10	Explain the concepts of self-knowledge, self-esteem, and self-image.
01.11	Demonstrate professional behavior and etiquette.
01.12	Demonstrate respect for the opinions, customs, and individual differences of others.
01.13	Set personal and career goals and develop a plan of action to achieve those goals.
01.14	Identify areas where personal and professional change and adjustment may be necessary.
01.15	Demonstrate the ability to offer and to accept feedback.
01.16	Identify and practice stress management and relaxation techniques.
01.17	Recognize the importance of maintaining confidentiality in business matters.

01.18	Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
01.19	Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.
02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
02.02	Demonstrate the ability to read and comprehend written communications.
02.03	Identify a variety of forms of written business communications utilized in the workplace.
02.04	Identify a variety of internal and external business communications utilized in the workplace.
02.05	Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
02.06	Discuss the importance of developing networking skills to expand business contacts.
02.07	Prepare and deliver a business-related presentation.
02.08	Demonstrate active listening strategies that improve understanding and performance.
02.09	Describe positive customer relations.
02.10	Demonstrate conflict and dispute resolution techniques.
02.11	Identify means of nonverbal communication.
02.12	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
02.13	Discuss methods of resolving customer complaints.
02.14	Interpret business policies to customers/clients.
02.15	Discuss the importance of providing clear directions, descriptions, and explanations.
02.16	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
02.17	Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.
02.18	Identify types of computer applications and explain how these applications are used in business and marketing.
03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:
03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.

03.02	Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate ability to make change correctly.
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.
03.06	Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.
03.07	Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.
03.09	Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.
03.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
03.11	Identify components of a break-even analysis.
03.12	Compute and analyze a break-even point.
04.0	Identify economic principles – the student will be able to:
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.
04.02	Explain the concept of economic goods and services.
04.03	Explain the concept of economic resources and the scarcity of resources.
04.04	Explain the concept of utility (form, place, time, possession, information).
04.05	Explain the concept of "supply and demand."
04.06	Explain the concept of price.
04.07	Identify, compare, and contrast major types of economic systems.
04.08	Explain the relationship between government and business.
04.09	Explain the concept of private enterprise and business ownership.
04.10	Explain the role of profit motive.
04.11	Explain the concept of risk.

04.12	Explain the concept of competition and recognize the government regulations monitoring competition.
04.13	Explain the concept of productivity and the factors of production needed to produce goods and services.
04.14	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
04.15	Explain the function of the Federal Reserve Board.
05.0	Identify marketing and business fundamentals – the student will be able to:
05.01	Define marketing and its benefits.
05.02	Explain the purpose and scope of marketing in a free enterprise system.
05.03	Identify and explain the four foundations of marketing and describe each marketing core function.
05.04	Explain how each component of the marketing mix contributes to marketing.
05.05	Compare and contrast consumer and organizational markets.
05.06	Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).
05.07	Describe how marketers use knowledge of the market to sell products.
05.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).
05.09	Explain marketing strategies and marketing concepts.
05.10	Differentiate between mass marketing and market segmentation.
05.11	Explain the importance and techniques of offering the right merchandising blend.
05.12	Explain the nature of channels of distribution.
05.13	Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).
05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market.
05.16	Discuss the roles e-Commerce and social networking play in the marketing of goods and services.
05.17	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.
05.18	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].

06.0	Identify effective selling techniques and procedures – the student will be able to:
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.
06.02	Identify qualities of a professional sales associate and the responsibilities of sales management.
06.03	Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.
06.04	Handle different customer types and analyze how customers make buying decisions.
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.
06.06	Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.
06.07	Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.
07.0	Demonstrate an understanding of global marketing and transportation – the student will be able to:
07.01	Define the terms <i>international marketing</i> and <i>international trade</i> .
07.02	Discuss the importance of global marketing to the individual consumer and his/her country of residence with an emphasis on cultural differences.
07.03	Identify the major global trade regions.
07.04	Explain the purpose of global trade agreements.
07.05	Discuss the opportunities available in global business.
07.06	Explain why an understanding of geography, culture, history, world market potential, and global economic, social, and political trends is necessary for success in global marketing.
07.07	Describe how cultural and technological characteristics can link or divide regions.
07.08	Explain the importance of market research in determining cultural and economic development.
07.09	Discuss licensing agreements and cartels.
08.0	Demonstrate comprehension of global trade – the student will be able to:
08.01	Define <i>global trade</i> .
08.02	Describe what takes place during the rise or fall of the exchange rate of the U.S. dollar.
08.03	Outline the advantages and disadvantages of a protectionist policy.
08.04	Identify possible solutions to the problem of meeting foreign competition.



08.05	Distinguish between imports and exports.
08.06	Discuss the financial interdependence of nations.
08.07	Explain the advantages and disadvantages of global trade.
08.08	Discuss the factors that led to increased international interdependence and the basic concepts associated with trade between nations.
08.09	Define the major agreements governing international trade: General Agreement on Tariffs and Trade (GATT), North American Free Trade Agreement (NAFTA), European Union (EU), ASEAN Free Trade Area (AFTA), and Southern Common Market (Mercosur).
08.10	Discuss the U.S. Balance of Trade.
08.11	Discuss how government taxes, policies, and programs affect individuals, groups, businesses, and countries.
08.12	Define <i>trade, tariff, quota, voluntary export restraints, embargo, most favored nation status, foreign trade zones, dumping, kickbacks, International Monetary Fund (IMF)</i> .
08.13	Discuss the role of the World Trade Organization (WTO).
09.0	Demonstrate an understanding of global economics – the student will be able to:
09.01	Describe the role of global trade.
09.02	Explain the economic terms associated with global trade.
09.03	Discuss the economic systems of other countries.
09.04	Identify potential barriers to international trade.
09.05	Profile the economic structure of a foreign nation.
09.06	Discuss events and issues relevant to global economics.
10.0	Demonstrate an understanding of import and export basics – the student will be able to:
10.01	Identify the differences and similarities between domestic and international business.
10.02	Explain the reasons for exporting and importing.
10.03	Describe the exporting process.
10.04	Describe the importing process.
10.05	Explain global data.
10.06	Identify global business resources.

10.07	Explain the need for overseas business travel.
11.0	Demonstrate an understanding of trade documentation – the student will be able to:
11.01	Identify the documents necessary for exporting.
11.02	Identify the documents necessary for importing.
11.03	Practice calculations using the metric system.
11.04	Discuss the flow of documentation.
11.05	Prepare trade documentation.
11.06	Describe export and commercial licensing.
11.07	Explain the documentation required for letters of credit.
11.08	(Optional) Prepare the following documents: export packing list, <i>pro forma</i> invoice / commercial invoice, Shipper's Export Declaration, Certification of Origin, bill of lading, customs entry forms, consular invoices, insurance documentation, damaged goods claim report.
12.0	Analyze global and economic issues – the student will be able to:
12.01	Analyze characteristics of the global economy.
12.02	Compare and contrast global business opportunities.
12.03	Analyze scenarios to determine how trade barriers work.
12.04	Analyze the role of the Internet in promoting international trade.
13.0	Develop knowledge of government agencies administering trade regulations – the student will be able to:
13.01	Explain the role of the Department of Treasury.
13.02	Explain the role of the U.S. Customs Service.
13.03	Explain the role of the Department of Commerce.
13.04	Explain the role of the Bureau of Export Administration.
13.05	Explain the role of the International Trade Administration.
13.06	Explain the role of Eximbank.

**Course Number: MKA0097**  
**Occupational Completion Point: B**  
**(Import/Export) Documentation Clerk – 150 Hours -- SOC Code 43-5011**

14.0 Demonstrate an understanding of global finance – the student will be able to:

14.01 Explain the basic concepts of global finance.

14.02 Identify foreign currency and exchange rates.

14.03 Describe methods of global payment and finance.

14.04 Discuss the importance of global finance to global trade.

14.05 List the types of financial institutions involved in global trade.

14.06 Analyze the effects of fluctuating exchange rates.

14.07 Profile the financial system of a foreign nation.

14.08 Analyze current events and issues relevant to global finance.

14.09 Explain the concepts of *letter of credit* and *bill of exchange*.

14.10 Explain barter, compensation deals, counter purchase, and buy-back as types of countertrades.

14.11 Describe the major types of financial risk (commercial, political, foreign-exchange).

14.12 Describe the major ways to minimize potential financial risk (hedging, foreign-exchange options, European Currency Unit).

15.0 Demonstrate an understanding of the laws and regulations related to global marketing – the student will be able to:

15.01 Explain the laws regulating exports.

15.02 Explain the laws regulating imports.

15.03 Explain intellectual property rights protection.

15.04 Explain the basic legal concepts of the Uniform Commercial Code.

15.05 Explain the basic legal concepts pertaining to the international sale of goods.

16.0 Discuss global marketing strategies – the student will be able to:

16.01 Describe the importance of designing quality products to meet customer needs and advancing technology.

16.02 Explain the importance of cost containment, customer satisfaction, and after-sale support.

17.0	Demonstrate an understanding of global advertising and promotion – the student will be able to:
17.01	Analyze the advantages and disadvantages of centralized and decentralized advertising.
17.02	Discuss the importance of global market segmentation and promotion.
17.03	Explain how language barriers affect communication.
17.04	Discuss the impact of cultural diversity on global advertising.
17.05	Explain the importance of media availability, coverage, and effectiveness.
18.0	Demonstrate effective communication skills specific to global marketing – the student will be able to:
18.01	Explain how methods of communication differ on a global scale.
18.02	Identify the communication modes used to facilitate global trade.
19.0	Explain the concept and importance of entrepreneurship – the student will be able to:
19.01	Define <i>entrepreneurship</i> and <i>entrepreneur</i> .
19.02	Differentiate between a product-based and a service-based business.
19.03	Discuss the role of the entrepreneur in the global community.
19.04	Identify the opportunities and risks involved in ownership of an import/export business.
19.05	Discuss the role of the entrepreneur in promoting ethical business practices and relationships.
19.06	List the components of a business plan.
19.07	Identify how a business plan contributes to the success of a business.
19.08	Determine the advantages and disadvantages of entrepreneurship.
19.09	Discuss entrepreneurship as a career choice.
19.10	Evaluate personal entrepreneurial potential.

**Course Number: MKA0098**  
**Occupational Completion Point: C**  
**(Import/Export) Sales Manager – 150 Hours – SOC Code 11-2022**

20.0 List the components of a business plan and understand how a business plan contributes to the success of an import/export business – the student will be able to:

20.01	Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing).
20.02	Discuss the importance of a business plan in developing a business idea and evaluating success.
20.03	Select the data/graphics, maps, and diagrams to be included in the business plan.
20.04	Utilize current technology to develop a business plan.
21.0	Prepare an introduction for a business plan for an import/export business – the student will be able to:
21.01	Identify and describe the type of import/export business.
21.02	Analyze how current or changing economic situations create an unfulfilled consumer demand for the business.
21.03	Create a business philosophy pertaining to the operation of the business and the expected attitude toward customers, employees, and competitors.
21.04	Compose a description of the product/service and the advantages and benefits the product/service will provide customers.
21.05	Predict why the business will be successful.
22.0	Prepare an analysis of the trading country – the student will be able to:
22.01	Analyze the trading country with respect to geographic, demographic, and economic data.
22.02	Assess the competition and the effects of seasonal fluctuations.
22.03	Analyze the projected growth of the trading country.
23.0	Prepare a market segment analysis – the student will be able to:
23.01	Analyze the target market by geographical area, demographics, lifestyle, and product benefits.
23.02	Explain the importance of market segmentation.
23.03	Describe customer buying behavior related to the proposed business.
23.04	Profile potential customers.
24.0	Prepare an analysis of a potential location – the student will be able to:
24.01	Evaluate appropriate business locations based on availability, cost, traffic patterns, accessibility, and proximity to the competition and shipping facilities.
24.02	Research the cultural, financial, career and technical, age, and mobility characteristics of inhabitants of potential locations.
24.03	Describe the market trends affecting potential locations.

24.04	Determine the advantages and disadvantages of different types of business locations.
24.05	Determine the steps involved in selecting a specific business site.
25.0	Prepare a description of the proposed organization of the selected business – the student will be able to:
25.01	Determine the type of ownership best suited to business situation.
25.02	Identify the steps involved in the formation of a business.
25.03	Outline the steps in the employee hiring process.
25.04	Prepare an organizational chart.
25.05	Create job descriptions for identified positions.
26.0	Prepare a description of the proposed products and/or services – the student will be able to:
26.01	Summarize details of the products/services to be offered.
26.02	Identify potential suppliers/manufacturers.
26.03	Develop an inventory policy, if applicable.
26.04	Identify the supplies necessary for operation of the business.
26.05	Compose and develop a customer profile.
26.06	Evaluate the importance of determining a product policy.
27.0	Prepare a proposed pricing policy – the student will be able to:
27.01	Identify costs and proposed markups.
27.02	Explain the relationship to competitors.
27.03	Evaluate the importance of determining a priceline.
27.04	Define and describe <i>profit margin</i> .
27.05	Determine how to compute profit margin.
27.06	Identify pricing incentive options.
27.07	Describe pricing strategy choices.
28.0	Prepare a marketing strategy – the student will be able to:

28.01	Determine an appropriate image.
28.02	Select a promotional mix for the business.
28.03	Establish promotional objectives for the business.
28.04	Identify the methods of promotion to be used by comparing and contrasting costs versus benefits.
28.05	Develop an advertising plan; identify the types and costs of media to be used.
28.06	Develop a promotional plan; include sales promotion.
28.07	Develop ideas for obtaining publicity for the business.
28.08	Write a press release.
28.09	Plan a website for the business.
28.10	Discuss the importance of the Internet in marketing products/services globally.
28.11	Identify the role of customer service.
28.12	Discuss the role of selling in an import/export business.
29.0	Develop a financial plan for an import/export business – the student will be able to:
29.01	Estimate the dollar amount required to open an import/export business.
29.02	Compare available funding sources; identify the amount of personal financial commitment required.
29.03	Complete a loan application.
29.04	Prepare a plan to repay borrowed funds or to provide a return on investment to equity funds.
29.05	Project monthly and annual business income for the first year of operation.
29.06	Estimate monthly and annual cash flow for the first year of operation.
29.07	Calculate the sales volume required for profitability during the first year of operation.
29.08	Prepare a statement of opening assets, liabilities, and net worth.
29.09	Prepare a cash flow projection for a simulated import/export business.
29.10	Prepare a five-year financial plan.
29.11	Develop a summary of key points for supporting financial requests.

30.0	Demonstrate the uses of marketing-related software – the student will be able to:
30.01	Perform data entry procedures.
30.02	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open-to-buy, pricing, invoicing).
30.03	Perform marketing spreadsheet data entry and output procedures.
30.04	Analyze a marketing spreadsheet in a decision-making situation.
30.05	Design and prepare an advertising brochure.
30.06	Discuss the importance of e-mail, fax, and online services to an import/export business.
31.0	Apply a career plan to international marketing – the student will be able to:
31.01	Develop a plan for pursuing a specific career in international marketing; include training and educational requirements, skills and abilities, and steps for reaching career goals.
31.02	Demonstrate the competencies required for career-sustaining and mid-level management positions in international marketing.
31.03	Demonstrate specific technology applications related to the selected international marketing career plan.
31.04	Develop forms of documentation for inclusion in a career portfolio for international marketing.



## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Real Estate Appraiser Trainee  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District’s discretion, continue taking courses in the program until completion.**

PSAV	
Program Number	M807040
CIP Number	0252150105
Grade Level	30, 31
Standard Length	85 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	13-2021 – Appraisers and Assessors of Real Estate
Basic Skills Level	N/A

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for the position of Real Estate Appraiser Trainee. This program is for all participants who deal with the ultimate consumer and must be registered as a Real Estate Appraiser Trainee. This course may be used to meet pre-licensure educational requirements for those who desire their Trainee Appraiser’s license. The specific curriculum used by the instructor does NOT include the 15-hour Uniform Standards of Professional Appraisal Practice (USPAP) requirement.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of one occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	REE0049	Real Estate Appraiser Trainee	REAL ESTATE 7 G (APPRAISER LICENSE OR PASS APPRAISER INSTRUCTOR EXAM)	85 hours	13-2021

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate an understanding of the appraisal profession.
- 02.0 Demonstrate an understanding of real estate and its appraisal.
- 03.0 Demonstrate an understanding of the real estate marketplace.
- 04.0 Demonstrate an understanding of the appraisal process.
- 05.0 Demonstrate an understanding of building construction and the environment.
- 06.0 Demonstrate an understanding of data collection.
- 07.0 Demonstrate an understanding of site valuation.
- 08.0 Demonstrate an understanding of the cost approach valuation method (reproduction/replacement cost).
- 09.0 Demonstrate an understanding of the cost approach valuation method (depreciation).
- 10.0 Demonstrate an understanding of the sales comparison approach.
- 11.0 Demonstrate an understanding of the income capitalization approach.
- 12.0 Demonstrate an understanding of direct and yield capitalization.
- 13.0 Demonstrate an understanding of reconciliation and the appraisal report.
- 14.0 Demonstrate an understanding of residential report writing.
- 15.0 Demonstrate an understanding of state statutes, rules and regulations.

Florida Department of Education  
 Student Performance Standards

Program Title: Real Estate Appraiser Trainee  
 PSAV Number: M807040

**Course Number: REE0049**  
**Occupational Completion Point: A**  
**Real Estate Appraiser Trainee – 85 Hours – SOC Code 13-2021**

01.0	Demonstrate an understanding of the appraisal profession – the student will be able to:
01.01	Explain the appraiser’s work.
01.02	Compare and contrast licensing and certification.
01.03	Describe the Financial Institutions Reform, Recovery, and Enforcement Act (FIRREA).
01.04	Explain other federal regulations.
01.05	Describe professional societies.
01.06	Explain the modern appraisal office.
02.0	Demonstrate an understanding of real estate and its appraisal – the student will be able to:
02.01	Explain the basic concepts of real estate appraisal.
02.02	Describe legal descriptions of land.
02.03	Compare and contrast legal rights and interests.
02.04	Compare and contrast forms of property ownership.
02.05	Explain transfer of title.
03.0	Demonstrate an understanding of the real estate marketplace – the student will be able to:
03.01	Explain the market for real estate.
03.02	Describe basic value principles.
04.0	Demonstrate an understanding of the appraisal process – the student will be able to:
04.01	Explain the steps in the appraisal process.

04.02	Describe how to begin the appraisal process.
04.03	Explain valuation approaches.
04.04	Compare and contrast the relationship among valuation approaches.
05.0	Demonstrate an understanding of building construction and the environment – the student will be able to:
05.01	Compare and contrast planning and design.
05.02	Explain regulations for residential construction.
05.03	Compare and contrast plans and specifications.
05.04	Compare and contrast house styles.
05.05	Describe orientation (locating the house on the site).
05.06	Explain construction details.
05.07	Describe foundations.
05.08	Compare and contrast exterior walls and framing.
05.09	Describe roof framing.
05.10	Compare and contrast exterior windows and doors.
05.11	Compare and contrast interior walls and finishing.
05.12	Compare and contrast heating and air conditioning systems.
05.13	Explain the electrical system.
05.14	Describe basic terms related to construction and the environment.
06.0	Demonstrate an understanding of data collection – the student will be able to:
06.01	State the problem.
06.02	List the data needed and its sources.
06.03	Gather, record, and verify the necessary data.
06.04	Explain the data source list.
06.05	Compare and contrast data forms.



06.06	Describe data for the sales comparison approach.
07.0	Demonstrate an understanding of site valuation – the student will be able to:
07.01	Separate site valuations.
07.02	Explain site data.
07.03	Describe environmental concerns.
07.04	Explain methods of site valuation.
08.0	Demonstrate an understanding of the cost approach valuation method (reproduction/replacement cost) – the student will be able to:
08.01	Describe the cost approach formula.
08.02	Compare and contrast reproduction cost and replacement cost.
08.03	Explain how to calculate reproduction/replacement cost.
09.0	Demonstrate an understanding of the cost approach valuation method (depreciation) – the student will be able to:
09.01	Explain accrued depreciation.
10.0	Demonstrate an understanding of the sales comparison approach – the student will be able to:
10.01	Gather, record, and verify the necessary data.
10.02	Determine the highest and best use.
10.03	Estimate land value.
10.04	Estimate value by sales comparison.
10.05	Describe application of sales comparison.
11.0	Demonstrate an understanding of the income capitalization approach – the student will be able to:
11.01	Compare and contrast the income-based approaches to appraisal.
11.02	Describe potential gross income.
11.03	Explain effective gross income
11.04	Describe net operating income.
12.0	Demonstrate an understanding of direct and yield capitalization – the student will be able to:

12.01	Explain the direct capitalization formula.
12.02	Describe the capitalization rate.
12.03	Compare and contrast the band of investment method (mortgage and equity elements).
12.04	Explain capitalization techniques using residual income.
12.05	Describe yield capitalization.
12.06	Explain the value of one dollar.
12.07	Describe the annuity method of capitalization.
12.08	Compare and contrast recapture rates.
12.09	Explain the Ellwood tables.
13.0	Demonstrate an understanding of reconciliation and the appraisal report – the student will be able to:
13.01	State the definition of reconciliation.
13.02	Describe what reconciliation is not.
13.03	Compare and contrast types of appraisal reports.
13.04	Compare and contrast styles of written appraisal reports.
13.05	Explain a sample appraisal report.
14.0	Demonstrate an understanding of residential report writing – the student will be able to:
14.01	Demonstrate writing and reasoning skills.
14.02	Discuss common writing problems.
14.03	Explain form reports, report options and USPAP compliance.
15.0	Demonstrate an understanding of state statutes, rules and regulations – the student will be able to:
15.01	Discuss current Florida statutes, rules and regulations.
15.02	Explain the supervisor/trainee relationship.
15.03	Explain FIRREA and the Fair Housing Act.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics N/A, Language N/A, and Reading N/A. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Customer Service Representative  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M807060
CIP Number	0252041100
Grade Level	30, 31
Standard Length	600 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	43-2011 – Switchboard Operators, Including Answering Service 41-9041 – Telemarketers 43-4051 – Customer Service Representatives 43-1011 – First-Line Supervisors of Office and Administrative Support Workers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and the relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment in customer service occupations (e.g., customer service representative, customer service consultant, customer service agent, customer care manager). The program is designed to prepare students for employment in entry-level positions involving customer service activities.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

## Program Structure

This program is a planned sequence of instruction consisting of four occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MNA0135	Telecommunications Clerk	ADVR PROM 7 G BANK FINC @7 7G	150 hours	43-2011
B	MNA0136	Telesales Representative	BUS ED 1 @2 HOTEL TRNG 7 G INSURANCE 7 G	150 hours	41-9041
C	MNA0084	Customer Service Representative	MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G	150 hours	43-4051
D	MNA0085	Customer Service Manager	TRANSPORT 7G WHOLESALE @7 7 G	150 hours	43-1011

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Identify and classify customer services.
- 02.0 Demonstrate technology literacy related to customer service.
- 03.0 Describe and demonstrate the human relations skills necessary for success in customer service.
- 04.0 Demonstrate the communication skills necessary for success in customer service.
- 05.0 Identify and define the terminology applicable to customer service operations.
- 06.0 Describe the duties and responsibilities of a call center representative.
- 07.0 Describe and perform telephone activities applicable to customer service.
- 08.0 Identify customer service activities.
- 09.0 Demonstrate job seeking and employability skills.
- 10.0 Develop a plan for a career in customer service.
- 11.0 Describe the leadership and organizational skills necessary for success in customer service.
- 12.0 Utilize effective techniques and procedures for selling customer services.
- 13.0 Demonstrate basic math operations relevant to customer services.
- 14.0 Demonstrate an understanding of a client's business policies and procedures.
- 15.0 Demonstrate the budget operations relevant to customer services.
- 16.0 Demonstrate the human relations skills necessary for hiring individuals in customer service occupations.
- 17.0 Demonstrate the ability to communicate skillfully.
- 18.0 Demonstrate an awareness of management functions and organizational structures.
- 19.0 Demonstrate an understanding of basic contractual obligations.
- 20.0 Demonstrate the ability to train others in keyboarding and the use of general office equipment.
- 21.0 Demonstrate the ability to perform supervisory/management functions.
- 22.0 Develop a plan for a career in management.
- 23.0 Analyze the impact of government regulations and community involvement on management decisions.
- 24.0 Operate computers and other equipment appropriate to marketing and managing customer services.
- 25.0 Demonstrate an understanding of business ownership.



Florida Department of Education  
Student Performance Standards

Program Title: Customer Service Representative  
PSAV Number: M807060

**Course Number: MNA0135  
Occupational Completion Point: A  
Telecommunications Clerk – 150 Hours – SOC Code 43-2011**

01.0	Identify and classify customer services – the student will be able to:
01.01	Define <i>customer</i> , <i>customer service</i> , and <i>quality</i> .
01.02	Explain the nature of quality customer/client relations.
01.03	Demonstrate the ability to handle customer inquiries and complaints.
01.04	Demonstrate the ability to handle difficult customers.
01.05	Explain company policies to customers/clients.
01.06	Classify customer services according to the nature and characteristics of the activity.
01.07	Demonstrate competence in resolving customer problems (e.g., clarify, explain policies/procedures, come to a consensus).
01.08	Explain the importance of stress management as it relates to job performance.
02.0	Demonstrate technology literacy related to customer service – the student will be able to:
02.01	Identify the types of technology, systems, and software used in customer service.
02.02	Describe the technological applications used in customer service (e.g., file management, email management).
02.03	Discuss ethical issues involving the use of technology, employer/employee relationships, and customers.
02.04	Demonstrate keyboarding proficiency and the ability to enter and manipulate text and data.
02.05	Use word processing software to create documents.
02.06	Explain the relationship between database management and call centers.
02.07	Employ current and emergent computer technology and software to perform tasks related to customer service.
02.08	Demonstrate the use of electronic communication and networking systems (e.g., fax, email, voicemail, Internet).

02.09	Research current and emergent telecommunications systems.
02.10	Analyze situations in which technology positively or negatively impacts customer service.
03.0	Describe and demonstrate the human relations skills necessary for success in customer service – the student will be able to:
03.01	Model punctuality, initiative, courtesy, loyalty, honesty, respect, responsibility, fairness, and trustworthiness.
03.02	List acceptable health and grooming habits.
03.03	Explain the importance of adhering to absentee and tardy policies.
03.04	Exhibit the ability to collaborate with others.
03.05	Discuss and develop the human relations skills essential for success and progress in customer service occupations.
03.06	Model empathy, compassion, caring, enthusiasm, integrity, a positive attitude, self-motivation, and responsible behavior.
03.07	Demonstrate orderly and systematic behavior and follow the chain of command.
03.08	Explain the importance of working effectively with people from diverse backgrounds.
03.09	Demonstrate the ability to maintain a professional demeanor toward co-workers and customers.
03.10	Demonstrate conflict and dispute resolution techniques.
03.11	Demonstrate the techniques used to persuade and convince others.
03.12	Explain the importance of self-management under minimum direction/supervision.
03.13	Describe scenarios related to customer service.
03.14	Describe the importance and benefits of time management.
03.15	Prepare a time management analysis.
03.16	Use a personality inventory for personal improvement.
03.17	Utilize feedback for personal and professional growth.
03.18	Demonstrate the ability to adapt to change.
03.19	Exhibit corporate and professional etiquette.
04.0	Demonstrate the communication skills necessary for success in customer service – the student will be able to:
04.01	Demonstrate the ability to greet and assist visitors and clients in a professional manner.

04.02	Demonstrate appropriate use of grammar, vocabulary, diction, and body language to deliver professional customer service.
04.03	Identify appropriate conversation for work-related settings.
04.04	Model professional vocabulary appropriate to a work environment.
04.05	Demonstrate the ability to communicate in diverse settings.
04.06	Demonstrate the ability to interact with customers, co-workers, and supervisors in a logical, clear, understandable, and effective manner.
04.07	Describe and demonstrate the listening, speaking, and non-verbal skills necessary to determine customer needs.
04.08	Identify major barriers to listening; demonstrate techniques to overcome those barriers.
04.09	Explain the importance of using a pleasant tone of voice, smiling, making eye contact, maintaining proper posture, listening, being prepared to answer questions, using the customer's name, handling customer complaints, and thanking the customer.
04.10	Demonstrate the ability to avoid defensive responses to customers/clients and co-workers.
04.11	Monitor written, oral, and electronic sources of information and materials relevant to delivering accurate customer service.
05.0	Identify and define the terminology applicable to customer service operations – the student will be able to:
05.01	Identify and define commonly used customer service terms (e.g., credit, adjustments, complaints, delivery service, internal customers, external customers).
05.02	Identify and record customer service data.
06.0	Describe the duties and responsibilities of a call center representative – the student will be able to:
06.01	Identify different types of call centers.
06.02	Discuss the role of a customer service specialist.
06.03	Identify the benefits of customer service.
06.04	Identify reasons for providing customer service.
06.05	Describe the customer service mindset.
06.06	Identify the factors to consider when deciding which customer services to provide.
06.07	Compare various types of customer service (e.g., mass market, department store, specialty).
06.08	Explain the importance of good customer service relations to a business.
06.09	Describe the importance of possessing adequate knowledge of services and products to perform customer service tasks.

06.10	Demonstrate methods of communicating with customers to identify their needs, problems, and expectations.
06.11	Discuss the importance of accuracy, efficiency, and follow through when dealing with customers.
06.12	Identify major areas of customer complaints (e.g., product, personnel, business).
06.13	List the tangible and intangible costs of complaints to both the salesperson and business.
06.14	Explain how to handle and document customer inquiries/complaints.
06.15	Identify the types of resources used to resolve problems and satisfy the needs of customers.
06.16	Identify types of difficult customers (e.g., disagreeable, domineering/superior, suspicious, slow/methodical, dishonest).
06.17	Explain procedures for handling difficult internal and external customers.
06.18	Identify actions that typically lead to customer satisfaction.
06.19	Identify the ways customer service affects a company's success.
06.20	Identify the ways that the reputation of a business is influenced by customer satisfaction.
06.21	Demonstrate an understanding of courtesy.
07.0	Describe and perform telephone activities applicable to customer service – the student will be able to:
07.01	Demonstrate techniques to make a positive first impression or to continue a positive relationship using the telephone (e.g., vocabulary, voice quality and tone, grammar, courteousness, rapport).
07.02	Demonstrate techniques for placing, answering, screening, holding and directing telephone calls.
07.03	Identify and demonstrate procedures for recording and relaying accurate messages.
07.04	Explain the procedures for dealing with an obscene telephone call.
07.05	Identify the components of a customer service call.
07.06	Demonstrate use of the telephone as a customer service tool to gather, receive, record, and convey accurate and complete information in a professional and courteous manner.
07.07	Demonstrate active listening skills.
07.08	Demonstrate the ability to organize ideas and communicate messages appropriate to the listener and situation.
07.09	Review the guidelines used to inform customers of order receipt, prices, shipping date, and delays.
07.10	Describe and demonstrate a positive and caring telephone voice.
07.11	Demonstrate techniques for handling an irate or upset caller.

07.12	Model the impact of facial expression on tone of voice.
07.13	Explain the importance of maintaining a telephone log.
07.14	Demonstrate the ability to maintain a telephone log accurately and in accordance with defined procedures.
07.15	Demonstrate the ability to access voicemail and record information accurately and neatly.
07.16	Demonstrate the ability to retrieve messages from an answering machine and record information accurately and neatly.
07.17	Practice logging in and out of a telephone system.
08.0	Identify customer service activities – the student will be able to:
08.01	Demonstrate appropriate customer greetings.
08.02	Describe how an employee represents the firm to customers.
08.03	Explain the techniques used to balance responsive telephone service with in-store service.
08.04	Demonstrate the ability to determine the customer's need for specific types of product support and customer services.
08.05	Discuss the importance of suggestive selling of complementary goods and services.
08.06	Demonstrate knowledge of the customer services offered by selected marketing organizations.
08.07	Demonstrate the ability to overcome objections.
08.08	Explain the role of customer mailing lists in the customer service industry.
08.09	Demonstrate closing a transaction and thanking the customer.
08.10	Explain methods of observation that can be used to obtain a customer's surname.
08.11	Discuss the importance of customer follow-up; include those instances when writing a thank you note could be appropriate.
08.12	Describe techniques for listening to, identifying, and satisfying the customer's needs/wants/problems.
08.13	Explain techniques for determining customer merchandise/service interests.
08.14	Discuss techniques for recognizing and responding to customer preferences.
08.15	Explain the importance of product knowledge, features, and benefits to successful cross-selling.
08.16	Demonstrate the ability to obtain customer commitment.
08.17	Model methods of resolving customer complaints.

08.18	Discuss the importance of assisting customers in the location of desired items.
08.19	List the abilities and qualities customers expect in a customer service associate.
09.0	Demonstrate job seeking and employability skills – the student will be able to:
09.01	Identify the resources used in a job search.
09.02	Identify the job application process; research the company prior to applying or interviewing.
09.03	Locate company websites.
09.04	Identify the documentation required to seek and obtain employment.
09.05	Discuss the importance of drug testing and criminal background checks.
09.06	List the documents completed by an employee for payroll and eligibility purposes.
09.07	Arrange for and/or obtain personal and professional references.
09.08	Prepare a professional résumé (traditional and digital).
09.09	Prepare a letter of interest (letter of application) for a customer service position
09.10	Read and accurately complete job application forms for customer service positions.
09.11	Participate in a job interview scenario by roleplaying as an interviewer and an applicant.
09.12	Demonstrate methods for handling illegal interview and application form questions.
09.13	Compose a set of questions to ask of an interviewer.
09.14	Participate in pre-employment testing (e.g., simulations, telephone interview, telephone screening).
09.15	Conduct an interview follow-up.
09.16	List the procedures to follow when accepting an employment offer.
09.17	Illustrate an understanding of the appropriate techniques to use when changing jobs.
09.18	Describe appropriate methods for resigning from a position.
09.19	Identify reasons for termination.
09.20	Prepare a letter of resignation.
09.21	Identify and demonstrate appropriate responses to feedback from supervisors.

09.22	Identify and demonstrate acceptable work habits.
09.23	Demonstrate acceptable health and hygiene habits.
09.24	Discuss examples of company standards, policies, and procedures.
09.25	Explain the importance of following accepted rules, regulations, policies, and workplace safety guidelines.
09.26	Describe the importance of producing quality work and meeting performance standards.
09.27	Describe the implications of racial, ethnic, regional, educational, social, and age differences.
09.28	Demonstrate attitudes and behaviors that eliminate stereotyping, gender bias, and recognize the value of cultural diversity.
09.29	Demonstrate the ability to work as a team member.
09.30	Demonstrate a strong work ethic and a positive attitude.
09.31	Recognize the importance of the efficient use of materials and space.
09.32	Demonstrate an understanding of ethical business practices.
09.33	Explain the importance of confidentiality in the workplace concerning any written, oral, or digitally transmitted information pertaining to personnel, customers, or materials.
09.34	Obtain letters of reference summarizing work/volunteer experiences.
10.0	Develop a plan for a career in customer service – the student will be able to:
10.01	Discuss the advantages and disadvantages of working in the customer service field.
10.02	Identify the personal qualities necessary for success as a customer service representative.
10.03	Research customer service occupations.
10.04	Diagram a career path for the customer service associate.
10.05	Write a job description for a customer service associate.
10.06	Identify the educational requirements and work experience needed for a customer service associate.
10.07	Identify personal qualities and skills necessary for job enhancement and career development in a customer service field.
10.08	Develop appropriate documentation to include in a career portfolio.

**Course Number: MNA0136**  
**Occupational Completion Point: B**  
**Telesales Representative – 150 Hours – SOC Code 41-9041**

02.0	Demonstrate technology literacy related to customer service – the student will be able to:
02.08	Demonstrate computer literacy by producing documents utilizing database and spreadsheet software.
02.09	Employ reference materials such as online help, vendor bulletin boards, tutorials, and manuals available for application software.
02.10	Employ computer networks (e.g., Internet, online databases, email) to facilitate learning and communication.
04.0	Demonstrate the communication skills necessary for success in customer service – the student will be able to:
04.12	Demonstrate techniques for writing letters and memorandums appropriate to a particular audience (e.g., management, customers, coworkers, manufacturers).
04.13	Compose professional emails and business letters.
04.14	Demonstrate effective probing skills.
06.0	Describe the duties and responsibilities of a call center representative – the student will be able to:
06.24	Identify potentially difficult customers and the strategies to meet their needs.
06.25	Explain the differences between consumer rights and business responsibilities.
06.26	Explain the differences between internal and external customers (e.g., productivity, motivation, commitment, stress management, order taking, handling routine inquiries and application questions, problem solving).
06.27	Exhibit how to interpret policies to internal and external customers.
06.28	Demonstrate sensitivity to internal and external customer needs.
06.29	Classify customer services according to the nature and characteristics of an activity.
06.30	Classify customer services as <i>primary/essential</i> or <i>secondary/optional</i> .
06.31	Review methods to resolve customer problems through clarifying, explaining policies/procedures, and coming to a consensus.
06.32	Analyze the relationship between public relations and marketing.
06.33	Demonstrate the methods used to initiate and maintain client account records.
06.34	Prepare statements for clients.
07.0	Describe and perform telephone activities applicable to customer service – the student will be able to:
07.18	Assume accountability for the services provided during customer service calls.



07.19	Maintain a file of addresses and telephone numbers.
08.0	Identify customer service activities – the student will be able to:
08.21	Discuss the importance of changing displays to maintain customer interest.
08.22	Explain the concepts of market segmentation and niche marketing.
11.0	Describe the leadership and organizational skills necessary for success in customer service – the student will be able to:
11.01	Describe the qualities of an effective leader.
11.02	Describe different types of leadership.
11.03	Identify and utilize the planning process.
11.04	Outline the steps utilized in problem resolution when dealing with customers.
11.05	Outline and apply the steps used in decision-making when dealing with customers.
11.06	Work cooperatively with others to achieve organizational goals.
11.07	Describe the role of the vision and mission statement in a customer service organization.
11.08	Explain how innovation and efficiency impact a customer service organization.
11.09	Display the ability to adjust one’s behavior to a situation; listen and respond appropriately.
11.10	Model personal responsibility for the welfare of others.
11.11	Model professional techniques for shaking hands.
12.0	Utilize effective techniques and procedures for selling customer services – the student will be able to:
12.01	Demonstrate how to increase total sales volume by selling complementary goods or services.
12.02	Demonstrate knowledge of the customer services offered by selected marketing organizations.
12.03	Demonstrate the ability to determine a customer’s need for specific types of product support services.
12.04	Explain the <i>value added</i> concept as it applies to customer services.
12.05	Demonstrate and evaluate one’s ability to overcome objections.
12.06	Demonstrate the ability to identify and satisfy a customer’s needs/wants/problems.
12.07	Evaluate one’s ability to obtain customer commitment.

12.08	Identify and demonstrate cross-selling techniques.
12.09	Explain the concept of <i>product</i> as a component of the marketing mix.
12.10	Explain the relationship between economic utilities and customer services.
13.0	Demonstrate basic math operations relevant to customer services – the student will be able to:
13.01	Perform basic computational operations.
13.02	Solve work-related problems using whole numbers, fractions, decimals, ratios, and percentages.
13.03	Operate a 10-key keypad.
14.0	Demonstrate an understanding of a client's business policies and procedures – the student will be able to:
14.01	Identify the client's mission and objectives.
14.02	Identify the client's business type.
14.03	Identify customer service guidelines.
14.04	Identify the procedure for logging in and out of the client's system.
14.05	Identify correct screen management techniques.
14.06	Identify the codes for different procedures.
14.07	Identify data entry guidelines; include procedures for editing and correcting errors.
14.08	Identify the procedure to obtain assistance (e.g., help desk, online assistance).
14.09	Demonstrate the ability to receive and process calls according to the client's guidelines.
14.10	Practice taking orders and processing requests.

**Course Number: MNA0084**  
**Occupational Completion Point: C**  
**Customer Service Representative – 150 Hours – SOC Code 43-4051**

15.0	Demonstrate the budget operations relevant to customer services – the student will be able to:
15.01	Demonstrate correct procedures for handling major types of sales transactions.
15.02	Reconcile a customer account.
15.03	Develop a group work schedule and calculate the required budget to implement the schedule for a week, a month, and a year.

15.04	Adjust monthly and yearly schedules and budgets to reflect business variations (e.g., seasonal, increase/decrease in sales).
16.0	Demonstrate the human relations skills necessary for hiring individuals in customer services occupations – the student will be able to:
16.01	Identify the benefits of professional staff development (e.g., workshops, conferences, coursework, membership in professional organizations).
16.02	Explain the need for employee evaluations, describe the procedures used in the evaluation process, and identify the consequences of positive and negative performance appraisals.
16.03	Describe the methods used to compensate employees (e.g., wages, salary, commission).
16.04	Practice accurately answering call center representative questions pertaining to policies, procedures, and systems.
16.05	Practice guiding call center representatives through reference materials.
16.06	Practice monitoring and providing coaching and feedback to call center representatives.
16.07	Identify a variety of action plans to train new hires.
17.0	Demonstrate the ability to communicate skillfully – the student will be able to:
17.01	Express oneself in a concise, timely, and professional manner both orally and in writing.
17.02	Demonstrate effective probing skills.
17.03	Demonstrate the impact of effective communication on a business decision.
18.0	Demonstrate an awareness of management functions and organizational structures – the student will be able to:
18.01	Identify the different levels of management.
18.02	Identify, compare, and contrast the various forms of business ownership (e.g., sole proprietorship, partnership, corporation, franchise) and other organizational structures (e.g., nonprofit organizations, government agencies).
18.03	Compare and contrast the legal procedures and processes involved when establishing business ownership (e.g., sole proprietorships, partnerships, limited partnerships, joint ventures, limited partnership associations, registered partnerships with limited liability, limited liability companies [LLC], corporations, franchises).
18.04	Compare and contrast the advantages and disadvantages of each type of business ownership based on complexity and the risk of legal procedures and processes.
18.05	Demonstrate knowledge of procedures, systems, and reference materials.
19.0	Demonstrate an understanding of basic contractual obligations – the student will be able to:
19.01	Demonstrate an understanding of contractual relationships.
19.02	Explain how an offer and acceptance can create contractual rights and duties.
19.03	Identify people who lack contractual capacity.

19.04	Describe <i>breach of contract</i> and the remedies available when a contract is breached.
19.05	Define an agency relationship and list the ways agency relationships are created.
19.06	Identify which applicants can be asked to participate in testing (e.g., aptitude, psychological, polygraph, drug).
20.0	Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:
20.01	Apply formatting principles.
20.02	Obtain and transmit credit information.
20.03	Perform basic computer operations.
21.0	Demonstrate the ability to perform supervisory/management functions – the student will be able to:
21.01	Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.
21.02	Identify factors of strategic planning and define the role of strategic planning in a business environment.
21.03	Demonstrate project management skills.
21.04	Prepare training materials or update existing materials.
21.05	Dramatize appropriate handling of elevated customer calls.
21.06	Demonstrate ways to support team members to achieve professional individual and team goals.
21.07	Identify relevant management information based on existing records.
21.08	Identify information at various decision-making levels.
21.09	Identify appropriate applications for computer usage.
21.10	Identify the administrative tasks that are the responsibility of the customer care coach.
22.0	Develop a plan for a career in management – the student will be able to:
22.01	Discuss the advantages and disadvantages of working in the management field.
22.02	Identify the personal qualities necessary for success in management.
22.03	Research management-related occupations.
22.04	Diagram a career path for a management-level position.
22.05	Write a job description for a management-level position.

22.06	Identify the educational and work experience requirements for a management position.
22.07	Identify the personal qualities and skills necessary for job advancement and career development in management.
22.08	Develop documents to include in a professional career portfolio.

**Course Number: MNA0085**  
**Occupational Completion Point: D**  
**Customer Service Manager – 150 Hours – SOC Code 43-1011**

12.0	Utilize effective techniques and procedures for selling customer services – the student will be able to:
12.11	Develop a written feature-benefit analysis sheet for a specified customer service.
12.12	Effectively critique a sales demonstration involving customer services.
12.13	Demonstrate effective suggestive selling techniques to solve client problems.
12.14	Develop an action plan to improve call center representative sales performance.
13.0	Demonstrate basic math operations relevant to customer services – the student will be able to:
13.04	Complete an invoice and purchase order form.
13.05	Calculate discount rates, due dates, and payment amounts.
13.06	Read charts and graphs.
13.07	Post debits and credits.
13.08	Calculate basis points.
17.0	Demonstrate the ability to communicate skillfully – the student will be able to:
17.04	Prepare a variety of categories and structures of messages.
17.05	Practice providing clear, concise, and professional written and verbal communication.
20.0	Demonstrate the ability to train others in keyboarding and the use of general office equipment – the student will be able to:
20.04	Obtain information, schedule, place orders, and route information using email, telephone, fax, the Internet, and other devices.
21.0	Demonstrate the ability to perform supervisory/management functions – the student will be able to:
21.01	Describe the functions of management (e.g., planning, organizing, staffing, directing, controlling) and discuss how these functions are interrelated.

21.02	Identify factors of strategic planning and define the role of strategic planning in a business environment.
21.03	Demonstrate project management skills.
21.04	Prepare training materials or update existing materials.
21.05	Dramatize appropriate handling of elevated customer calls.
21.06	Demonstrate ways to support team members to achieve professional individual and team goals.
21.07	Identify relevant management information based on existing records.
21.08	Identify information at various decision-making levels.
21.09	Identify appropriate applications for computer usage.
21.10	Identify the administrative tasks that are the responsibility of the customer care coach.
23.0	Analyze the impact of government regulations and community involvement on management decisions.
23.01	Understand antitrust laws and how these laws affect corporate behavior.
23.02	Describe the pros and cons of various levels of community involvement by a business.
23.03	Describe how tax policies affect a business.
23.04	Describe how licensure requirements affect a business.
23.05	Describe how government regulations affect a business.
23.06	Identify and evaluate various ways in which the government affects business operations.
24.0	Operate computers and other equipment appropriate to marketing and managing customer services – the student will be able to:
24.01	Obtain and transmit credit information.
24.02	Obtain information, schedule, place orders, and route using current and emergent technologies.
24.03	Demonstrate merchandising and operations data entry procedures (e.g., prices, sales, inventory changes, costs, reductions).
25.0	Demonstrate an understanding of business ownership – the student will be able to:
25.01	Define <i>entrepreneurship</i> .
25.02	List the advantages and disadvantages of business ownership.
25.03	Identify the risks involved in ownership of a business.

25.04 Identify the personal characteristics necessary for success as an entrepreneur.

25.05 Identify the business skills needed to efficiently and effectively operate a business.

25.06 Define the purpose and identify and describe the major components of a business plan.

25.07 Identify the pros and cons of a home-based business.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.



## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

Program Title: Marketing, Merchandising and Parts Operations  
 Program Type: Career Preparatory  
 Career Cluster: Marketing, Sales & Service

**NOTE: This program has been daggered for deletion with 2017-2018 being the last cohort of students permitted to enroll in the program. After 2017-2018, no new students may be enrolled in this program. Students already enrolled in the program may, at the District’s discretion, continue taking courses in the program until completion.**

PSAV	
Program Number	M812031
CIP Number	0252040902
Grade Level	30, 31
Standard Length	1350 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	College DECA
SOC Codes (all applicable)	43-5081 – Stock Clerks and Order Fillers 53-3031 – Driver/Sales Workers 43-5071 – Shipping, Receiving, and Traffic Clerks 43-3021 – Billing and Posting Clerks 43-3031 – Bookkeeping, Accounting, and Auditing Clerks 43-4151 – Order Clerks 41-2022 – Parts Salespersons 43-3061 – Procurement Clerks 11-3071 – Transportation, Storage, and Distribution Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The content includes but is not limited to The content includes, but is not limited to, risk management, marketing math, equipment operations, marketing and business fundamentals, communications, human relations, advertising, sales promotion, sales, customer relations, obtaining and maintaining employment, delivery operations, warehouse operations, billing operations, accounts receivable and payable, cataloging, parts systems, components and their functions, automotive systems parts sales, inventory control, purchasing, and management

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of ten occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0640	Sales Representative	BUS ED 1@2 MKTG 1 MKTG MGMT @7 7G RETAILING @7 7G WHOLESALE 7 G	150 hours	43-5081
B	MKA0641	Driver/Sales Workers		75 hours	53-3031
C	MKA0642	Warehouseman		150 hours	43-5071
D	MKA0643	Billing, Cost and Rate Clerk		75 hours	43-3021
E	MKA0644	Parts Accounting Clerk		150 hours	43-3031
F	MKA0645	Order Clerk		75 hours	43-4151
G	MKA0646	Parts Specialist		375 hours	41-2022
H	MKA0647	Stockroom Clerk		75 hours	43-5081
I	MKA0648	Purchasing Agent		75 hours	43-3061
J	MKA0649	Distribution Manager		150 hours	11-3071

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate risk management skills.
- 02.0 Demonstrate basic marketing math skills.
- 03.0 Demonstrate basic marketing equipment operations.
- 04.0 Identify marketing and business fundamentals.
- 05.0 Demonstrate communication and human relations skills.
- 06.0 Demonstrate principles of advertising and sales promotion.
- 07.0 Demonstrate sales and customer relation's techniques.
- 08.0 Demonstrate delivery operations skills.
- 09.0 Demonstrate warehouse operations.
- 10.0 Demonstrate billing operations skills.
- 11.0 Demonstrate accounts receivable skills.
- 12.0 Demonstrate accounts payable skills.
- 13.0 Research parts data and technical information.
- 14.0 Demonstrate automotive specialty parts sales skills.
- 15.0 Demonstrate parts service skills.
- 16.0 Identify parts systems, components, and their functions.
- 17.0 Research automotive systems parts.
- 18.0 Demonstrate automotive systems parts sales.
- 19.0 Demonstrate inventory control operations.
- 20.0 Demonstrate purchasing operations skills.
- 21.0 Demonstrate management and supervision techniques.
- 22.0 Research career opportunities in the industry.

Florida Department of Education  
Student Performance Standards

Program Title: Marketing, Merchandising, and Parts Operations  
PSAV Number: M812031

**Course Number: MKA0640**  
**Occupational Completion Point: A**  
**Sales Representative – 150 Hours – SOC Code 45-5081**

01.0	Demonstrate risk management skills – the student will be able to:
01.01	Identify school rules and policies (e.g., fire evacuation plans, code of conduct, financial aid opportunities).
01.02	Identify program objectives and requirements to reach occupational completion point-data codes and certificate prerequisites.
01.03	Discuss the importance of testing and grading procedures.
01.04	Identify, discuss, and demonstrate safe lifting procedures.
01.05	Identify and discuss the laws and procedures for disposing of hazardous wastes.
01.06	Identify safety and accident prevention procedures.
01.07	Identify and discuss clean and orderly storing techniques.
01.08	Identify and discuss appropriate dress and grooming for employment.
01.09	Identify and discuss the purpose and importance of an accident prevention plan.
01.10	Identify and discuss workplace safety and health guidelines.
01.11	Demonstrate safety and accident prevention techniques.
01.12	Discuss state and federal labor laws regulating the workplace.
02.0	Demonstrate basic marketing math skills – the student will be able to:
02.01	Calculate mark-ups, mark-downs, and discounts.
02.02	Read and interpret charts and graphs.
02.03	Identify the importance and purpose of product codes.
02.04	Write and communicate product codes according to industry standards.

02.05	Calculate county and state sales taxes.
02.06	Demonstrate mastery of the 10-key keyboard.
02.07	Discuss sales terminal opening and closing procedures.
02.08	Demonstrate ability to provide customer with proper change.
02.09	Identify check, credit card, and debit card payments and procedures.
02.10	Demonstrate sales calculations (e.g., cash, discount, COD, returns).
02.11	Interpret sales receipts.
02.12	Discuss refund procedures and policies.
03.0	Demonstrate basic marketing equipment operations – the student will be able to:
03.01	Demonstrate techniques for making a positive first impression.
03.02	Identify techniques for placing, answering, holding, and transferring telephone calls.
03.03	Identify and demonstrate procedures for recording and relaying accurate messages.
03.04	Demonstrate ability to use telephone to gather information.
03.05	Demonstrate ability to use telephone book as a resource.
03.06	Discuss uses of a fax machine.
03.07	Demonstrate ability to send and receive fax documents.
03.08	Identify procedures for operating and maintaining imaging equipment.
03.09	Identify and discuss imaging feeder, sorter, and collating procedures.
03.10	Process single and multiple copies using manual and automated methods.
03.11	Identify and discuss imaging maintenance procedures.
03.12	Identify labeling applications and fonts.
03.13	Identify characteristics of labeling ribbon.
03.14	Identify single and multi-line labeling applications.
03.15	Demonstrate ability to change labeling ribbon.

03.16	Enter and proofread typed labeling data.
03.17	Demonstrate use of labeling machine.
04.0	Identify marketing and business fundamentals – the student will be able to:
04.01	Discuss concept of economic goods and services.
04.02	Discuss concept of economic resources and activities.
04.03	Discuss concept of utility and supply and demand.
04.04	Identify and discuss relationship of government and business.
04.05	Identify and discuss concepts of private enterprise, business ownership, profit, risk, competition, and productivity.
04.06	Identify major components of gross national product.
04.07	Identify and explain major types of economic systems.
04.08	Identify and explain functions of business and relationship between business and society.
04.09	Identify categories of business activity (e.g., extractive, agriculture, manufacturing, processing, construction, distribution, and service).
04.10	Identify types of business ownership and compare and contrast their advantages and disadvantages.
04.11	Identify and discuss ethics in business.
04.12	Identify and discuss functions of business and channels of distribution.
04.13	Identify and discuss elements of the marketing mix.
05.0	Demonstrate communication and human relations skills – the student will be able to:
05.01	Identify and apply effective communication: verbal, nonverbal, written, and electronic.
05.02	Describe effective staff communication and its uses: inter-personal, departmental, inter-departmental, and company.
05.03	Demonstrate ability to read and comprehend written communications.
05.04	Identify a variety of forms of written business communications utilized in the workplace.
05.05	Prepare a business letter, memorandum, fax, and e-mail.
05.06	Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using proper grammar and terminology.
05.07	Discuss importance of developing networking skills to expand business contacts.



05.08	Prepare and deliver a business-related presentation.
05.09	Demonstrate active listening strategies that improve understanding and performance.
05.10	Describe positive customer relations.
05.11	Demonstrate conflict resolution techniques.
05.12	Identify means of nonverbal communication.
05.13	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
05.14	Discuss methods of resolving customer complaints.
05.15	Interpret business policies to customers/clients.
05.16	Discuss importance of providing clear directions, descriptions, and explanations.
05.17	Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
05.18	Identify types of technology and equipment used in the workplace.
06.0	Demonstrate principles of advertising and sales promotions – the student will be able to:
06.01	Identify purpose, importance, and techniques of advertising.
06.02	Identify purpose, importance, and techniques of sales promotions.
06.03	Identify and discuss the nine elements of design (e.g., color, materials, interior architecture, illusion, landscaping, music, signage, attention to detail, general exterior).
06.04	Identify and discuss the elements of an advertisement (e.g., headline, copy, illustration).
06.05	Discuss target markets and their importance in advertising and sales promotions.
06.06	Identify advertising design techniques and their applications.
06.07	Create sales, holiday, and seasonal advertisements using accepted computer design techniques.
06.08	Identify the purpose and importance of displays.
06.09	Identify and discuss effective display techniques.
06.10	Discuss the importance and purpose of cleaning and maintaining displays.
06.11	Plan and construct an effective sales display.
07.0	Demonstrate sales and customer relation's techniques – the student will be able to:

07.01	Identify the purpose and importance of selling.
07.02	Identify qualities of a professional sales associate.
07.03	Identify, discuss, and demonstrate the steps in the selling process.
07.04	Identify and discuss the roles of sales associates and customers.
07.05	Describe techniques for identifying customer needs, wants, and/or problems.
07.06	Explain techniques for determining customer merchandise and/or service interests.
07.07	Explain methods of observation that can be used to obtain customers' surname.
07.08	Discuss importance and methods of customer follow-up (e.g., client file).
07.09	Model methods of resolving customer complaints.
07.10	List abilities and qualities customers expect from sales associates.
07.11	Demonstrate ability to create accessory sales.
07.12	Identify and discuss importance and purpose of store policies as they relate to customer service.
07.13	Role-play appropriate customer greetings.
07.14	Describe how an employee represents the firm to customers.
07.15	Explain techniques to balance responsive telephone service with in-store service.

<b>Course Number: MKA0641</b>	
<b>Occupational Completion Point: B</b>	
<b>Driver/Sales Workers –75 Hours – SOC Code 53-3031</b>	
08.0	Demonstrate delivery operations skills – the student will be able to:
08.01	Identify and discuss importance, purpose, and characteristics of delivery operations.
08.02	Identify delivery documents (e.g., packing slips, invoices, freight bills, return forms, pick up tickets).
08.03	List procedures for processing delivery documents.
08.04	Identify delivery vehicle maintenance requirements and limitations.
08.05	Inspect vehicle, perform minor maintenance, report maintenance problems, and maintain delivery vehicle according to industry standards.

08.06	Plan, prepare, and perform daily pick-up and delivery activities.
08.07	Verify ordered merchandise.
08.08	Process merchandise for return to supplier.
08.09	Identify and discuss cores and their importance.
08.10	Identify and discuss keyboarding techniques necessary for the delivery process.

**Course Number: MKA0642**  
**Occupational Completion Point: C**  
**Warehouseman – 150 Hours – SOC Code 43-5071**

09.0	Demonstrate warehouse operations – the student will be able to:
09.01	Identify and discuss the characteristics of stock keeping and warehouse operations.
09.02	Identify and discuss the importance and purpose of warehouse operations.
09.03	Identify warehouse documents (e.g., pick tickets, special orders, inventory forms).
09.04	Discuss and analyze computerized warehouse data.
09.05	Describe procedures for using computerized warehouse data.
09.06	Identify and discuss stock keeping methods and fundamentals.
09.07	Receive, inspect, price, and stock incoming merchandise.
09.08	Verify packing slips and rotate stock.
09.09	Perform a physical inventory.
09.10	Apply basic computer systems operations.
09.11	Explain channels of distribution.
09.12	Display and interpret inventory screens.
09.13	Send and receive e-mail.
09.14	Create a computerized document.
09.15	Analyze computerized warehouse data.
09.16	Describe delivery and warehouse operations supervisory skills.

**Course Number: MKA0643**  
**Occupational Completion Point: D**  
**Billing, Cost and Rate Clerk – 75 Hours – SOC Code 43-3021**

10.0 Demonstrate billing operations skills – the student will be able to:

10.01 Identify and discuss importance, purpose, and characteristics of billing operations.

10.02 Identify, discuss, and demonstrate bill filing methods and procedures according to industry standard.

10.03 Explain requirements for opening work orders.

10.04 Open work orders using customer given information.

10.05 Maintain work orders accounting information.

10.06 Close work orders using parts department and technician information.

10.07 Verify, audit, and file work order documents.

**Course Number: MKA0644**  
**Occupational Completion Point: E**  
**Part Accounting Clerk – 150 Hours – SOC Code 43-3031**

11.0 Demonstrate accounts receivable skills – the student will be able to:

11.01 Identify and discuss characteristics of a career in accounts receivable.

11.02 Identify and discuss importance and purpose of accounts receivable.

11.03 Identify and list documents used in the accounts receivable department.

11.04 Verify and process pricing documents.

11.05 Create and process computerized invoices and credit memos.

11.06 Explain accounts receivable filing methods and procedures.

11.07 Verify and file accounts receivable records.

11.08 Run and analyze accounts receivable reports.

11.09 Run and analyze customer statement reports.

11.10 Perform customer statements functions.

12.0	Demonstrate accounts payable skills – the student will be able to:
12.01	Identify and discuss characteristics of a career in accounts payable.
12.02	Identify and discuss importance and purpose of accounts payable.
12.03	Identify and list documents used in accounts payable department.
12.04	Identify methods to maintain a clean and orderly work area.
12.05	Identify, discuss, and demonstrate manual general ledger procedures.
12.06	Identify, discuss, and demonstrate computerized general ledger procedures.
12.07	Identify and discuss methods to reconcile computerized daily accounts payable.
12.08	Demonstrate reconciling computerized daily accounts payable.
12.09	Identify and discuss methods to reconcile computerized monthly accounts payable.
12.10	Demonstrate reconciling computerized monthly accounts payable.

**Course Number: MKA0645**  
**Occupational Completion Point: F**  
**Order Clerk – 75 Hours – SOC Code 43-4151**

13.0	Research parts data and technical information – the student will be able to:
13.01	Identify the purpose and importance of cataloging systems.
13.02	Identify product manufacturers and their types of catalogs.
13.03	Identify procedures for setting up and maintaining a catalog rack.
13.04	Identify manual, systematic procedures for locating specific part numbers.
13.05	Demonstrate ability to use manual catalogs and interchanges to locate specific part numbers.
13.06	Identify computerized, systematic procedures for locating specific part numbers.
13.07	Demonstrate ability to use an automated cataloging system to locate specific part numbers.
13.08	Demonstrate use of interchange lists and line cards.
13.09	Identify computerized cataloging system maintenance and update procedures.

13.10	Identify methods to call in special orders and stock orders.
13.11	List steps to identify manufacturer and supplier for specific parts.
13.12	Articulate quantities, numbers, and manufacturers of parts according to numerical language.
13.13	Demonstrate ability to call in and fax special and stock orders.
14.0	Demonstrate automotive specialty parts sales skills – the student will be able to:
14.01	Identify types of automotive basic tools.
14.02	Identify types of automotive fasteners.
14.03	Identify and discuss appropriate applications for specific tools.
14.04	Identify and discuss appropriate applications for specific automotive fasteners.
15.0	Demonstrate parts service skills – the student will be able to:
15.01	Identify standard and metric measurements.
15.02	Identify procedures for using metric devices.
15.03	Identify inside and outside diameters.
15.04	Read standard and metric measurements.
15.05	Measure automotive belts using an industry approved belt measurer.
15.06	Measure inside and outside diameters of hoses.
15.07	Demonstrate use of a micrometer, T-bar, and ruler.
15.08	Identify automotive component testing operational procedures.
15.09	Identify types of testing equipment.
15.10	Demonstrate operation of testing equipment (e.g., battery tester, alternator tester, starter tester, voltage regulator tester).
15.11	Identify, discuss, and demonstrate procedures for refinishing brake drums.
15.12	Identify, discuss, and demonstrate procedures for refinishing rotors.

**Course Number: MKA0646**  
**Occupational Completion Point: G**  
**Parts Specialist – 375 Hours – SOC Code 43-2022**

16.0	Identify parts systems, components, and their functions – the student will be able to:
16.01	Identify operating fundamentals of fuel systems, their parts, and their function.
16.02	Identify operating fundamentals of emission control systems, their parts, and their function.
16.03	Identify operating fundamentals of exhaust systems, their parts, and their function.
16.04	Identify operating fundamentals of heating and cooling systems, their parts, and their function.
16.05	Identify operating fundamentals of air conditioning systems, their parts, and their function.
16.06	Identify operating fundamentals of electrical systems, their parts, and their function.
16.07	Identify operating fundamentals of electrical accessory systems, their parts, and their function.
16.08	Identify operating fundamentals of ignition systems, their parts, and their function.
16.09	Identify operating fundamentals of engine systems, their parts, and their function.
16.10	Identify operating fundamentals of brake systems, their parts, and their function.
16.11	Identify operating fundamentals of steering and suspension systems, their parts, and their function.
16.12	Identify operating fundamentals of power train systems, their parts, and their function.
17.0	Research automotive systems parts – the student will be able to:
17.01	Analyze customer parts requests.
17.02	Identify steps to research part numbers using manual and computerized cataloging, interchanges, and price sheets.
17.03	Research fuel systems part numbers.
17.04	Research emission control systems part numbers.
17.05	Research exhaust systems part numbers.
17.06	Research heating and cooling systems part numbers.
17.07	Research air conditioning systems part numbers.
17.08	Research electrical systems part numbers.

17.09	Research electrical accessory systems part numbers.
17.10	Research ignition systems part numbers.
17.11	Research engine systems part numbers.
17.12	Research brake systems part numbers.
17.13	Research steering and suspension systems part numbers.
17.14	Research power train systems part numbers.
18.0	Demonstrate automotive systems parts sales – the student will be able to:
18.01	Demonstrate fuel systems parts, using suggestive selling.
18.02	Demonstrate emission control systems parts, using suggestive selling.
18.03	Demonstrate exhaust systems parts using suggestive selling.
18.04	Demonstrate heating and cooling systems using suggestive selling.
18.05	Demonstrate air conditioning systems using suggestive selling.
18.06	Demonstrate electrical systems using suggestive selling.
18.07	Demonstrate electrical accessory systems using suggestive selling.
18.08	Demonstrate ignition systems using suggestive selling.
18.09	Demonstrate engine systems using suggestive selling.
18.10	Demonstrate brake systems using suggestive selling.
18.11	Demonstrate steering and suspension systems using suggestive selling.
18.12	Demonstrate power train systems using suggestive selling.

**Course Number: MKA0647**  
**Occupational Completion Point: H**  
**Stockroom Clerk – 75 Hours – SOC Code 43-5081**

19.0	Demonstrate inventory control operations – the student will be able to:
19.01	Identify the purpose and importance of inventory control.



19.02	Identify characteristics of inventory control operations.
19.03	Identify inventory fast paths and their purposes.
19.04	Identify and explain various inventory reports.
19.05	Prepare and analyze various inventory reports.
19.06	Discuss inventory control equipment maintenance procedures.
19.07	Enter product and vendor data using a computer system.
19.08	Run and analyze product line and vendor's reports using a computer system.
19.09	Maintain automated inventory file and parts data.
19.10	Describe importance of maintaining current price sheet information.
19.11	Describe process to obtain current price sheets.
19.12	Verify current manufacturer pricing and price sheets.
19.13	Maintain automated pricing data.
19.14	Read and interpret price sheets.
19.15	Demonstrate periodic inventory procedures using an automated system.

**Course Number: MKA0648**  
**Occupational Completion Point: I**  
**Purchasing Agent – 75 Hours – SOC Code 43-3061**

20.0	Demonstrate purchasing operations skills – the student will be able to:
20.01	Identify the purpose and importance of purchasing procedures.
20.02	Describe characteristics of purchasing operations.
20.03	Discuss the purpose and importance of analyzing sales potential.
20.04	Identify life span and demand for individual parts.
20.05	Analyze sales potential of parts and supplies using historical data.
20.06	Identify and discuss steps to conduct an Internet search for parts information.
20.07	Conduct an Internet research project involving the parts industry.

20.08	Identify and discuss specific purchase order control reports.
20.09	Generate and control computerized purchase orders.
20.10	Demonstrate ability to buy parts and supplies using an automated system.
20.11	Identify responsibilities of a back office supervisor.
20.12	Evaluate new products for sales potential.
20.13	Identify and use inventory classifications.
20.14	Maintain effective business communications with supervisors, co-workers, and industry representatives.
20.15	Recommend solutions to inventory control and purchasing problems.
20.16	Demonstrate ability to supervise inventory management.

<b>Course Number: MKA0649</b>	
<b>Occupational Completion Point: J</b>	
<b>Distribution Manager – 150 Hours – SOC Code 11-3071</b>	
21.0	Demonstrate management and supervision techniques – the student will be able to:
21.01	Identify and discuss managerial/supervisory functions.
21.02	Identify and discuss the roles and responsibilities of a manager/supervisor.
21.03	Identify and discuss qualities of effective leaders.
21.04	Identify and demonstrate employee motivational techniques.
21.05	Identify and demonstrate leadership skills.
21.06	Identify and demonstrate time management techniques.
21.07	Identify and demonstrate training techniques.
21.08	Identify and demonstrate team-building techniques.
21.09	Conduct a training session.
21.10	Identify and demonstrate management communication techniques.
21.11	Conduct a business meeting.

21.12	Identify and demonstrate problem-solving techniques.
21.13	Identify project planning and implementation techniques.
21.14	Demonstrate the ability to develop and implement a project plan.
21.15	Identify and demonstrate effective human resource management techniques.
21.16	Identify and demonstrate management techniques to promote a productive workforce.
21.17	Demonstrate ability to manage employee functions.
21.18	Demonstrate ability to manage business operations.
21.19	Demonstrate ability to supervise sales functions.
21.20	Demonstrate ability to manage a business enterprise.
21.21	Demonstrate ability to manage employees.
21.22	Evaluate business problems and implement solutions.
21.23	Analyze business performance and profit/loss statement.
22.0	Research career opportunities in the industry – the student will be able to:
22.01	Describe purpose and importance of career objectives.
22.02	Identify individual interests, strengths, and weaknesses in relation to a career.
22.03	Identify characteristics of selected careers (e.g., salary, working conditions, education requirements, career ladders, technology requirements).
22.04	Identify steps to research, gather, and analyze career data.
22.05	Prepare a career research plan for a selected career.
22.06	Establish realistic career employment goals.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Distribution and Logistics Management  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M812040
CIP Number	0252040900
Grade Level	30, 31
Standard Length	900 hours
Teacher Certification	Refer to the <b>Program Structure</b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	43-4051 – Customer Service Representatives 43-3021 – Billing and Posting Clerks 43-5081 – Stock Clerks and Order Fillers 41-4011 – Sales Representatives, Wholesale and Manufacturing, Technical and Scientific Products
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

This purpose of this program is to prepare students for employment in the industrial distribution and manufacturing industries. Industrial distribution includes electrical, wholesale, plumbing, plastic, HVAC and other product distribution.

The content includes, but is not limited to, distribution operations procedures, sales techniques, computer programs, business math, business writing, inventory control operations, negotiating techniques, marketing and economics, human relations and industrial shop distribution applications.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of four occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MNA0088	Customer Service Specialist	MARKETING 1	225 hours	43-4051
B	MKA0631	Billing Clerk	MKTG MGMT @7 7G	225 hours	43-3021
C	MKA0632	Stock Clerk	RETAILING @7 7G	150 hours	43-5081
D	MKA0633	Sales Representatives, Wholesale and Manufacturing	WHOLESALE 7G	300 hours	41-4011

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.



## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Understand the purpose of Distribution and Logistics Management.
- 02.0 Demonstrate an understanding of basic marketing and economics concepts.
- 03.0 Identify and understand human relations principles.
- 04.0 Demonstrate effective communication skills.
- 05.0 Demonstrate an understanding of logistics and supply chain management.
- 06.0 Demonstrate an understanding of transportation systems.
- 07.0 Understand and apply computer fundamentals.
- 08.0 Exhibit business writing and math skills.
- 09.0 Demonstrate an understanding of warehousing and materials handling.
- 10.0 Demonstrate an understanding of packaging.
- 11.0 Perform inventory control operations skills.
- 12.0 Demonstrate knowledge of packaging and storage.
- 13.0 Demonstrate an understanding of inventory and supply planning.
- 14.0 Use oral and written communication skills to create, express, and interpret information and ideas.
- 15.0 Perform industrial distribution applications.
- 16.0 Demonstrate the leadership and teamwork skills necessary to accomplish goals and objectives.
- 17.0 Demonstrate an understanding of production.
- 18.0 Demonstrate an understanding of appropriate finance skills.
- 19.0 Demonstrate an understanding of demand planning.

Florida Department of Education  
Student Performance Standards

Program Title:       Distribution and Logistics Management  
PSAV Number:       M812040

<b>Course Number: MNA0088</b>	
<b>Occupational Completion Point: A</b>	
<b>Customer Service Specialist – 225 Hours – SOC Code 43-4051</b>	
01.0	Understand the purpose of Distribution and Logistics Management – the student will be able to:
01.01	Complete school orientation.
01.02	Complete course orientation.
01.03	Identify career opportunities.
01.04	Apply risk management skills.
02.0	Demonstrate an understanding of basic marketing and economics concepts – the student will be able to:
02.01	Explain basic economic concepts.
02.02	Explain business concepts.
02.03	Explain marketing functions.
02.04	Explain basic marketing concepts.
03.0	Identify and understand human relations principles – the student will be able to:
03.01	Identify appropriate dress and grooming on the job.
03.02	Apply effective telephone etiquette and voicemail techniques.
03.03	Identify effective business and sales ethics.
03.04	Identify basic sales, up-selling and closing techniques.
03.05	Identify basic customer relations techniques.
03.06	Call in special orders and stock orders

04.0	Demonstrate effective communication skills – the student will be able to:
04.01	Identify need for effective communication.
04.02	Describe factors that obstruct effective communication.
04.03	Apply effective interpersonal communication skills.
04.04	Give and follow directions.
04.05	Apply oral communications techniques.
04.06	Apply negotiation techniques.
05.0	Demonstrate an understanding of logistics and supply chain management – the student will be able to:
05.01	Define and characterize supply chain management and logistics.
05.02	Describe the role of other business-related functional areas in supply chain management.
06.0	Demonstrate an understanding of transportation systems - -the student will be able to:
06.01	Assess the importance of the transportation system.
06.02	Explain the scope of the domestic and global transportation systems.
06.03	Describe various services in the transportation industry and how these services are coordinated.
06.04	Explain the infrastructure and equipment used by the various modes of transportation.
06.05	Explain the channels of distribution.

**Course Number: MKA0631**  
**Occupational Completion Point: B**  
**Billing Clerk – 225 Hours – SOC Code 43-3021**

07.0	Understand and apply computer fundamentals – the student will be able to:
07.01	Apply keyboarding techniques.
07.02	Navigate email applications and personal information manager (PIM) applications.
07.03	Demonstrate email etiquette.
07.04	Create, receive and attach an email.

07.05	Organize and prioritize email.
07.06	Maintain calendar and meeting schedules.
07.07	Navigate word processing software.
07.08	Create and modify computerized documents.
07.09	Conduct an Internet-based research project.
07.10	Create a computerized advertisement.
07.11	Apply basic computer systems operations.
08.0	Exhibit business writing and math skills – the student will be able to:
08.01	Solve marketing problems using a calculator.
08.02	Solve math problems involving addition, subtraction, multiplication, division, percentage, ratio, and decimals.
08.03	Navigate spreadsheet application software.
08.04	Perform spreadsheet application dashboard functions.
08.05	Create automated spreadsheets utilizing formulas.
08.06	Create pivot tables.
08.07	Create business letters, reports and memos.
09.0	Demonstrate an understanding of warehousing and materials handling – the student will be able to:
09.01	Explain the reasons for maintaining warehousing.
09.02	Explain the functions of warehouses.
09.03	Compare and contrast public and private warehouses.
09.04	Explain common warehouse documents.
09.05	Describe materials handling functions.
09.06	Explain the elements that influence
10.0	Demonstrate an understanding of packaging – the student will be able to:

10.01	Evaluate different types of packaging.
10.02	Explain the functions of packaging.
10.03	Explain how packaging influences other logistic activities.

**Course Number: MKA0632**  
**Occupational Completion Point: C**  
**Stock Clerk – 150 Hours – SOC Code 43-5081**

11.0	Perform inventory control operations skills – the student will be able to:
11.01	Describe inventory control operations.
11.02	Receive and inspect merchandise.
11.03	Price and stock merchandise.
11.04	Display and interpret inventory screens.
11.05	Analyze computerized warehouse data.
11.06	Run and analyze inventory reports.
11.07	Apply computerized sequencing procedures.
11.08	Maintain automated inventory file.
11.09	Maintain current pricing information.
11.10	Maintain periodic automated inventory procedures.
12.0	Demonstrate knowledge of packaging and storage – the student will be able to:
12.01	Define the terms related to packaging (e.g., SKU, stacking gram, LES).
12.02	Identify various labeling and packaging schemes available for securing and tracking the movement of items through a warehouse.
12.03	Explain the concepts involved in determining the best method for storage and the equipment needed to facilitate a cost effective and efficient warehouse.
12.04	Identify and assess different types of packaging.
12.05	Explain the functions of different packaging types.
12.06	Identify how packaging influences other logistic activities.

13.0	Demonstrate an understanding of inventory and supply planning – the student will be able to:
13.01	Explain the importance of inventory.
13.02	Explain how inventory management is measured.
13.03	Analyze the just-in-time (JIT) inventory process.
14.0	Use oral and written communication skills to create, express, and interpret information and ideas – the student will be able to:
14.01	Locate, organize, and reference written information from various sources.
14.02	Apply active listening skills to obtain and clarify information.
14.03	Develop and interpret tables and charts to support written and oral communications.
14.04	Exhibit the public relations skills required to achieve customer satisfaction.

<b>Course Number: MKA0633</b>	
<b>Occupational Completion Point: D</b>	
<b>Sales Representatives, Wholesale and Manufacturing – 300 Hours – SOC Code 41-4011</b>	
15.0	Perform industrial distribution applications – the student will be able to:
15.01	Identify industrial safety skills.
15.02	Understand the importance and the cost of physical distribution.
15.03	Identify basic tools and fasteners.
15.04	Read basic blueprints.
15.05	Participate in a five week rotating internship component.
15.06	Navigate customer contact software package.
15.07	Use manual parts catalogs and interchanges.
16.0	Demonstrate the leadership and teamwork skills necessary to accomplish goals and objectives – the student will be able to:
16.01	Employ leadership skills to accomplish goals and objectives.
16.02	Establish and maintain effective working relationships with others in order to accomplish objectives and tasks.
16.03	Conduct and participate in meetings (real or simulated) to accomplish work tasks.

16.04	Utilize mentoring skills to inspire and teach others.
17.0	Demonstrate an understanding of production – the student will be able to:
17.01	Explain the relationship between manufacturing, purchasing, and logistics.
17.02	Explain the concept of <i>production</i> .
17.03	Plan production.
17.04	Apply best practices to production operations.
17.05	Explain the impact of new production technology for profitability.
18.0	Demonstrate an understanding of appropriate finance skills – the student will be able to:
18.01	Explain how logistic costs impact net profit.
18.02	Utilize various inventory valuation methods.
18.03	Explain how an income statement and a balance sheet are derived.
19.0	Demonstrate an understanding of demand planning – the student will be able to:
19.01	Interpret the general concept of demand planning.
19.02	Explain the seasonal influences on forecasts.
19.03	Contrast balancing supply and demand.
19.04	Forecast demand.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.



## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** Sport, Recreation and Entertainment Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

PSAV	
Program Number	M899400
CIP Number	0252191005
Grade Level	30, 31
Standard Length	450 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	27-2099 – Entertainers and Performers, Sports and Related Workers, all Other 11-2021 – Marketing Managers
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment or advanced training in the sport, recreation, and entertainment marketing and sales industry. The content includes, but is not limited to, employability skills; selling techniques; public relations and publicity; event planning and execution; and licensing, sponsorship, and endorsements.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.

This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0432	Salesperson, Retail	ADVR PROM 7 G	300 hours	27-2099
	<b>or</b> MKA0080	<b>or</b> Entertainment, Sports and Related Workers	BUS ED 1 MKTG 1	300 hours	
B	MKA0010	Marketing Managers	MKTG MGMT @7 7G RETAILING @7 7G	150 hours	11-2021

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## Standards

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution to the selected marketing industry.
- 09.0 Demonstrate applications of financing to the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 11.0 Demonstrate applications of marketing-information management to the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications to the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 16.0 Demonstrate applications of selling to the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Demonstrate human relations skills necessary for success in sport, recreation, and entertainment marketing occupations.
- 20.0 Demonstrate proficiency in applying communication and technology skills.
- 21.0 Demonstrate proficiency in applying math skills unique to sport, recreation, and entertainment marketing.
- 22.0 Identify economic principles.
- 23.0 Identify marketing and business fundamentals.
- 24.0 Identify effective selling techniques and procedures.
- 25.0 Discuss the history of sport, recreation, and entertainment marketing.
- 26.0 Discuss sport, recreation, and entertainment marketing as an industry.
- 27.0 Select a sport, recreation, and entertainment marketing industry for career planning.
- 28.0 Demonstrate applications of distribution to the sport, recreation, and entertainment marketing industry.
- 29.0 Demonstrate applications of financing to the selected sport, recreation, and entertainment marketing industry.
- 30.0 Demonstrate applications of product/service planning to the sport, recreation, and entertainment marketing industry.
- 31.0 Demonstrate applications of marketing-information management to the sport, recreation, and entertainment marketing industry.
- 32.0 Demonstrate pricing applications for the sport, recreation, and entertainment marketing industry.
- 33.0 Demonstrate promotion applications for the sport, recreation, and entertainment marketing industry.
- 34.0 Demonstrate purchasing applications to the sport, recreation, and entertainment marketing industry.
- 35.0 Demonstrate applications of safety and risk-management to the sport, recreation, and entertainment marketing industry.
- 36.0 Demonstrate applications of selling to the sport, recreation, and entertainment marketing industry.
- 37.0 Identify the use of computers in sport, recreation, and entertainment marketing.
- 38.0 Explain and discuss licensing, sponsorships, and endorsements in sport, recreation, and entertainment marketing.

- 39.0 Demonstrate an understanding of the impact of the media on sport, recreation, and entertainment marketing.
- 40.0 Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing.
- 41.0 Apply economic principles to sport, recreation, and entertainment marketing.
- 42.0 Explain the business structure of the sport, recreation, and entertainment marketing industry.
- 43.0 Describe legal and ethical aspects of sport, recreation, and entertainment marketing industry.
- 44.0 Explain methods of dealing with agents, personal managers, and labor unions.
- 45.0 Apply market research to determine viability of proposed sport, recreation, and entertainment project or event.
- 46.0 Design, plan, execute, and evaluate an event.
- 47.0 Develop a career plan for a sport, recreation, and entertainment marketing career.
- 48.0 Perform critical job skills
- 49.0 Display professional work habits.
- 50.0 Demonstrate ethical behavior.

Florida Department of Education  
Student Performance Standards

Program Title: Sport, Recreation, and Entertainment Marketing  
PSAV Number: M899400

<b>Course Number: MKA0432</b>	
<b>Occupational Completion Point: A</b>	
<b>Salesperson, Retail – 300 Hours – SOC Code 41-2031</b>	
01.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
01.02	Define and discuss issues involving gender equity, disability, and age.
01.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
01.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
01.05	Explain concepts of integrity, credibility, reliability, and perseverance.
01.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
01.07	Maintain professional personal appearance and attitude.
01.08	Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.
01.09	Demonstrate self-management, initiative, and multi-tasking.
01.10	Explain concepts of self-understanding, self-esteem, and self-image.
01.11	Demonstrate professional behavior and etiquette.
01.12	Demonstrate respect for the opinions, customs, and individual differences of others.
01.13	Set personal and career goals and develop a plan of action to achieve those goals.
01.14	Identify areas where personal and professional change and adjustment may be necessary.
01.15	Demonstrate ability to offer and accept feedback.
01.16	Identify and practice stress management and relaxation techniques.
01.17	Maintain confidentiality of business matters.

01.18	Support and follow company policies and procedures (e.g. attendance, tardiness, returns).
01.19	Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.
02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
02.02	Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).
02.03	Demonstrate ability to read and comprehend written communications.
02.04	Identify a variety of forms of written business communications utilized in the workplace.
02.05	Prepare a business letter, memorandum, fax, and e-mail.
02.06	Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
02.07	Discuss importance of developing networking skills to expand business contacts.
02.08	Prepare and deliver a business-related presentation.
02.09	Demonstrate active listening strategies that improve understanding and performance.
02.10	Describe positive customer relations.
02.11	Demonstrate conflict and dispute resolution techniques.
02.12	Identify means of nonverbal communication.
02.13	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
02.14	Discuss methods of resolving customer complaints.
02.15	Interpret business policies to customers/clients.
02.16	Discuss importance of providing clear directions, descriptions, and explanations.
02.17	Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and internet resources.
02.18	Identify types of technology/equipment used in the workplace.
02.19	Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.
03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:



03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.
03.02	Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals.
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate ability to make change correctly.
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.
03.06	Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.
03.07	Collect and analyze sales information to determine stock turnover and stock-sales ratio.
03.08	Apply standard industry formula to determine markup and markdown on merchandise.
03.09	Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.
03.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
03.11	Identify components of a break-even analysis
03.12	Compute and analyze a break-even point.
04.0	Identify economic principles – the student will be able to:
04.01	Explain concept of economics and economic activities.
04.02	Explain concept of economic goods and services.
04.03	Explain concept of economic resources.
04.04	Explain concept of utility (form, place, time, possession, information).
04.05	Explain concept of "supply and demand."
04.06	Explain concept of price.
04.07	Identify, compare, and contrast major types of economic systems.
04.08	Explain relationship between government and business.
04.09	Explain concept of private enterprise and business ownership.
04.10	Explain role of profit motive.
04.11	Explain concept of risk.

04.12	Explain concept of competition.
04.13	Explain concept of productivity.
04.14	Identify components of Gross National Product (GNP) and Gross Domestic Product (GDP).
04.15	Explain function of the Federal Reserve Board.
05.0	Identify marketing and business fundamentals – the student will be able to:
05.01	Define marketing and its role.
05.02	Explain purpose of marketing in the free enterprise system.
05.03	Identify and explain the four foundations of marketing.
05.04	Identify and explain differences between indirect and direct marketing.
05.05	Identify and explain the functions of and differences between marketing and merchandising.
05.06	Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).
05.07	Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.
05.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).
05.09	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).
05.10	Explain concept of marketing strategies.
05.11	Explain concept of market segmentation and demographics.
05.12	Explain importance and techniques of offering the right merchandising blend.
05.13	Explain nature of channels of distribution.
05.14	Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).
05.15	Explain factors affecting pricing decisions.
05.16	Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).
05.17	Discuss role e-commerce and social networking will play in the marketing of goods and services.
05.18	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.

05.19	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
06.0	Identify effective selling techniques and procedures – the student will be able to:
06.01	Explain purpose, principles, and importance of selling.
06.02	Identify qualities of a professional sales associate.
06.03	Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.
06.04	Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
06.05	Discuss importance of meeting specialized sales needs.
06.06	Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
06.07	Discuss reasons for maintaining a client file.
07.0	Select a marketing industry for career planning – the student will be able to:
07.01	Identify current employment opportunities in marketing related fields.
07.02	Identify sources of information for career planning including the internet.
07.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
07.04	Explain duties, responsibilities, and needed skills and knowledge of a particular career.
07.05	Identify advantages and disadvantages of a particular career.
07.06	Complete self-assessments and analysis of life-style goals and career aspirations.
07.07	Develop an individualized education and career plan related to a major marketing field.
07.08	Write a job description for a selected marketing occupation.
08.0	Demonstrate applications of distribution to the selected marketing industry – the student will be able to:
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
08.02	Explain concepts of physical distribution and transportation systems related to the industry.
08.03	Identify and analyze appropriate transportation services for the industry.

08.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
08.05	Demonstrate skills required for materials and service management.
08.06	Analyze information related to routing and tracking merchandise
08.07	Explain the relationship between customer service and distribution.
09.0	Demonstrate applications of financing to the selected marketing industry – the student will be able to:
09.01	Explain financial concepts used in making business decisions.
09.02	Explain concept of financial administration.
09.03	Explain difference between income (credit) and expense (debit).
09.04	Describe and prepare a cash-flow statement.
09.05	Identify various types of credit policies and procedures.
09.06	Explain purposes and importance of credit.
09.07	Identify the positive and negative impacts of using credit in marketing situations.
09.08	Compare and contrast the use of different credit applications.
09.09	Analyze industry concepts of price, profit, competition, and productivity.
09.10	Calculate exchange rates.
10.0	Demonstrate applications of product/service planning to the selected marketing industry – the student will be able to:
10.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
10.02	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).
10.03	Explain importance of product and service technology as it relates to customer satisfaction.
10.04	Identify sources of product knowledge.
10.05	Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and marketing occupations.
10.06	Explain product and service quality as applicable to grades and industry standards.
10.07	Discuss product-liability risks
10.08	Explain warranties and guarantees.

10.09	Develop a product/service plan for a marketing area.
10.10	Describe factors used by marketers to position products/business.
10.11	Identify stages of and discuss impact of product life cycle.
11.0	Demonstrate applications of marketing-information management to the selected marketing industry – the student will be able to:
11.01	Explain concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
11.02	Explain process of marketing-information management.
11.03	Explain nature and scope of marketing operations.
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
11.05	Identify procedures for gathering information using technology.
11.06	Utilize appropriate marketing-information management forms.
12.0	Demonstrate pricing applications for the selected marketing industry – the student will be able to:
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
12.02	Explain pricing objectives, policies, and strategies.
12.03	Explain price-marking techniques.
12.04	Explain procedures for changing prices.
12.05	Demonstrate decision-making skills required for determining pricing relative to the competition.
12.06	Demonstrate problem-solving skills required when considering profit and price.
13.0	Demonstrate promotion applications for the selected marketing industry – the student will be able to:
13.01	Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
13.02	Identify types of promotion used in the industry.
13.03	Discuss importance of advertising media.
13.04	Explain purposes and elements of advertising and display as related to the industry.
13.05	Explain the impact on and uses of the internet and intranet in marketing products and services.

13.06	Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, internet, and others.
13.07	Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point of sale.
13.08	Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.
13.09	Write a promotional message to appeal to a target market.
13.10	Develop a sales promotion plan for a marketing organization
13.11	Demonstrate public relations techniques as used in the marketing industry.
13.12	Design a web site to promote a product/service.
14.0	Demonstrate purchasing applications to the selected marketing industry – the student will be able to:
14.01	Explain relationship between stock turnover and purchasing.
14.02	Demonstrate proper purchasing procedures.
14.03	Explain types of purchasing situations.
14.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.
14.05	Demonstrate use of forms required for purchasing
14.06	Evaluate merchandise or services using industry standards or company assessments.
15.0	Demonstrate applications of safety and risk management to the selected marketing industry – the student will be able to:
15.01	Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.
15.02	List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.
15.03	Describe actions that various agencies take to prevent accidents on the job.
15.04	Demonstrate an understanding of environmental problems that impact health and safety.
15.05	Explain procedures for handling and reporting accidents.
15.06	Identify security procedures for the marketing industry
15.07	Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters.
15.08	Identify procedures used by industry to prevent internal theft and embezzlement.
16.0	Demonstrate applications of selling to the selected marketing industry – the student will be able to:

16.01	Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.
16.02	Describe the appropriate relationship between buyer and seller.
16.03	Demonstrate sales knowledge of industry, company, products, and competition.
16.04	Analyze potential prospects and customer buying behavior.
16.05	Analyze importance of communication and listening in creating a positive buying climate.
16.06	Identify sales techniques to aid customers/clients in making buying decisions.
16.07	Prepare a list of skills necessary to maintain sales accounts
16.08	Create a sales presentation using presentation software
16.09	Identify strategies to build and maintain a clientele.
17.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
17.01	Define "entrepreneurship."
17.02	Discuss role of the entrepreneur in the domestic and global economy.
17.03	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur).
17.04	Identify economic principles of entrepreneurship.
17.05	Discuss the four parts of a business (production, finance, marketing, customer service).
17.06	Analyze current entrepreneurial trends in the marketplace.
17.07	Discuss importance of ethics in business.
17.08	Identify strategies and methods for generating a business idea.
17.09	Outline steps in planning a new business.
17.10	Identify types and sources of government regulations and taxation that may affect a business.
18.0	Identify the use of technology in marketing – the student will be able to:
18.01	Explain importance and uses of computers and the internet in marketing.
18.02	Utilize word processing software to create a career/industry related document.
18.03	Perform data entry procedures, i.e., payroll, inventory control, etc.

18.04	Perform merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.
18.05	Demonstrate marketing spreadsheet data entry and output procedures.
18.06	Utilize spreadsheet software to enhance decision-making skills.
18.07	Utilize integrated software programs to generate marketing reports and solve marketing problems.
18.08	Identify technology appropriate for marketing functions and practices related to a selected marketing career field.
18.09	Select and use a variety of electronic media, such as the internet, information services, and desktop-publishing software programs, to create, revise, and verify information.

**Course Number: MKA0080**  
**Occupational Completion Point: A**  
**Entertainment, Sports and Related Workers – 300 Hours – SOC Code 27-2099**

19.0	Demonstrate human relations skills necessary for success in sport, recreation, and entertainment marketing occupations – the student will be able to:
19.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
19.02	Define and discuss issues involving gender equity, disability, and age.
19.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
19.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
19.05	Explain concepts of integrity, credibility, reliability, and perseverance.
19.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
19.07	Maintain professional personal appearance and attitude.
19.08	Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies.
19.09	Demonstrate self-management, initiative, and multi-tasking.
19.10	Explain concepts of self-understanding, self-esteem, and self-image.
19.11	Demonstrate professional behavior and etiquette.
19.12	Demonstrate respect for the opinions, customs, and individual differences of others.
19.13	Set personal and career goals and develop a plan of action to achieve those goals.
19.14	Identify areas where personal and professional change and adjustment may be necessary.



19.15	Demonstrate ability to offer and accept feedback.
19.16	Identify and practice stress management and relaxation techniques.
19.17	Maintain confidentiality of business matters.
19.18	Support and follow company policies and procedures (e.g., attendance, tardiness, returns, etc.).
19.19	Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective.
20.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
20.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
20.02	Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company).
20.03	Demonstrate ability to read and comprehend written communications.
20.04	Identify a variety of forms of written business communications utilized in the workplace.
20.05	Prepare a business letter, memorandum, fax, and e-mail.
20.06	Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
20.07	Discuss importance of developing networking skills to expand business contacts.
20.08	Prepare and deliver a business-related presentation.
20.09	Demonstrate active listening strategies that improve understanding and performance.
20.10	Describe positive customer relations.
20.11	Demonstrate conflict and dispute resolution techniques.
20.12	Identify means of nonverbal communication.
20.13	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
20.14	Discuss methods of resolving customer complaints.
20.15	Interpret business policies to customers/clients.
20.16	Discuss importance of providing clear directions, descriptions, and explanations.
20.17	Demonstrate ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and internet resources.

20.18	Identify types of technology/equipment used in the workplace.
20.19	Define hypertext, URL, links, Internet Service Provider (ISP), Bulletin Board Service (BBS), electronic storefront, e-mail, newsgroups, and flames.
21.0	Demonstrate proficiency in applying math skills unique to sport, recreation, and entertainment marketing – the student will be able to:
21.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry.
21.02	Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals.
21.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
21.04	Demonstrate ability to make change correctly.
21.05	Calculate tax, gratuity, commission, and miscellaneous charges.
21.06	Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal.
21.07	Collect and analyze sales information to determine stock turnover and stock-sales ratio.
21.08	Apply standard industry formula to determine markup and markdown on merchandise.
21.09	Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges.
21.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
21.11	Identify components of a break-even analysis.
21.12	Compute and analyze a break-even point.
21.13	Operate 10-key keypad.
21.14	Read and interpret a lease agreement.
21.15	Read and interpret a contract for purchase of real estate.
21.16	Read and complete an application for a bank loan.
21.17	Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes.
21.18	Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan.
22.0	Identify economic principles – the student will be able to:
22.01	Explain concept of economics and economic activities.

22.02	Explain concept of economic goods and services.
22.03	Explain concept of economic resources.
22.04	Explain concept of utility (form, place, time, possession, information).
22.05	Explain concept of "supply and demand."
22.06	Explain concept of price.
22.07	Identify, compare, and contrast major types of economic systems.
22.08	Explain relationship between government and business.
22.09	Explain concept of private enterprise and business ownership.
22.10	Explain role of profit motive.
22.11	Explain concept of risk.
22.12	Explain concept of competition.
22.13	Explain concept of productivity.
22.14	Identify components of Gross National Product (GNP) and Gross Domestic Product (GDP).
22.15	Explain function of the Federal Reserve Board.
23.0	Identify marketing and business fundamentals – the student will be able to:
23.01	Define marketing and its role.
23.02	Explain purpose of marketing in the free enterprise system.
23.03	Identify and explain the four foundations of marketing.
23.04	Identify and explain differences between indirect and direct marketing.
23.05	Identify and explain the functions of and differences between marketing and merchandising.
23.06	Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat).
23.07	Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.).
23.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales).
23.09	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).

23.10	Explain concept of marketing strategies.
23.11	Explain concept of market segmentation and demographics.
23.12	Explain importance and techniques of offering the right merchandising blend.
23.13	Explain nature of channels of distribution.
23.14	Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.).
23.15	Explain factors affecting pricing decisions.
23.16	Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty).
23.17	Discuss role e-commerce will play in the marketing of goods and services.
23.18	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.
23.19	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
24.0	Identify effective selling techniques and procedures – the student will be able to:
24.01	Explain purpose, principles, and importance of selling.
24.02	Identify qualities of a professional sales associate.
24.03	Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling.
24.04	Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
24.05	Discuss importance of meeting specialized sales needs.
24.06	Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
24.07	Discuss reasons for maintaining a client file.
25.0	Discuss the history of sport, recreation, and entertainment marketing- – the student will be able to:
25.01	Describe the theories of the origin of sport, recreation, and entertainment.
25.02	Describe the influences of historical events on American and global sports, recreation, and entertainment.
25.03	Explain economic, demographic, social, and political influences on sports, recreation, and entertainment.

25.04	Explain how the trickle-down and trickle-up theories apply to the sport, recreation, and entertainment industry.
25.05	Discuss the stages and length of the sport, recreation, and entertainment cycle.
25.06	Discuss impact of technology on the sport, recreation, and entertainment industry.
25.07	Discuss the influence of electronic media on the sport, recreation, and entertainment industry.
25.08	Discuss the growth and trends in sport, recreation, and entertainment marketing.
26.0	Discuss sport, recreation, and entertainment marketing as an industry – the student will be able to:
26.01	Define sport, recreation, and entertainment marketing.
26.02	Identify relationship between: <ul style="list-style-type: none"> <li>• Fans/Audience</li> <li>• Team/Players/Event/Property</li> <li>• Corporate partners/Sponsors of a sport, recreation, and/or entertainment event.</li> </ul>
26.03	Discuss the role of marketing as it applies to sports, recreation, and entertainment.
26.04	Describe products, events, promotions, facilities, and services that enhance the sport, recreation, and entertainment industry.
26.05	Recognize how climate and geographic location affect the marketplace in the sport, recreation, and entertainment industry.
26.06	Express an awareness of how minorities and cultural mores and values impact the sport, recreation, and entertainment marketplace.
26.07	Relate how perception of the consumer plays an important role in the sport, recreation, and entertainment marketplace.
26.08	Explain the four motives of the sport, recreation, and entertainment consumer (i.e., achievement, affiliation, health and fitness, fun and entertainment).
26.09	Research, prepare, and present an overview of career opportunities within the sport, recreation, and entertainment industry.
27.0	Select a sport, recreation, and entertainment marketing industry for career planning – the student will be able to:
27.01	Identify current employment opportunities in the sport, recreation, and entertainment marketing field.
27.02	Identify sources of information for career planning including the internet.
27.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the sport, recreation, and entertainment marketing field.
27.04	Explain duties and responsibilities, needed skills, and knowledge for a particular sport, recreation, and entertainment marketing career.
27.05	Identify advantages and disadvantages of a particular sport, recreation, and entertainment marketing career.
27.06	Complete self-assessments and analysis of life-style goals and career aspirations.

	27.07	Develop an individualized education and career plan related to a major sport, recreation, and entertainment marketing field.
	27.08	Write a job description for a selected sport, recreation, and entertainment marketing occupation.
28.0		Demonstrate applications of distribution to the sport, recreation, and entertainment marketing industry – the student will be able to:
	28.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of sport, recreation, and entertainment goods and services.
	28.02	Explain concepts of physical distribution and transportation systems related to the sport, recreation, and entertainment industry.
	28.03	Identify and analyze appropriate transportation services for the sport, recreation, and entertainment industry.
	28.04	Develop appropriate plans utilizing the channels of distribution for the sport, recreation, and entertainment industry (e.g., tickets, merchandise, programs).
	28.05	Demonstrate skills required for sport, recreation, and entertainment materials and service management.
	28.06	Analyze information related to routing and tracking sport, recreation, and entertainment merchandise.
	28.07	Explain relationship between sport, recreation, and entertainment customer service and distribution.
29.0		Demonstrate applications of financing to the selected sport, recreation, and entertainment marketing industry – the student will be able to:
	29.01	Explain financial concepts used in making sport, recreation, and entertainment marketing decisions.
	29.02	Explain concept of financial administration.
	29.03	Explain difference between income (credit) and expense (debit).
	29.04	Describe and prepare a cash-flow statement.
	29.05	Identify various types of credit policies and procedures.
	29.06	Explain purposes and importance of credit.
	29.07	Identify the positive and negative impacts of using credit in sport, recreation, and entertainment marketing situations.
	29.08	Compare and contrast the use of different credit applications.
	29.09	Discuss industry concepts of price, profit, competition, and productivity.
	29.10	Identify and explain the components of a budget for a sport, recreation, and entertainment program.
30.0		Demonstrate applications of product/service planning to the sport, recreation, and entertainment marketing industry – the student will be able to:
	30.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to sport, recreation, and entertainment marketing opportunities.

30.02	Explain the steps involved in decision-making (e.g., market research, assessment, planning, implementation design, and evaluation).
30.03	Explain importance of customer satisfaction to the sport, recreation, and entertainment industry.
30.04	Explain importance of product and service technology as it relates to customer satisfaction.
30.05	Identify sources of sport, recreation, and entertainment product knowledge.
30.06	Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and sport, recreation, and entertainment marketing occupations.
30.07	Explain product and service quality as applicable grades and industry standards.
30.08	Discuss product-liability risks.
30.09	Explain warranties and guarantees.
30.10	Develop a product/service plan for an area of sport, recreation, and entertainment marketing.
30.11	Describe factors used by marketers to position products/business.
30.12	Identify stages of and discuss impact of product life cycle.
30.13	Explain importance of concessions on sport, recreation, and entertainment industry.
31.0	Demonstrate applications of marketing-information management to the sport, recreation, and entertainment marketing industry – the student will be able to:
31.01	Explain process of marketing-information management.
31.02	Explain nature and scope of sport, recreation, and entertainment marketing operations.
31.03	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
31.04	Identify procedures for gathering information using technology.
31.05	Utilize appropriate marketing information management forms.
32.0	Demonstrate pricing applications for the sport, recreation, and entertainment marketing industry – the student will be able to:
32.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
32.02	Explain pricing objectives, policies, and strategies.
32.03	Explain price-marking techniques.
32.04	Explain procedures for changing prices.

32.05	Demonstrate decision-making skills required for determining pricing relative to the competition.
32.06	Demonstrate problem-solving skills required when considering profit and price.
33.0	Demonstrate promotion applications for the sport, recreation, and entertainment marketing industry – the student will be able to:
33.01	Explain the concepts and strategies needed to communicate information about products, services, signage, virtual advertising, images, and/or ideas to achieve a desired outcome.
33.02	Identify types of promotion used in the sport, recreation, and entertainment industry.
33.03	Discuss importance of advertising media and branding.
33.04	Explain purposes and elements of advertising and display as related to the sport, recreation, and entertainment marketing industry.
33.05	Explain how trademarks/logos are used to create awareness/branding of an organization in the sport, recreation, and entertainment industry.
33.06	Explain the impact on and uses of the internet and intranet in marketing sport, recreation, and entertainment products and services.
33.07	Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, internet, and others.
33.08	Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point-of-sale.
33.09	Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs.
33.10	Write a promotional message to appeal to a target market.
33.11	Develop a sales promotion plan for a sport, recreation, and entertainment marketing organization.
33.12	Demonstrate public relations techniques as used in the sport, recreation, and entertainment marketing industry.
33.13	Design a web site for the sport, recreation, and entertainment marketing program.
34.0	Demonstrate purchasing applications to the sport, recreation, and entertainment marketing industry – the student will be able to:
34.01	Explain relationship between stock turnover and purchasing.
34.02	Demonstrate proper purchasing procedures.
34.03	Explain types of purchasing.
34.04	Demonstrate the techniques used to obtain the best terms when negotiating a purchase.
34.05	Demonstrate use of forms required for purchasing.
34.06	Evaluate merchandise or services using industry standards or company assessments.
35.0	Demonstrate applications of safety and risk-management to the sport, recreation, and entertainment marketing industry – the student will



be able to:	
35.01	Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace.
35.02	List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.
35.03	Describe actions that various agencies take to prevent accidents on the job.
35.04	Demonstrate understanding of environmental problems that impact health and safety.
35.05	Explain procedures for handling and reporting accidents.
35.06	Identify components of an effective security plan for a sport, recreation, and entertainment program.
36.0	Demonstrate applications of selling to the sport, recreation, and entertainment marketing industry – the student will be able to:
36.01	Analyze demographics and identify target market.
36.02	Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.
36.03	Describe the appropriate relationship between buyer and seller.
36.04	Demonstrate sales knowledge of industry, company, products, and competition.
36.05	Analyze potential prospects and customer buying behavior.
36.06	Analyze importance of communication and listening in creating a positive buying climate.
36.07	Identify sales techniques to aid customers/clients in making buying decisions.
36.08	Prepare a list of skills necessary to maintain sales accounts including group sales.
36.09	Describe types of sales quotas and reasons for their use.
36.10	Create a sales presentation using presentation software.
36.11	Identify strategies to build and maintain a clientele.
37.0	Identify the use of computers in sport, recreation, and entertainment marketing – the student will be able to:
37.01	Explain importance and uses of computers and the Internet in sport, recreation, and entertainment marketing.
37.02	Utilize word processing software to create a career/industry related document.
37.03	Perform data entry procedures (e.g., payroll, inventory control).
37.04	Perform merchandising math data entry procedures such as stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc.

37.05	Demonstrate marketing spreadsheet data entry and output procedures.
37.06	Utilize spreadsheet software to enhance decision-making skills.
37.07	Utilize integrated software programs to generate marketing reports and solve marketing problems.
37.08	Identify technology appropriate for marketing functions and practices related to a sport, recreation, and entertainment program.
38.0	Explain and discuss licensing, sponsorships, and endorsements in sport, recreation, and entertainment marketing – the student will be able to:
38.01	Explain the licensing industry and process.
38.02	Define and describe copyright and trademark laws.
38.03	Differentiate between licensing, sponsorship, and endorsements.
38.04	Explain how the sport, recreation, and entertainment industry utilizes trademarks/logos in licensing, sponsorships, and endorsements.
38.05	Compare and contrast internal and external licensing in sport, recreation, and entertainment organizations.
38.06	Define exclusivity as a part of licensing.
38.07	Describe sponsorship criteria.
38.08	Research methods of obtaining event sponsorships or private support.
38.09	Evaluate use of sport as a venue for promotional licensing.
38.10	Explain impact of entertainment figures and endorsements on sport, recreation, and entertainment marketing.
38.11	Research the effect of endorsements on sport, recreation, and entertainment sales.
38.12	Explain importance of on-site merchandising to the sport, recreation, and entertainment industry.
38.13	Discuss the impact ambush marketing has on the sponsorship and licensing aspect of the sport, recreation, and entertainment industry.
39.0	Demonstrate an understanding of the impact of the media on sport, recreation, and entertainment marketing – the student will be able to:
39.01	Research the impact of the media on sport, recreation, and entertainment marketing.
39.02	Identify the different media that have increased the popularity of sport, recreation, and entertainment venues.
39.03	Research the conflict between the media's ownership of sport businesses and the reporting of the news.
39.04	Explain the concepts of rights and fees the media pays to sport, recreation, and entertainment businesses.

39.05	Investigate the pirating issues as relates to the media and the sport, recreation, and entertainment industry.
40.0	Discuss the importance of public relations and publicity to sport, recreation, and entertainment marketing – the student will be able to:
40.01	Define and explain the differences between public relations and publicity.
40.02	Compare and contrast internal and external public relations.
40.03	Construct letters to the media concerning a sport, recreation, and/or entertainment event.
40.04	Develop a media/press release and public service announcement for a sport, recreation, and/or entertainment event.
40.05	Create a database of potential contacts for a sport, recreation, and/or entertainment event.
40.06	Illustrate how a company builds goodwill, a business image, and public awareness through involvement with a sport, recreation, and/or entertainment event.
40.07	Explain the role of public relations and publicity in creating an advantage through association and exclusivity.

<b>Course Number: MKA0010</b>	
<b>Occupational Completion Point: B</b>	
<b>Marketing Managers – 150 Hours – SOC Code 11-2021</b>	
41.0	Apply economic principles to sport, recreation, and entertainment marketing – the student will be able to:
41.01	Examine role of the profit motive in the marketing of sports, recreation, and entertainment.
41.02	Explain role of sport, recreation, and entertainment marketing in the free enterprise system.
41.03	Apply economic concepts to sport, recreation, and entertainment marketing including pricing, distribution, risk, productivity, competition, and cycles.
41.04	Analyze relationship between economics and the sport, recreation, and entertainment industry.
41.05	Describe the economic growth of the sport, recreation, and entertainment industry, including its various contributions to the Gross National Product (GNP).
41.06	Analyze economic impact of sport, recreation, and entertainment programs on local, state, national, and international economies.
41.07	Describe revenue sources for financing sport, recreation, and entertainment projects.
41.08	Examine ancillary sources of revenue for sport, recreation, and entertainment events (i.e., concessions, merchandise, sponsorship, tickets, programs, etc.).
41.09	Explain the interdependence between: <ul style="list-style-type: none"> <li>• Fans/Audience</li> <li>• Team/Players/Event/Property</li> <li>• Corporate partners/Sponsors of a successful sport, recreation, and/or entertainment event.</li> </ul>

42.0	Explain the business structure of the sport, recreation, and entertainment marketing industry – the student will be able to:
42.01	Evaluate advantages and disadvantages of operating as a profit or not-for-profit organization.
42.02	Assess role of electronic commerce in sport, recreation, and/or entertainment marketing.
42.03	Define national trade and international trade in terms of sport, recreation, and entertainment.
43.0	Describe legal and ethical aspects of sport, recreation, and entertainment marketing industry – the student will be able to:
43.01	Explain the term liability.
43.02	Explain the term contract.
43.03	Identify essential elements of contracts.
43.04	Describe basic sport, recreation, and entertainment contracts.
43.05	Explain expressed, implied, unilateral, and bilateral contracts.
43.06	Explain importance of liability insurance.
43.07	Describe the impact of the Americans with Disabilities Act (ADA) on sport, recreation, and entertainment events and facilities.
43.08	Identify professional ethical issues related to sport, recreation, and entertainment marketing.
43.09	Examine social responsibility and its relation to sport, recreation, and entertainment marketing.
44.0	Explain methods of dealing with agents, personal managers, and labor unions – the student will be able to:
44.01	Explain differences between an agent and a personal manager.
44.02	Explain financial compensation options for agents.
44.03	Identify the factors involved in selecting an agent and a personal manager.
44.04	Identify agent's role in pre-negotiations and endorsement contracts.
44.05	Examine the role of unions in sport, recreation, and entertainment marketing.
44.06	Identify unions relevant to sport, recreation, and entertainment marketing.
45.0	Apply market research to determine viability of proposed sport, recreation, and entertainment project or event – the student will be able to:
45.01	Describe the steps for developing a market research project.
45.02	Develop a market research project.

46.0	Design, plan, execute, and evaluate an event – the student will be able to:
46.01	Review concepts related to event planning (e.g., location, budget, public relations, risk management, etc.).
46.02	Define event marketing and explain its objectives.
46.03	Determine sponsorship opportunities to meet the needs of the organization, the event, and the customers.
46.04	Identify and analyze value and feasibility of a sport, recreation, and/or entertainment event to a community.
46.05	Create a work plan that identifies necessary human and financial resources.
46.06	Formulate a budget for an event.
46.07	Prepare a promotional plan for an event (personal, selling, advertising, publicity, sales promotion).
46.08	Create an operational timeline of a sport, recreation, and/or entertainment event.
46.09	Select indicators to measure success or failure rate of a sport, recreation, and/or entertainment event.
46.10	Implement a sport, recreation, and/or entertainment event.
46.11	Evaluate outcomes to determine if event should be retained, modified, and/or eliminated.
46.12	Develop follow-up activities to recognize/thank participants.
47.0	Develop a career plan for a sport, recreation, and entertainment marketing career – the student will be able to:
47.01	Investigate sport, recreation, and entertainment marketing career opportunities at the internship, entry, mid-management, and upper-management levels.
47.02	Describe education and training needed for a variety of sport, recreation, and entertainment marketing jobs.
47.03	Identify barriers to employment and strategies to overcome them.
47.04	Identify ways to keep up with new developments in the field of sport, recreation, and entertainment marketing.
47.05	Develop a plan for pursuing a specific career in sport, recreation, and entertainment marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal.
47.06	Demonstrate how specific technology applications (i.e., internet, video conferencing, electronic portfolios, etc.) assist students in developing a career plan in sport, recreation, and entertainment marketing industry.
47.07	Demonstrate competencies required for career sustaining and mid-level management positions in the sport, recreation, and entertainment marketing field.
47.08	Develop forms of documentation for inclusion in a sport, recreation, and entertainment marketing career portfolio.
47.09	Design portfolio to reflect accrued knowledge in sport, recreation, and entertainment marketing.

48.0	Perform critical job skills – the student will be able to:
48.01	Apply literacy skills in technical reading, computing and calculating.
48.02	Perform tasks as outlined in the individualized job performance skills plan.
48.03	Maintain relevant employment documents.
48.04	Sustain mentoring relationships in the workplace.
48.05	Communicate in business settings by listening, writing, speaking and presenting with professional demeanor.
48.06	Collaborate, communicate and interact utilizing technology.
48.07	Offer alternative suggestions or solutions rather than simply rejecting others ideas.
48.08	Contribute to team efforts by fulfilling responsibilities and valuing diversity.
48.09	Explore networking opportunities through professional associations.
48.10	Exercise proper judgment in decision making.
48.11	Adapt to changing organizational environments with flexibility.
48.12	Build a career portfolio reflecting experiences and skills gained during the internship.
49.0	Display professional work habits – the student will be able to:
49.01	Report as expected, on time, appropriately dressed and groomed and ready to work.
49.02	Create a positive professional image through proper introductions, eye contact, and a firm handshake.
49.03	Model acceptable work habits and conduct in the workplace as defined by company policy.
49.04	Complete and follow through on tasks and take initiative as warranted.
49.05	Respond to internal and external customers' needs and concerns.
49.06	Practice business etiquette and social sensitivity in face to face interaction, on the telephone and the internet.
49.07	Build bridges between conflicting attitudes and ways of thinking.
50.0	Demonstrate ethical behavior – the student will be able to:
50.01	Compare business activities to professional standards.
50.02	Show empathy, respect and support for others.

50.03 Value confidentiality and privacy.

50.04 Recognize sexually and culturally inappropriate behaviors.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA - Delta Epsilon Chi is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.



## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Course Title:** Marketing Cooperative Education OJT  
**Course Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV – Cooperative Education - OJT**

Course Number	M899990
CIP Number	02089999CP
Grade Level	30, 31
Standard Length	Multiple credits
Teacher Certification	Refer to the <b>Course Structure</b> section.
CTSO	DECA

**Purpose**

This course offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service cluster.

**Each student job placement must be related to the job preparatory program in which the student is enrolled or has completed.**

The purpose of this course is to provide the on-the-job training component when the **cooperative method of instruction** is appropriate. Whenever the cooperative method is offered, the following is required for each student: a training agreement; a training plan signed by the student, teacher and employer, including instructional objectives; a list of on-the-job and in-school learning experiences; a workstation which reflects equipment, skills and tasks which are relevant to the occupation which the student has chosen as a career goal; and a site supervisor with a working knowledge of the selected occupation. The workstation may be in an industry setting or in a virtual learning environment. The student **must be compensated** for work performed.

The teacher/coordinator must meet with the site supervisor a minimum of once during each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the training plan.

Marketing Cooperative Education OJT may be taken by a student for one or more semesters. A student may earn multiple credits in this course. The specific student performance standards which the student must achieve to earn credit are specified in the Cooperative Education - OJT Training Plan.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Course Structure**

This course has been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the course listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary course structure:

<b>Course Number</b>	<b>Course Title</b>	<b>Teacher Certification</b>	<b>Length</b>
M899990	Marketing Cooperative Education OJT	MKTG 1 @2	Multiple hours

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Perform designated job skills.
- 02.0 Demonstrate work ethics.

Florida Department of Education  
Student Performance Standards

Program Title: Marketing Cooperative Education OJT  
PSAV Number: M899990

<b>Standards and Benchmarks</b>	
01.0	Perform designated job skills – the student will be able to:
01.01	Perform tasks as outlined in the training plan.
01.02	Demonstrate job performance skills.
01.03	Demonstrate safety procedures on the job.
01.04	Maintain appropriate records.
01.05	Attain an acceptable level of productivity.
01.06	Demonstrate appropriate dress and grooming habits.
02.0	Demonstrate work ethics – the student will be able to:
02.01	Follow directions.
02.02	Demonstrate good human relations skills on the job.
02.03	Demonstrate good work habits.
02.04	Demonstrate acceptable business ethics.

## **Additional Information**

### **Special Notes**

There is a **Cooperative Education Manual** available online that has guidelines for students, teachers, employers, parents and other administrators and sample training agreements. The manual can be accessed through the Florida Department of Education website.

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Florida Department of Education  
Curriculum Framework

**Program Title:** E-Commerce Marketing  
**Program Type:** Career Preparatory  
**Career Cluster:** Marketing, Sales & Service

**PSAV**

Program Number	M899992
CIP Number	0252020802
Grade Level	30, 31
Standard Length	450 hours
Teacher Certification	Refer to the <b><u>Program Structure</u></b> section.
CTSO	Collegiate DECA
SOC Codes (all applicable)	41-2031 – Retail Salespersons 15-1199 – Computer Occupations, All Other
Basic Skills Level	Mathematics: 9 Language: 9 Reading: 9

**Purpose**

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency, and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills, and occupation-specific skills, and knowledge of all aspects of the Marketing, Sales and Service career cluster.

The purpose of this program is to prepare students for employment or advanced training in the Electronic Commerce (e-Commerce) Marketing industry. The content includes, but is not limited to, employability skills, selling techniques, public relations and publicity, event planning and execution, and licensing, sponsorship, and endorsements.

**Additional Information** relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

**Program Structure**

This program is a planned sequence of instruction consisting of two occupational completion points.



This program is comprised of courses which have been assigned course numbers in the SCNS (Statewide Course Numbering System) in accordance with Section 1007.24 (1), F.S. Career and Technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44(3)(b), F.S.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the postsecondary program structure:

OCP	Course Number	Course Title	Teacher Certification	Length	SOC Code
A	MKA0432	Salesperson, Retail	BUS ED 1 @2 MKTG 1	300 hours	41-2031
B	MKA0455	(E-Commerce) Computer Specialist	MKTG MGMT @7 7G RETAILING @7 7G	150 hours	15-1199

## **Common Career Technical Core – Career Ready Practices**

Career Ready Practices describe the career-ready skills that educators should seek to develop in their students. These practices are not exclusive to a Career Pathway, program of study, discipline or level of education. Career Ready Practices should be taught and reinforced in all career exploration and preparation programs with increasingly higher levels of complexity and expectation as a student advances through a program of study.

1. Act as a responsible and contributing citizen and employee.
2. Apply appropriate academic and technical skills.
3. Attend to personal health and financial well-being.
4. Communicate clearly, effectively and with reason.
5. Consider the environmental, social and economic impacts of decisions.
6. Demonstrate creativity and innovation.
7. Employ valid and reliable research strategies.
8. Utilize critical thinking to make sense of problems and persevere in solving them.
9. Model integrity, ethical leadership and effective management.
10. Plan education and career path aligned to personal goals.
11. Use technology to enhance productivity.
12. Work productively in teams while using cultural/global competence.

## **Standards**

After successfully completing this program, the student will be able to perform the following:

- 01.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 02.0 Demonstrate proficiency in applying communication and technology skills.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify economic principles.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify effective selling techniques and procedures.
- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of distribution for the selected marketing industry.
- 09.0 Demonstrate applications of financing for the selected marketing industry.
- 10.0 Demonstrate applications of product/service planning for the selected marketing industry.
- 11.0 Demonstrate applications of marketing information management for the selected marketing industry.
- 12.0 Demonstrate pricing applications for the selected marketing industry.
- 13.0 Demonstrate promotion applications for the selected marketing industry.
- 14.0 Demonstrate purchasing applications for the selected marketing industry.
- 15.0 Demonstrate applications of safety and risk management for the selected marketing industry.
- 16.0 Demonstrate applications of selling for the selected marketing industry.
- 17.0 Demonstrate an understanding of entrepreneurship.
- 18.0 Identify the uses of technology in marketing.
- 19.0 Discuss the Internet as a marketing tool.
- 20.0 Conduct a marketing analysis.
- 21.0 Develop a marketing-oriented website.
- 22.0 Identify and implement marketing support activities.
- 23.0 Manage an e-Commerce marketing campaign.
- 24.0 Apply entrepreneurial concepts to e-Commerce marketing.
- 25.0 Analyze global trends in the e-Commerce marketing industry.
- 26.0 Apply a career plan to e-Commerce marketing.

Florida Department of Education  
Student Performance Standards

Program Title: E-Commerce Marketing  
PSAV Number: M899992

**Course Number: MKA0432**  
**Occupational Completion Point: A**  
**Salesperson, Retail – 300 Hours – SOC Code 41-2031**

01.0	Demonstrate human relations skills necessary for success in marketing occupations – the student will be able to:
01.01	Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds.
01.02	Define and discuss issues involving gender equity, disability, and age.
01.03	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player).
01.04	Identify and define friendliness, adaptability, empathy, and politeness as relates to business.
01.05	Define the concepts of <i>integrity, credibility, reliability, and perseverance</i> .
01.06	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
01.07	Maintain a professional personal appearance and attitude.
01.08	Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.
01.09	Demonstrate self-management, initiative, and multitasking.
01.10	Explain the concepts of self-knowledge, self-esteem, and self-image.
01.11	Demonstrate professional behavior and etiquette.
01.12	Demonstrate respect for the opinions, customs, and individual differences of others.
01.13	Set personal and career goals and develop a plan of action to achieve those goals.
01.14	Identify areas where personal and professional change and adjustment may be necessary.
01.15	Demonstrate the ability to offer and to accept feedback.
01.16	Identify and practice stress management and relaxation techniques.

01.17	Recognize the importance of maintaining confidentiality in business matters.
01.18	Support and follow company policies and procedures (e.g., attendance, tardiness, returns).
01.19	Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.
02.0	Demonstrate proficiency in applying communication and technology skills – the student will be able to:
02.01	Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic).
02.02	Demonstrate the ability to read and comprehend written communications.
02.03	Identify a variety of forms of written business communications utilized in the workplace.
02.04	Identify a variety of internal and external business communications utilized in the workplace.
02.05	Demonstrate the ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology.
02.06	Discuss the importance of developing networking skills to expand business contacts.
02.07	Prepare and deliver a business-related presentation.
02.08	Demonstrate active listening strategies that improve understanding and performance.
02.09	Describe positive customer relations.
02.10	Demonstrate conflict and dispute resolution techniques.
02.11	Identify means of nonverbal communication.
02.12	Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation.
02.13	Discuss methods of resolving customer complaints.
02.14	Interpret business policies to customers/clients.
02.15	Discuss the importance of providing clear directions, descriptions, and explanations.
02.16	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources.
02.17	Explain how the Internet, technological advances, and computer software programs continue to shape the field of marketing and increase business productivity.
02.18	Identify types of computer applications and explain how these applications are used in business and marketing.
03.0	Demonstrate proficiency in applying math skills unique to marketing – the student will be able to:

03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.
03.02	Apply problem-solving techniques to sales-related transactions (cash, checks, debit cards, credit cards, discounts, layaway, COD, returns, gift certificates, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate ability to make change correctly.
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.
03.06	Demonstrate the ability to collect, organize, and interpret data; predict outcomes relative to opening and closing procedures for a point-of-sale (POS) terminal.
03.07	Collect and analyze sales information to determine stock turnover and stock-to-sales ratio.
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.
03.09	Apply mathematical concepts to complete purchase orders, invoices, packing slips, and shipping and handling charges.
03.10	Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice.
03.11	Identify components of a break-even analysis.
03.12	Compute and analyze a break-even point.
04.0	Identify economic principles – the student will be able to:
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.
04.02	Explain the concept of economic goods and services.
04.03	Explain the concept of economic resources and the scarcity of resources.
04.04	Explain the concept of utility (form, place, time, possession, information).
04.05	Explain the concept of "supply and demand."
04.06	Explain the concept of price.
04.07	Identify, compare, and contrast major types of economic systems.
04.08	Explain the relationship between government and business.
04.09	Explain the concept of private enterprise and business ownership.
04.10	Explain the role of profit motive.

04.11	Explain the concept of risk.
04.12	Explain the concept of competition and recognize the government regulations monitoring competition.
04.13	Explain the concept of productivity and the factors of production needed to produce goods and services.
04.14	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
04.15	Explain the function of the Federal Reserve Board.
05.0	Identify marketing and business fundamentals – the student will be able to:
05.01	Define marketing and its benefits.
05.02	Explain the purpose and scope of marketing in a free enterprise system.
05.03	Identify and explain the four foundations of marketing and describe each marketing core function.
05.04	Explain how each component of the marketing mix contributes to marketing.
05.05	Compare and contrast consumer and organizational markets.
05.06	Explain the relationship of marketing to business and the economy (e.g., SWOT analysis – strength, weakness, opportunity, threat).
05.07	Describe how marketers use knowledge of the market to sell products.
05.08	Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce).
05.09	Explain marketing strategies and marketing concepts.
05.10	Differentiate between mass marketing and market segmentation.
05.11	Explain the importance and techniques of offering the right merchandising blend.
05.12	Explain the nature of channels of distribution.
05.13	Explain the elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution).
05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market.
05.16	Discuss the roles e-Commerce and social networking play in the marketing of goods and services.
05.17	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.

05.18	Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
06.0	Identify effective selling techniques and procedures – the student will be able to:
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.
06.02	Identify qualities of a professional sales associate and the responsibilities of sales management.
06.03	Identify an effective sales presentation for a target market; include steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, proper time to approach a customer to open sale, feature-benefit analysis, building and closing the sale, and suggestion and substitution selling.
06.04	Handle different customer types and analyze how customers make buying decisions.
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.
06.06	Describe the importance of analyzing sales trends and the use of current technologies, including CRM to the sales function.
06.07	Analyze the use of websites, social media, email, and customer loyalty programs to maintain a customer database.
07.0	Select a marketing industry for career planning – the student will be able to:
07.01	Identify current employment opportunities in marketing-related fields.
07.02	Identify sources of information for career planning.
07.03	Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field.
07.04	Explain the duties, responsibilities, required skills and knowledge for a particular career in the marketing industry.
07.05	Identify the advantages and disadvantages of a particular career in marketing.
07.06	Complete self-assessments and an analysis of lifestyle goals and career aspirations.
07.07	Develop an individualized education and career plan related to a major marketing field.
07.08	Write a job description for a selected marketing occupation.
08.0	Demonstrate applications of distribution for the selected marketing industry – the student will be able to:
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
08.02	Explain the concepts of physical distribution and transportation systems related to the industry.
08.03	Identify and analyze appropriate transportation services for the industry.



08.04	Develop appropriate plans utilizing the channels of distribution for the selected marketing industry.
08.05	Demonstrate skills required for materials and service management.
08.06	Analyze information related to routing and tracking merchandise.
08.07	Explain the relationship between customer service and distribution.
09.0	Demonstrate applications of financing for the selected marketing industry – the student will be able to:
09.01	Explain the financial concepts used in making business decisions.
09.02	Explain the concept of financial administration.
09.03	Explain the difference between income (credit) and expense (debit).
09.04	Describe and prepare a cash-flow statement.
09.05	Identify various types of credit policies and procedures.
09.06	Explain the purposes and importance of credit.
09.07	Identify the positive and negative impacts of using credit in marketing situations and understand the legislation affecting credit.
09.08	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.
09.09	Analyze industry concepts of price, profit, competition, and productivity.
09.10	Calculate exchange rates.
10.0	Demonstrate applications of product/service planning for the selected marketing industry – the student will be able to:
10.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
10.02	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation).
10.03	Explain the importance of product and service technology as it relates to customer satisfaction.
10.04	Identify sources of product knowledge.
10.05	Demonstrate awareness of impact of current and emergent technologies on life-roles, lifestyles, careers, and marketing occupations.
10.06	Explain product and service quality as applicable to grades and industry standards.
10.07	Discuss product-liability risks.

10.08	Explain warranties and guarantees.
10.09	Develop a product/service plan for a marketing area.
10.10	Describe factors used by marketers to position products/business.
10.11	Identify the stages and impact of product life cycle.
11.0	Demonstrate applications of marketing information management for the selected marketing industry – the student will be able to:
11.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
11.02	Explain the process of marketing information management.
11.03	Explain the nature and scope of marketing operations.
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
11.05	Identify procedures for the use of technology to gather information.
11.06	Utilize appropriate marketing information management forms.
12.0	Demonstrate pricing applications for the selected marketing industry – the student will be able to:
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
12.02	Explain pricing objectives, policies, and strategies.
12.03	Explain price-marking techniques.
12.04	Explain procedures for changing prices.
12.05	Demonstrate decision-making skills required for determining pricing relative to the competition.
12.06	Demonstrate problem-solving skills required when considering profit and price.
13.0	Demonstrate promotion applications for the selected marketing industry – the student will be able to:
13.01	Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.
13.02	Identify types of promotion used in the industry.
13.03	Discuss the importance of advertising media and the role of digital and social media in advertising.
13.04	Explain the purposes and elements of advertising and display.

13.05	Explain the impact on and uses of the Internet and Intranet in marketing products and services.
13.06	Use advertising guidelines to design appropriate media sample ads (e.g., print, radio, television, Internet).
13.07	Use design principles to prepare such merchandise/service displays as windows, endcaps, kiosks, and point of sale signs.
13.08	Write a promotional message to appeal to a target market.
13.09	Develop a sales promotion plan for a marketing organization.
13.10	Demonstrate public relations techniques as used in the marketing industry.
13.11	Design a website to promote a product or service.
14.0	Demonstrate purchasing applications for the selected marketing industry – the student will be able to:
14.01	Explain the relationship between stock turnover and purchasing.
14.02	Demonstrate proper purchasing procedures.
14.03	Explain different types of purchasing situations.
14.04	Demonstrate techniques used to obtain the best terms when negotiating a purchase.
14.05	Demonstrate use of the forms required for purchasing.
14.06	Evaluate merchandise or services using industry standards or company assessments.
15.0	Demonstrate applications of safety and risk management for the selected marketing industry – the student will be able to:
15.01	Explain how a lack of knowledge and/or skill can cause accidents and health hazards in the workplace.
15.02	Explain how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents.
15.03	Describe actions that various agencies take to prevent accidents on the job.
15.04	Demonstrate an understanding of environmental problems that impact health and safety.
15.05	Explain procedures for handling and reporting accidents.
15.06	Identify security procedures for the marketing industry.
15.07	Identify techniques for preventing security problems, including the correct procedures for recognizing and monitoring potential shoplifters.
15.08	Identify the procedures used to prevent internal theft and embezzlement.

15.09	Explain the nature and scope of risk management.
15.10	Identify various types of business risks.
15.11	Describe ways businesses can manage risks, including purchasing insurance.
16.0	Demonstrate applications of selling for the selected marketing industry – the student will be able to:
16.01	Explain the concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities.
16.02	Describe the appropriate relationship between buyer and seller.
16.03	Demonstrate sales knowledge of industry, company, products, and competition.
16.04	Analyze potential prospects and customer buying behavior.
16.05	Analyze the importance of communication and listening to create a positive buying climate.
16.06	Identify sales techniques to aid customers/clients in making buying decisions.
16.07	Create a sales presentation using presentation software.
16.08	Identify strategies to build and maintain a clientele.
16.09	Explain the purpose and goal of the selling function and how it relates to the marketing concept.
16.10	Explain the steps in a sale and how to handle objections.
17.0	Demonstrate an understanding of entrepreneurship – the student will be able to:
17.01	Define <i>entrepreneurship</i> .
17.02	Identify, explain, compare, and contrast the different types of business ownership (sole-proprietorship, partnership, corporation, franchise, licensing).
17.03	Discuss the role of the entrepreneur in the domestic and global economy.
17.04	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur).
17.05	Understand the importance of small business in various economies.
17.06	Read and reconcile financial statements.
17.07	Discuss the four parts of a business (production, finance, marketing, customer service).
17.08	Analyze current entrepreneurial trends in the marketplace.

17.09	Discuss the importance of ethics in business.
17.10	Identify the strategies and methods for generating a business idea.
17.11	Outline the legal steps involved in planning a new business.
17.12	Identify the types and sources of government regulations and taxation that may affect a business.
17.13	Describe the advantages and risks of entrepreneurship.
18.0	Identify the uses of technology in marketing – the student will be able to:
18.01	Explain the importance and uses of computers and the Internet in marketing.
18.02	Utilize word processing software to create a career/industry-related document.
18.03	Perform data entry procedures (e.g., payroll, inventory control).
18.04	Perform merchandising math data entry procedures (e.g., stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing).
18.05	Demonstrate marketing spreadsheet data entry and output procedures.
18.06	Utilize spreadsheet software to enhance decision-making skills.
18.07	Utilize integrated software programs to generate marketing reports and solve marketing problems.

**Course Number: MKA0455**  
**Occupational Completion Point: B**  
**(E-Commerce) Computer Specialist – 150 Hours – SOC Code 15-1199**

19.0	Discuss the Internet as a marketing tool – the student will be able to:
19.01	Define the Internet and industry-related terms (e.g., protocol, ISP, URL, bandwidth).
19.02	Identify services the Internet provides (e.g., file transfer protocol, news lists, e-mail).
19.03	Identify advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility).
19.04	Identify forms of communication (e.g., website, e-mail, newsgroups, chat rooms).
19.05	Identify the differences between unsolicited commercial messages and opt-in e-mail.
19.06	Discuss the political, ethical and legal issues of using the Internet.
19.07	Define and discuss <i>netiquette</i> .

19.08	Discuss the history of the Internet and emerging trends.
19.09	Discuss security issues (e.g., firewalls, hacking, viruses, e-Commerce).
19.10	Discuss the social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data).
19.11	Discuss demographics of Internet users.
19.12	Demonstrate the principles of navigating a web browser.
19.13	Discuss and utilize search engines.
19.14	Discuss the criteria for selecting an Internet Service Provider (ISP) based on bandwidth, host capabilities, and other aspects.
19.15	Identify the process for securing a domain name.
19.16	Discuss copyright and registered trademark issues in securing a domain name.
19.17	Explain the use of mobile devices and smart televisions in e-Commerce.
19.18	Explain the use of databases for e-Commerce marketing.
20.0	Conduct a marketing analysis – the student will be able to:
20.01	Compare and contrast e-Commerce marketing options for a variety of products.
20.02	Assess current e-Commerce product marketing efforts (e.g., direct marketing, cable, print, media, newspaper).
20.03	Develop a product business plan (e.g., sales revenue projection, expenses, cash flow, profit).
20.04	Identify products best suited for Internet marketing.
20.05	Identify the target market for a selected product.
20.06	Determine the optimal message delivery method.
20.07	Research and analyze current marketing methods; include those methods used by the competition.
20.08	Determine legal issues that may affect online marketing (e.g., location of buyer/seller, privacy issues, collecting and paying sales taxes across state or international borders, emerging Internet laws).
20.09	Compare and contrast Internet law with traditional business law.
20.10	Conduct a cost analysis.
20.11	Select the best Internet marketing method(s).

20.12	Conduct a formal presentation of a market analysis and recommended solutions (e.g., to supervisor, to client).
21.0	Develop a marketing-oriented website – the student will be able to:
21.01	Research and analyze software and hardware requirements.
21.02	Develop and test market a storyboard for the message; interpret test market results and make design modifications.
21.03	Design text and corresponding multimedia elements required for a storyboard (e.g., graphics, audiovisual).
21.04	Create website content.
21.05	Test the website for effectiveness (e.g., loading, graphics, view from different browsers, link integrity).
21.06	Establish security measures (e.g., firewalls, backups, virus protection).
21.07	Analyze e-Commerce solutions for back-end management.
22.0	Identify and implement marketing support activities – the student will be able to:
22.01	Identify the role of websites in the marketing mix (e.g., marketing department, human resources, public relations, customer service and support, database references, file transfer protocol, sales, newsletters).
22.02	Develop a potential customer database (e.g., demographics, purchase preferences, address, e-mail).
22.03	Define <i>push technology</i> and identify products or services appropriate for push technology advertising.
22.04	Subscribe to outside groups to enhance presence.
22.05	Identify sites for a linking strategy and determine associated costs.
22.06	Identify steps for establishing e-Commerce (e.g., securing credit card services, implementing security, database, setting up shopping cart software, electronic malls).
22.07	Identify processes to improve visibility in search engines.
22.08	Establish means to identify a customer base and marketing profile (e.g., surveys, hit counters, on-site registration, log-in data analysis).
23.0	Manage an e-Commerce marketing campaign – the student will be able to:
23.01	Determine methods for promoting a universal resource locator (URL).
23.02	Determine appropriate search engines for listing a URL (e.g., industry specific, news group related, general).
23.03	Determine methods to register with a selected search engine (e.g., manual, securing a service).
23.04	Discuss strategies for improving visibility in search engines (e.g., meta tags, titling, keyword repetition).

23.05	Establish and manage links with other sites, including reciprocal links.
23.06	Discuss the viability of banner advertising.
23.07	Determine methods to generate hit analysis data.
23.08	Calculate and analyze site effectiveness (e.g., statistical hits, click-throughs).
23.09	Compose updates based on analysis results (e.g., streamline graphics, add meta tags).
23.10	Publicize e-Commerce marketing through non-Internet means (e.g., mail, press releases, letters, TV, networking).
23.11	Express the importance of establishing customer service guidelines (e.g., communication skills, tech support, follow-through, seeking prospects, availability of chat rooms).
23.12	Discuss the search engine interface, the purpose of robots, and types of robots.
23.13	Discuss page rank (PR) and the search engine results page (SERP).
23.14	Discuss <i>keyword</i> versus <i>key phrase</i> and the benefits of each type.
23.15	Understand the concept of meta tags and the importance of meta tags in the marketing of a website.
23.16	Establish methods to incorporate target market keywords into meta tags.
23.17	Discuss the importance of a sitemap and how it relates to search engine marketing.
23.18	Understand methods for optimization to ensure the site and all pages are indexed by search engines.
24.0	Apply entrepreneurial concepts to e-Commerce marketing – the student will be able to:
24.01	Describe the importance of entrepreneurship to related industries.
24.02	Discuss the impact of Internet entrepreneurs.
24.03	List the advantages and disadvantages of ownership of an Internet business.
24.04	Identify risks involved in ownership of an Internet-related business.
24.05	Develop a business plan to establish an Internet-related business or develop a creative marketing research project.
25.0	Analyze global trends in the e-Commerce marketing industry – the student will be able to:
25.01	Identify global marketing trends in e-Commerce.
25.02	Analyze the impact of Internet marketing on traditional marketing methods.



25.03	Analyze multicultural influences on global Internet marketing trends.
25.04	Discuss the risks of marketing across international borders (e.g., legal, distribution issues).
25.05	Discuss the impact of Electronic Data Interchange (EDI) on e-Commerce.
25.06	Discuss the impact of e-Commerce and social networking on the business world and job market (e.g., automatic sourcing, EDI).
25.07	Explain the impact of the shift of the purchasing function from the supplier to the purchaser.
26.0	Apply a career plan to e-Commerce marketing – the student will be able to:
26.01	Develop a plan for pursuing a specific career in Internet marketing; include training and educational requirements, skills and abilities, and steps for reaching career goals in the chosen career.
26.02	Demonstrate the competencies required at the career-sustaining level in a chosen marketing position.
26.03	Demonstrate proficiency in software and hardware related to the student's selected marketing career plan.
26.04	Develop forms of documentation (including electronic résumés) for inclusion in a marketing career portfolio.
26.05	Discuss the changing hardware and software environment as it applies to e-Commerce marketing.

## **Additional Information**

### **Laboratory Activities**

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality, and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret, and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

### **Special Notes**

MyCareerShines is an interactive resource to assist students in identifying their ideal career and to enhance preparation for employment. Teachers are encouraged to integrate this resource into the program curriculum to meet the employability goals for each student.

### **Career and Technical Student Organization (CTSO)**

Collegiate DECA is the intercurricular career and technical student organization(s) providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered.

### **Cooperative Training – OJT**

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines, and requirements specified in the OJT framework apply.

### **Basic Skills (if applicable)**

In PSAV programs offered for 450 hours or more, in accordance with Rule 6A-10.040, F.A.C., the minimum basic skills grade levels required for postsecondary adult career and technical students to complete this program are: Mathematics 9, Language 9, and Reading 9. These grade level numbers correspond to a grade equivalent score obtained on a state designated basic skills examination.

Adult students with disabilities, as defined in Section 1004.02(7), Florida Statutes, may be exempted from meeting the Basic Skills requirements (Rule 6A-10.040). Students served in exceptional student education (except gifted) as defined in s. 1003.01(3)(a), F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91(3), F.S.

Students who possess a college degree at the Associate of Applied Science level or higher; who have completed or are exempt from the college entry-level examination; or who have passed a state, national, or industry licensure exam are exempt from meeting the Basic Skills requirement (Rule 6A-10.040, F.A.C.) Exemptions from state, national or industry licensure are limited to the certifications listed on the Basic Skills and Licensure Exemption List which may be accessed from the CTE Program Resources page.

## **Accommodations**

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Postsecondary students with disabilities must self-identify, present documentation, request accommodations if needed, and develop a plan with their counselor and/or instructors. Accommodations received in postsecondary education may differ from those received in secondary education. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

Note: postsecondary curriculum and regulated secondary programs cannot be modified.