

**Florida Department of Education
Curriculum Framework**

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

Career Certificate Program		
Program Number	M200500	
CIP Number	0252140104	
Grade Level	30, 31	
Program Length	600 hours	
Teacher Certification	Refer to the Program Structure section.	
CTSO	Collegiate DECA, PBL	
SOC Codes (all applicable)	For program SOC codes, please see the Program and Course Tables section of the CTE Program Resources page linked below.	
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml	
Basic Skills Level	Computation (Mathematics): 9	Communications (Reading and Language Arts): 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:

			Teacher Certification	
A	MKA0432	Salesperson, Retail	ADVR PROM 7 G BUS ED 1@2 MKTG 1 MKTG MGMT 7G RETAILING @7 7G TC COOP ED @7 VOE @7	300 hours
B	MKA0010	Marketing Managers		150 hours
C	MKA0091	(Entrepreneur) General Manager		150 hours

Florida's Career Readiness Skills for CTE Programs**Employability Skills**

01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.

05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.
08.0	Interact with others to accomplish workplace goals.
08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.

Job Attainment	
10.0	Find, assess and apply to job opportunities.
10.01	Identify online job posts relevant to his or her career aspirations.
10.02	Compare and contrast the job posts' required qualifications, job duties, compensation, benefits and employers.
10.03	Define what information, documentation and writing prompts are required for the positions.
11.0	Communicate personal competence, character and fit for a job opportunity.
11.01	Develop a resume.
11.02	Write a cover letter.
11.03	Curate a professional portfolio that includes work products.
11.04	Prepare for and experience a mock job interview.
12.0	Cultivate and leverage relationships to professionally advance.
12.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
12.02	Develop a plan to cultivate a professional digital footprint.
12.03	Develop a networking plan for a specific industry of interest.

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 in business.
- 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 channel management (distribution) for the selected marketing industry.
- 09.0 Explain the concepts of financing for the selected marketing industry.
- 10.0 Demonstrate product/service planning for the selected marketing industry.
- 11.0 Demonstrate 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 selling techniques within 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 of business 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 and service 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 Identify the components of a business plan, their role to investors 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
Career Certificate Program Number: M200500

Course Number: MKA0432 Occupational Completion Point: A Salesperson, Retail – 300 Hours	
01.0	Demonstrate human relations skills necessary for success in marketing occupations. The student will be able to:
01.01	Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and with peers from socio-cultural and socio-economical backgrounds, genders, disabilities and ages.
01.02	Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player, adaptability, empathy, etc.).
01.03	Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability, and perseverance, etc.).
01.04	Demonstrate the ability to use creative problem solving, decision-making, and critical thinking strategies.
01.05	Demonstrate self-management, initiative, multitasking, team management techniques and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)
01.06	Explain the concepts of self-knowledge, self-esteem, and self-image.
01.07	Demonstrate professional behavior, etiquette and acceptance of feedback.
01.08	Demonstrate respect for the opinions, cultural diversity, customs, and individual differences of others.
01.09	Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally, applying for jobs.
01.10	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 (i.e., verbal, nonverbal, written and electronic).
02.02	Demonstrate the ability to communicate effectively amongst all stakeholders (e.g., customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.
02.03	Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.
02.04	Prepare and deliver a business-related presentation.

02.05	Demonstrate active listening strategies that improve understanding and performance.
02.06	Describe positive customer relations, including conflict and dispute resolution.
02.07	Interpret business policies to customers/clients.
02.08	Discuss the importance of providing clear directions, descriptions, and explanations.
02.09	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams and electronic media resources.
02.10	Identify and explain how electronic media, technological advances and application software programs continue to shape the field of marketing and increase business productivity.
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	Understand problem-solving techniques to sales-related transactions (i.e., cash, checks, debit cards, credit cards, discounts, layaway, credit on delivery (COD), returns, gift certificates, invoices, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate the 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.
03.07	Understand the importance of stock turnover and stock-to-sales ratio in the industry.
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.
03.09	Understand the difference between income (credit) and expense (debit). (Optional)
04.0	Identify economic principles in business. 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 (i.e., form, place, time, possession and information).
04.05	Understand the concept of "supply and demand".

04.06	Understand the differences between major types of economic systems.
04.07	Explain the relationship between government and business.
04.08	Explain the concept of free enterprise and business ownership.
04.09	Explain the concept of price and its role in profit motive.
04.10	Explain the concept of risk.
04.11	Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.
04.12	Understand the concept of productivity and the factors of production needed to produce goods and services.
04.13	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
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 each marketing function.
05.04	Explain how each component of the marketing mix contributes to marketing.
05.05	Compare and contrast consumer and industrial markets.
05.06	Understand the relationship of marketing to business and the economy (i.e., SWOT analysis – strength, weakness, opportunity and threat).
05.07	Describe how marketers use consumer research and knowledge of the market to sell products.
05.08	Discuss major fields of business activity (e.g., manufacturing, wholesaling, retailing, services, cottage industries, urban street sales, e-Commerce, etc.).
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 and evolution of channel management (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, branding, feedback, revision, channel management, etc.).

05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market as it applies to product development, promotion and channel management (distribution).
05.16	Discuss the roles e-Commerce and social networking play in the marketing of goods and services.
05.17	Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)
05.18	Identify the role of federal regulatory agencies [i.e., 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	Identify the advantages and disadvantages of different types of business ownership (e.g., Private Corporation, Sole Proprietorship, Partnership, Limited Liability Corporation (LLC), Shareholder Corporation, etc.).
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 (e.g., 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, suggestion and substitution selling, etc.).
06.04	Understand different customer types and 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.
06.07	Analyze the use of websites, social media, email, and customer loyalty programs to establish and 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, including the development of a resume.
07.08	Write a job description for a selected marketing occupation.
08.0	Demonstrate applications of channel management (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 channel management (distribution) and transportation systems related to the industry.
08.03	Develop appropriate plans utilizing channel management for the specific industry.
08.04	Explain the relationship between customer service and distribution.
08.05	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.
09.0	Explain the concepts 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	Identify various types of credit policies and procedures.
09.05	Explain the purposes and importance of credit.
09.06	Identify the positive and negative impacts of using credit in marketing situations and understand the regulations affecting credit. (Optional)
09.07	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.
09.08	Analyze industry concepts of price, profit, competition, and productivity.
10.0	Demonstrate product/service planning for the selected marketing industry. The student will be able to:
10.01	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, evaluation, etc.).
10.02	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
10.03	Explain product and service quality as applicable to grades and industry standards.
10.04	Discuss product-liability risks.

10.05	Explain warranties and guarantees.
10.06	Develop a product/service plan.
10.07	Describe factors used by marketers to position products/business.
10.08	Identify the stages and impact of product life cycle.
11.0	Demonstrate 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 marketing information management to gather and manage information.
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, branding, 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	Use advertising guidelines and/or regulations to design appropriate media sample ads (e.g. print, radio, television, electronic media, etc.).
13.06	Use design principles to prepare such merchandise/service displays (e.g., windows, endcaps, kiosks, point of sale activity, etc.).
13.07	Write a promotional message to appeal to a target market.
13.08	Develop a sales promotion plan for a marketing organization.
13.09	Demonstrate public relations techniques as used in the marketing industry.
13.10	Evaluate effective website designs.
14.0	Demonstrate purchasing applications for the selected marketing industry. The student will be able to:
14.01	Explain different types of purchasing situations.
14.02	Demonstrate techniques used to obtain the best terms when negotiating a purchase.
15.0	Demonstrate applications of safety and risk management for the selected marketing industry. The student will be able to:
15.01	Explain the nature and scope of risk management.
15.02	Identify various types of business risks.
15.03	Describe ways businesses can manage risks, including purchasing insurance.
16.0	Demonstrate selling techniques within the selected marketing industry. The student will be able to:
16.01	Explain the purpose and goal of the selling function and how it relates to the marketing concept.
16.02	Explain the steps in a sale and how to handle objections.
16.03	Create a sales presentation using presentation/media software.
17.0	Demonstrate an understanding of entrepreneurship. The student will be able to:
17.01	Define entrepreneurship.
17.02	Identify, explain, compare and contrast the different types of business ownership (e.g., sole-proprietorship, partnership, corporation, franchise, licensing, etc.).
17.03	Discuss the role of the entrepreneur/ small business 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, etc.).

17.05	Discuss the four parts of a business (i.e., production, finance, marketing and customer service).
17.06	Analyze current entrepreneurial trends in the marketplace.
17.07	Discuss the importance of ethics and social responsibility in business.
17.08	Identify the strategies and methods for generating a business plan (e.g., business model canvas, boiler plate, etc.).
17.09	Identify the types and sources of government regulations and taxation that may affect a business.
17.10	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 technology within the realm of marketing.
18.02	Utilize application software (e.g., word processing, spreadsheets, presentation/media software, etc.) to create career/industry-related materials.
18.03	Identify technology appropriate for marketing functions and practices related to a selected marketing career field.
18.04	Select and use a variety of technology (e.g., electronic media, information services, desktop-publishing software programs, etc.) to create, revise and verify marketing media.

Course Number: MKA0010	
Occupational Completion Point: B	
Marketing Managers – 150 Hours	
19.0	Apply economic principles of business to marketing. The student will be able to:
19.01	Explain economic trends related to marketing and its global impact.
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 (e.g., pricing, risk, productivity, competition, cycles, etc.).
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, etc.) and the maintenance of merchandise fixtures.
21.02	Explain initiatives in maintaining stock (e.g., rehangng merchandise, studying hang tags, restocking merchandise, etc.).
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 (e.g., patterns of arrangement, color principles, appropriate displays for specific types of merchandise, etc.).
21.06	Plan a promotional campaign for a product or line (e.g., types of media, promotional mix, evaluation of effectiveness, etc.).
21.07	Create a floor plan and a planogram and describe their importance.
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 issues, including correct procedures for recognizing and monitoring potential shoplifters, vandalism and other unlawful behaviors.
22.04	Identify procedures relative to the employee's role in preventing internal losses.
22.05	Identify guidelines that address concerns and issues related to the operation of a business; include safety practices.
22.06	Understand the process of new employee orientation.
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 and service marketing. The student will be able to:
24.01	Analyze role of promotion in marketing and merchandising.
24.02	Identify the markets for and develop a promotion plan for a given product, service or event.
24.03	Develop a promotional mix for a product or service.
24.04	Prepare a promotional calendar of events.
24.05	Prepare a written advertisement layout.
24.06	Select and evaluate a variety of advertising media to carry the advertising message.
24.07	Apply steps involved in planning and setting up displays.
24.08	Identify factors to consider when evaluating completed displays.
24.09	Differentiate between promotional displays and institutional displays.
24.10	Create strategies to be used for public relations.
24.11	Establish promotion plan sales quotas and incentives.
24.12	Evaluate the overall promotion plan.
24.13	Develop a marketing 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 an 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 (i.e., peak, contraction/recession, trough and expansion/recovery).
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 electronic media in facilitating global marketing.
28.0	Demonstrate applications of technology to marketing. the student will be able to:
28.01	Demonstrate mastery of software applications and technology currently used in marketing.
28.02	Identify use of virtual means of communication.
28.03	Demonstrate use of electronic media 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 (e.g., training and educational requirements, required skills and abilities, steps for reaching career goals in the chosen career, etc.).
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 (e.g., resume, coursework samples, etc.).

Course Number: MKA0091 Occupational Completion Point: C (Entrepreneur) General Manager – 150 Hours	
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, etc.).
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 (i.e., 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	Identify the components of a business plan, their role to investors 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, Objectives, etc.).
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 geographical area, 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 price and non-price competition; 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 online services 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 (e.g., training and educational requirements, required skills and abilities, steps for reaching career goals, etc.).
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.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations 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. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

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

In Career Certificate 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: Computation (Mathematics) and Communications (Reading and Language Arts). 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, 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, F.S., may also be exempted from meeting the Basic Skills requirement. Each school district and Florida College System Institution must adopt a policy addressing procedures for exempting eligible students with disabilities from the Basic Skills requirement as permitted in Section 1004.91, F.S.

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.