

Vermont Department of Education  
**Marketing Education**  
**(CIP: 52.1401)**

**DIRECTIONS**

Evaluate the student by checking the appropriate box to indicate the degree of Competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

**Rating Scale:**

- 0 No exposure**
- 1 Introduced-** the student has been exposed through non participatory instruction (e.g. lecture, demonstration, field trip, video).
- 2 Practiced-** the student can perform the task with direct supervision.
- 3 Entry-Level Competency-** the student can perform the task with limited supervision and/or does not perform the task to standard (a typical entry-level performance expectation).
- 4 Competency-** the student consistently performs task to standard with no supervision (on at least two occasions or at instructor's option).

**0 1 2 3 4**

**A. Perform Advertising Activities**

- \*A. 001 Identify major purpose of advertising.
- \*A.002 Identify various types of media and their strengths and weaknesses.
- \*A.003 Analyze advertisements.
- \*A.004 Explain promotional mix.
- \*A.005 Prepare ad layout.
- \*A.006 Prepare radio script.
- \*A.007 Plan special events.
- \*A.008 Develop promotional skills through the preparation of an advertising plan for a local business.
- \*A.009 Prepare a storyboard, layout, and script for a television ad. (Actual technical production of TV spot would be an enhancement task.)
- \*A.010 Describe advertising and sales promotion techniques.
- \*A.011 Identify cost factors in the selection of alternative promotional methods.
- \*A.012 Identify source of promotional assistance and information.
- \*A.013 Identify the objectives of a public relations program.

**B. Apply Communication Skills**

- \*B.001 Demonstrate role of communication in business.
- \*B.002 Give verbal and written presentations.
- \*B.003 Demonstrate effective use of telephone techniques.
- \*B.004 Introduce people.
- \*B.005 Prepare business forms and correspondence.
- \*B.006 Follow oral and written instructions.
- \*B.007 Participate in meetings.
- \*B.008 Demonstrate effective listening skills.
- \*B.009 Demonstrate knowledge of state-of-the-art communications technology (FAX, ...).

**C. Perform Merchandise Presentation and Display**

- \*C.001 Create, maintain, and use selling aids.
- \*C.002 Plan counter/window/interior displays.
- \*C.003 Select merchandise for displays.
- \*C.004 Build counter/window/interior displays.
- \*C.005 Analyze effectiveness of displays.
- \*C.006 Perform display housekeeping.
- \*C.007 Prepare a merchandise display for a local business.

**D. Use Human Relations Skills**

- \*D.001 Demonstrate effective use of interpersonal skills.
- \*D.002 List and classify three categories (physical, mental, emotional) of personality traits.
- \*D.003 Identify abilities and qualities employers expect.
- \*D.004 Identify abilities and qualities customers expect.
- \*D.005 Demonstrate effective employee-employer relations.

\*D.006 Demonstrate effective customer relations.

\*D.007 Demonstrate good grooming and courtesy skills.

\*D.008 Project a positive image and attitude.

**E. Demonstrate Management Skills**

\*E.001 List hiring procedures.

\*E.002 Assist in training of new employees.

\*E.003 Encourage morale among employees.

\*E.004 Follow store policies.

\*E.005 Distribute and explain operating information.

\*E.006 Follow lines of authority.

\*E.007 Plan job tasks.

\*E.008 Schedule employees.

\*E.009 Identify grievance procedures.

\*E.010 Explain customer service and facilities locations.

\*E.011 Describe concept of income and expenses.

\*E.012 Suggest change to improve work situation.

\*E.013 Explain various styles of management.

\*E.014 Identify the steps involved in hiring the employee.

\*E.015 Describe the procedures for developing a training program.

\*E.016 Describe various alternatives for evaluating employee performance.

\*E.017 Perform duties of an assistant manager in a student simulation at a local business.

\*E.018 Perform duties of a manager of at least one department in the school store.

**F. Apply Mathematics Skills**

\*F.001 Perform basic mathematics computations.

- \*F.002 Make change.
- \*F.003 Calculate tax.
- \*F.004 Operate cash register.
- \*F.005 Calculate stock/inventory turnover.
- \*F.006 Process charge sale/accounts receivable/payable.
- \*F.007 Process customer returns.
- \*F.008 Prove cash drawer.
- \*F.009 Calculate personal wages.
- \*F.010 Calculate discounts/exchange rates.
- \*F.011 Calculate break-even point.
- \*F.012 Calculate mark-up and markdown.
- \*F.013 Identify various components of balance sheet reports.
- \*F.014 Calculate simple interest.
- \*F.015 Describe the uses and types of journals and ledgers.
- \*F.016 Identify various components of profit and loss statements.
- \*F.017 Analyze the use of various depreciation schedules.

**G. Perform Merchandising Activities**

- \*G.001 Prepare merchandising plan.
- \*G.002 Demonstrate invoice control.
- \*G.003 Compute discounts of purchases.
- \*G.004 Develop model stock layout plan.
- \*G.005 Demonstrate reordering and restocking concepts.
- \*G.006 Outline steps necessary for taking physical inventory.
- \*G.007 Identify buying factors.
- \*G.008 Demonstrate ability to locate and place merchandise within established confines.

\*G.009 Explain stimulation of sales.

\*G.010 Perform duties of an assistant purchasing agent/buyer in a student simulation.

\*G.011 Demonstrate knowledge of special sales techniques in a student simulation.

## **H. Perform Business Operations**

\*H.001 Explain use of finance.

\*H.002 Complete departmental stock control records.

\*H.003 Demonstrate check cashing and credit card procedures.

\*H.004 Demonstrate shipping and receiving procedures.

\*H.005 Mark merchandise.

\*H.006 Change marked retail prices.

\*H.007 Stock merchandise.

\*H.008 Perform store maintenance (real or simulated).

\*H.009 Practice work place safety precautions, reporting unsafe conditions to supervisors...

\*H.010 Explain accident procedures.

\*H.011 Identify shoplifting patterns.

\*H.012 Describe the financial, ethical, and legal issues surrounding employee theft.

\*H.013 Explain cash flow and budgeting concepts (budgeting for inventory purchase).

\*H.014 Demonstrate knowledge of government regulations and reporting processes related to the operation of a business.

\*H.015 Prepare an advanced loss prevention project.

\*H.016 Prepare an accounting and inventory control plan for an entire business.

## **I. Apply Product Knowledge and Customer System Information**

\*I.001 Explain importance of product knowledge and customer service.

\*I.002 List sources of product knowledge and customer service information.

**J. Demonstrate Merchandise Sales**

\*J.001 Demonstrate selling skills.

\*J.002 Explain buying motives.

\*J.003 Identify selling strategies.

\*J.004 Develop a sales plan for a business.

\*J.005 Explain basic principles of impulse buying.

\*J.006 Demonstrate ability to translate product knowledge/customer service information into customer benefits.

\*J.007 Perform a student simulation of a sales position in a local business.

\*J.008 Differentiate between self-service and full-service business operations.

\*J.009 Develop policies and procedures for serving customers.

\*J.010 Develop a plan for training and motivating sales people.

**K. Apply Economic Principles**

\*K.001 Recognize economic activities.

\*K.002 Analyze consumer behavior.

\*K.003 Describe product utility.

\*K.004 Identify economic resources.

\*K.005 Analyze business risks.

\*K.006 Define market price.

\*K.007 Define the principles of supply and demand.

\*K.008 Define competition.

\*K.009 Compare economic systems.

\*K.010 Identify economic freedoms.

\*K.011 Identify business activities.

\*K.012 Define Gross Domestic Product.

\*K.013 Analyze business cycles.

**L. Apply Marketing Principles**

\*L.001 Identify the marketing concept.

\*L.002 Describe marketing functions.

\*L.003 Identify market segments.

\*L.004 Describe marketing strategies.

\*L.005 Describe channels of distribution.

\*L.006 Recognize international trade relationships.

\*L.007 Explain the marketing-oriented approach to planning.

\*L.008 List the controllable factors in each element of the marketing mix.

\*L.009 Justify the use of market information and market research in planning.

\*L.010 Develop a procedure for identifying target markets and developing a marketing mix.

\*L.011 Outline a marketing plan for a business.