



Field 012: Career and Technical Education—Marketing Assessment Blueprint

Domain I—Business Management and Ownership

- 0001 Business and Human Resources Management (Standard 1)
- 0002 Entrepreneurship and Business Ownership (Standard 2)
- 0003 Business and Marketing Communication (Standard 3)

Domain II—Financial Management, Economics, and Personal Financial Literacy

- 0004 Financial Management, Accounting, and Math for Business and Marketing (Standard 4)
- 0005 Personal Financial Literacy (Standard 6)
- 0006 Economics (Standard 7)

Domain III—Business, Marketing, and Personal Law and Ethics

- 0007 Business, Marketing, and Personal Law and Ethics (Standard 5)

Domain IV—Marketing

- 0008 Marketing Research, Information Management, and Market Planning (Standard 8)
- 0009 Product/Service Development, Management, and Distribution (Standard 9)
- 0010 Product/Service Pricing, Promotion, and Selling (Standard 10)
- 0011 International, Internet, and Specialty Marketing (Standard 11)

Domain V—Marketing Education

- 0012 Marketing Careers and Career Development (Standard 12)
- 0013 Core Knowledge and Skills for Marketing Teachers (Standard 13)
- 0014 Marketing Instruction and Assessment (Standard 14)

Domain	Objectives	Standards	Approximate Test Weight
I. Business Management and Ownership	0001–0003	1–3	20%
II. Financial Management, Economics, and Personal Financial Literacy	0004–0006	4, 6–7	20%
III. Business, Marketing, and Personal Law and Ethics	0007	5	10%
IV. Marketing	0008–0011	8–11	35%
V. Marketing Education	0012–0014	12–14	15%

Standard 1: Business and Human Resources Management

Marketing teachers have a broad and comprehensive understanding of business and human resources management, including:

- 1.1** management theories and methods, and skills and management functions
- 1.2** types and characteristics of business organizational structures
- 1.3** the nature and scope of business operations and principles of operations management
- 1.4** procedures relating to recruitment, selection, training, evaluation, and termination of employees, and principles and practices of collective bargaining and labor contract implementation
- 1.5** factors that influence individual and group behavior, team building, employee motivation, and employee morale
- 1.6** strategies and practices pertaining to employee compensation and benefits and government agencies, laws, regulations, and policies affecting human resources management

Standard 2: Entrepreneurship and Business Ownership

Marketing teachers have a broad and comprehensive understanding of entrepreneurship and business ownership, including:

- 2.1** roles of entrepreneurs in the larger global economy, characteristics of successful entrepreneurs, and advantages and disadvantages of owning a business and being an entrepreneur
- 2.2** types and characteristics of business ownership, including sole proprietorships, partnerships, corporations, franchises, and cooperatives
- 2.3** steps in starting a new business, including identifying business opportunities and developing a business plan
- 2.4** strategies for accessing and evaluating information to assist entrepreneurial decision making

Standard 3: Business and Marketing Communication

Marketing teachers have a broad and comprehensive understanding of business and marketing communication, including:

- 3.1** types and characteristics of workplace communication and etiquette in business and marketing communication
- 3.2** strategies and skills for effective oral communication in the workplace, including active listening
- 3.3** principles and practices for planning and producing effective written business and marketing communications using Standard American English and appropriate business and marketing formats and terminologies
- 3.4** strategies and skills for effective reading to locate, interpret, evaluate, and use business- and marketing-related information from a variety of sources
- 3.5** strategies and skills for planning, preparing, and delivering effective presentations in a variety of business and marketing contexts and to audiences that differ in composition, interest, and level of knowledge
- 3.6** characteristics, applications, operation, advantages, and disadvantages of various types of communications technologies, including emerging technologies, used in business and marketing contexts
- 3.7** Internet terminology, procedures for accessing and navigating the Internet, and techniques for utilizing Internet services to obtain, communicate, and evaluate information
- 3.8** techniques and applications of cross-cultural communication

Standard 4: Financial Management, Accounting, and Math for Business and Marketing

Marketing teachers have a broad and comprehensive understanding of financial management, accounting, and math for business and marketing, including:

- 4.1** principles and methods of financial management and budgeting, the time value of money, and ethical issues in financial management
- 4.2** types and characteristics of financial institutions and government regulatory agencies and concepts related to banking and the securities industry
- 4.3** accounting terminology, steps in the accounting cycle, and the application of Generally Accepted Accounting Principles (GAAP)
- 4.4** production, interpretation, and analysis of financial statements and the use of accounting data to evaluate financial performance
- 4.5** managerial accounting and procedures used for managing payrolls and inventory and calculating taxes
- 4.6** characteristics and applications of industry-standard accounting software
- 4.7** the application of basic computational skills, including percents, decimals, and fractions, to solve problems in various business and marketing contexts
- 4.8** construction and interpretation of tables, charts, and graphs
- 4.9** basic principles of geometry and methods and skills related to measurement in various business and marketing contexts
- 4.10** the application of principles and methods of probability and statistics in various business and marketing contexts
- 4.11** basic principles of algebra and the use of formulas and equations in various business and marketing contexts

Standard 5: Business, Marketing, and Personal Law and Ethics

Marketing teachers have a broad and comprehensive understanding of business, marketing, and personal law and ethics, including:

- 5.1** legal terminology and procedures; sources of the law; civil and criminal law; and the structure of federal, state, and local court systems in the United States
- 5.2** rights and responsibilities of individuals, businesses, and governments under the U.S. and Indiana constitutions
- 5.3** contract law, agency law, the Uniform Commercial Code (UCC), environmental protection laws, and other laws and regulations pertaining to the operation of a business
- 5.4** laws and regulations related to product pricing, promotion, selling, and the regulation of competition, including antitrust laws, truth-in-advertising laws, and laws against unfair and deceptive business and marketing practices
- 5.5** laws and regulations pertaining to product development, including laws relating to product safety, consumer protection, product liability, and product labeling
- 5.6** functions and uses of commercial paper and the laws and regulations pertaining to credit, taxes, and bankruptcy
- 5.7** estates, trusts, insurable assets, power of attorney, and other applications of personal law
- 5.8** real and personal property, patent, trademark, and copyright law
- 5.9** social, legal, and ethical issues related to technology use
- 5.10** ethics and social responsibility for businesses and individuals

Standard 6: Personal Financial Literacy

Marketing teachers have a broad and comprehensive understanding of personal financial literacy, including:

- 6.1** strategies for collecting and analyzing financial information and applying this information in systematic decision making about individual and family finances
- 6.2** effects of education, income, skills, life and career choices, and economic factors on personal income and the achievement of financial goals
- 6.3** strategies and skills for personal financial planning, money management, budgeting, and creating and maintaining financial records
- 6.4** rights and responsibilities of consumers and the use of rational decision-making skills when purchasing goods and services
- 6.5** types of financial services offered by banks and other financial institutions; characteristics, advantages, and disadvantages of various types of credit; and strategies for managing credit and debt
- 6.6** strategies for assessing, analyzing, and managing risk and for controlling personal information and characteristics, advantages, and disadvantages of various types of insurance through the life cycle
- 6.7** strategies for estate planning, saving, and investing and characteristics, advantages, and disadvantages of various investment and retirement options
- 6.8** tax terminology, types of taxes, and skills for calculating taxes and completing tax forms in the United States

Standard 7: Economics

Marketing teachers have a broad and comprehensive understanding of economics, including:

- 7.1** basic terminology and concepts in economics, including scarcity, choice, capital, opportunity costs, and supply and demand; the concept of money as a medium of exchange; and the circular flow model of economic exchanges
- 7.2** major economic theories and their influence on the formulation of public policy
- 7.3** methods for conducting economic research and analyzing and interpreting economic information
- 7.4** characteristics of traditional, command, market, and mixed economic systems
- 7.5** factors that affect productivity, including specialization, division of labor, and technological innovation, and how changes in the availability of factors of production affect businesses and the economy
- 7.6** characteristics and operation of market economies, including the operation of supply and demand, benefits of competition, and characteristics of different types of competitive market structures
- 7.7** characteristics and operation of the U.S. national economy and the use of economic indicators to assess the state of the economy
- 7.8** factors that influence economic growth and fluctuations in the world economy; characteristics of the business cycle; and the relationship of the business cycle to unemployment, recession, and inflation
- 7.9** roles of government in the economy; major government regulatory agencies; and how government tax, regulatory, spending, monetary, and fiscal policies affect the U.S. economy
- 7.10** functions of the Federal Reserve System and how the Federal Reserve responds to changing economic conditions

Standard 8: Marketing Research, Information Management, and Market Planning

Marketing teachers have a broad and comprehensive understanding of marketing research, information management, and market planning, including:

- 8.1** roles and functions of marketing in the U.S. and global economies and the effects of marketing on individuals, businesses, and society
- 8.2** strategies and skills for assessing marketing information needs and identifying marketing research problems
- 8.3** strategies for using sampling techniques to collect accurate marketing data, types of primary and secondary data used in marketing research, and descriptive statistics used for analyzing marketing data
- 8.4** ethical issues in the collection, management, and analysis of marketing data
- 8.5** characteristics of marketing strategies and the application of marketing concepts, including market segmentation and target markets, in developing a marketing plan
- 8.6** types and characteristics of interactive media, including social networking sites and various applications available for mobile devices, and the use of these media in marketing
- 8.7** skills and techniques for using technology in marketing research and marketing information management, including keyboarding, formatting, and other input procedures
- 8.8** characteristics and applications of software used in marketing information systems
- 8.9** types and characteristics of emerging technologies used in marketing and procedures for employing these technologies in various marketing contexts

Standard 9: Product/Service Development, Management, and Distribution

Marketing teachers have a broad and comprehensive understanding of product/service development, management, and distribution, including:

- 9.1** principles and methods of product/service planning and development, the use of technology in product/service planning and development, and strategies for ensuring quality control
- 9.2** steps in the product life cycle, the effect of the product life cycle on marketing decisions, and factors that influence decisions about the product mix
- 9.3** product/service positioning, product and institutional branding, and functions of product labeling and packaging
- 9.4** types and characteristics of product/service warranties and service contracts
- 9.5** strategies for using effective product placement to increase sales
- 9.6** types, characteristics, advantages, and disadvantages of various distribution channels
- 9.7** characteristics of different types of intermediaries in the distribution chain
- 9.8** types and characteristics of inventory control systems, strategies for maintaining inventory control, and the use of technology in product distribution and inventory management

Standard 10: Product/Service Pricing, Promotion, and Selling

Marketing teachers have a broad and comprehensive understanding of product/service pricing, promotion, and selling, including:

- 10.1** factors influencing pricing decisions and the use of break-even analysis in pricing
- 10.2** pricing strategies, including promotional and penetration pricing, and circumstances in which each strategy might be used
- 10.3** characteristics of price competition versus nonprice competition
- 10.4** components of the promotional mix; factors that determine selection of a promotional mix; and strategies for developing, implementing, and evaluating promotional plans and campaigns
- 10.5** strategies for using technology in product promotion and advertising, including the design and production of multimedia projects and the use of interactive media
- 10.6** characteristics of different types of marketing channels and advertising media and factors that determine their selection
- 10.7** theories of customer motivation and purchasing behavior and the application of these theories to strategies used to communicate with targeted audiences through advertising, public relations, and selling
- 10.8** characteristics of an effective sales process, including presentations, strategies, approaches, techniques, and follow-up communications

Standard 11: International, Internet, and Specialty Marketing

Marketing teachers have a broad and comprehensive understanding of international, Internet, and specialty marketing, including:

- 11.1** economic, social, cultural, political, legal, and ethical factors that affect international marketing and trade
- 11.2** strategies for marketing products and services to other countries and for effective communication in international marketing contexts
- 11.3** protectionism, free trade, currency exchange, and other factors that affect international marketing and the roles of trade agreements and international institutions in regulating trade
- 11.4** strategies and techniques for maintaining security while using the Internet and engaging in online transactions
- 11.5** strategies for product/service pricing, promotion, and selling on the Internet
- 11.6** strategies and procedures for establishing an Internet business and for planning, developing, designing, maintaining, and managing a Web site
- 11.7** types and characteristics of emerging Internet technologies and procedures for employing these technologies in Internet marketing
- 11.8** product design and development, promotion, pricing, placement, and selling in the fashion, sports, recreation, entertainment, hospitality, travel, and tourism industries

Standard 12: Marketing Careers and Career Development

Marketing teachers have a broad and comprehensive understanding of marketing careers and career development, including:

- 12.1** personal characteristics, abilities, and skills for succeeding in the workplace
- 12.2** types and characteristics of career opportunities in business- and marketing-related fields
- 12.3** sources of information about business- and marketing-related careers and education, experience, skills, and other requirements needed for various business- and marketing-related careers
- 12.4** strategies and techniques for helping students analyze career pathways and carry out self-assessment and career planning and for encouraging students to be lifelong learners
- 12.5** strategies and techniques for locating open business- and marketing-related career positions, creating an effective résumé, and completing successful interviews

Standard 13: Core Knowledge and Skills for Marketing Teachers

Marketing teachers have a broad and comprehensive understanding of core knowledge and skills for marketing teachers, including:

- 13.1** the structure and delivery of career and technical education in the United States and Indiana and state and federal laws and regulations pertaining to career and technical education
- 13.2** Common Core Standards for English Language Arts and Mathematics and their application in business and marketing education settings
- 13.3** important events and developments in the history of career and technical education and marketing education
- 13.4** social, political, legal, and ethical issues in marketing education
- 13.5** principles and practices for ensuring the safety of students in marketing classrooms and school-to-work experiences
- 13.6** strategies and techniques for coordinating and supervising students' school-to-work experiences and for assessing student learning during their school-to-work experiences
- 13.7** missions, goals, and organizational structures of career and technical student organizations; roles and responsibilities of faculty advisors to these organizations; and strategies for fostering leadership skills in students
- 13.8** professional development and outreach in career and technical education and marketing education, including strategies for working with local advisory committees

Standard 14: Marketing Instruction and Assessment

Marketing teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and marketing education, including:

- 14.1** Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education
- 14.2** MBA Research and Curriculum Center; National MBA Curriculum Standards in Finance, Management/Administration, and Marketing; and the ISTE National Education Technology Standards
- 14.3** instructional strategies and resources to integrate instruction that promotes student achievement of Common Core Standards for English Language Arts and Mathematics
- 14.4** instructional strategies and resources for promoting students' understanding of concepts and development of skills related to marketing education
- 14.5** strategies and skills for planning, designing, and delivering instruction in marketing education, including the use of techniques and approaches that meet the needs of diverse learners
- 14.6** instructional strategies for promoting student learning and fostering the development of critical-thinking, higher-order thinking, problem-solving, and performance skills in marketing education
- 14.7** strategies and skills for creating a productive learning environment using knowledge of student behavior, organizational skills, and classroom management skills
- 14.8** communication methods that promote student learning and foster active inquiry, interaction, and collaboration in the marketing education classroom
- 14.9** strategies and skills for selecting, adapting, and using technological resources to enhance teaching and learning
- 14.10** strategies for promoting students' skills and knowledge required for success in the workplace, in marketing occupations, and in postsecondary education
- 14.11** strategies and skills for effectively assessing students' understanding and mastery of essential concepts and skills in marketing education