

Career and Technical Education (CTE) Adapted CTE Course Blueprint of Essential Standards and Indicators

Marketing and Entrepreneurship Education

6621 Marketing

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
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Special thanks to the following educators who developed this Adapted CTE Course Blueprint.

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This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.

Adapted CTE Course Blueprint of Essential Standards

Essential standards are big, powerful ideas that are necessary and essential for students to know to be successful in a course. Essential standards identify the appropriate verb and cognitive process intended for the student to accomplish. Essential standards provide value throughout a student's career, in other courses, and translate to the next level of education or world of work.

The essential standards use Revised Bloom's Taxonomy (RBT) category verbs (remember, understand, apply, analyze, evaluate, create) that reflect the overall intended cognitive outcome of the indicators. Each essential standard and indicator reflects the intended level of learning through two dimensions; The Knowledge Dimension is represented with letters A-C, and the Cognitive Process Dimension by numbers 1-6.

This document will help teachers plan for curriculum delivery for the course, prepare daily lesson plans, and construct valid formative, benchmark, and summative assessments. Assessment for this course is written at the level of the **ESSENTIAL STANDARD** and assesses the intended outcome of the sum of its indicators. Curriculum provider is MBA Research & Curriculum Center.

For additional information about this blueprint, contact the Division of Career and Technical Education, North Carolina Department of Public Instruction, 6361 Mail Service Center, Raleigh, North Carolina 27699-6361.

Reference: Anderson, Lorin W. (Ed.), Krathwohl, David R. (Ed.), et al., *A Taxonomy for Learning, Teaching, and Assessing: A Revision of Bloom's Taxonomy of Educational Objectives*, Addison Wesley Longman, Inc., New York, 2001.

Interpretation of Columns on the NCDPI Adapted CTE Course Blueprint

No.	1	2	3	4
Heading	Essential Std #	Unit Titles, Essential Standards, and Indicators	Course Weight	RBT Designation
Column information	Unique course identifier and essential standard number.	Statements of unit titles, essential standards per unit, and specific indicators per essential standard. If applicable, includes % for each indicator. In addition, included are the assessment references used by 3rd party MBA Research and Curriculum Center, The assessment references identify core or supplemental content.	Shows the relative importance of each unit and essential standard. Course weight is used to help determine the percentage of total class time to be spent on each essential standard.	Classification of outcome behavior in essential standards and indicators in Dimensions according to the Revised Bloom's Taxonomy. Cognitive Process Dimension: 1 Remember 2 Understand 3 Apply 4 Analyze 5 Evaluate 6 Create Knowledge Dimension: A Factual Knowledge B Conceptual Knowledge C Procedural Knowledge

Career and Technical Education conducts all activities and procedures without regard to race, color, creed, national origin, gender, or disability. The responsibility to adhere to safety standards and best professional practices is the duty of the practitioners, teachers, students, and/or others who apply the contents of this document.

Career and Technical Student Organizations (CTSO) are an integral part of this curriculum. CTSOs are strategies used to teach course content, develop leadership, citizenship, responsibility, and proficiencies related to workplace needs.

**Adapted CTE Course Blueprint Essential Standards for
6621 MARKETING**
(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	Total Course Weight	100%	
A	BUSINESS OF MARKETING, CAREERS IN MARKETING, FOUNDATION OF MARKET PLANNING, CUSTOMER RELATIONS, AND SELLING	40%	
1.00	Understand marketing, career opportunities, market planning, and foundation of marketing-information management.	15%	B2
	1.01 Understand marketing's role and functions in business to facilitate economic exchanges with customers. (MK:001), (MK:002)	4%	
	1.02 Understand career opportunities in marketing to make career decisions. (PD:024)	3%	
	1.03 Read to acquire meaning from written material and to apply the information to a task. (CO:057) (SUPPLEMENTAL)	0%	
	1.04 Employ marketing-information to develop a marketing plan. (MP:001), (MP:003)	4%	
	1.05 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:012), (IM:184)	4%	
	1.06 Write internal and external business correspondence to convey and obtain information effectively. (CO:133) (SUPPLEMENTAL)	0%	
2.00	Understand selling, customer relations and product management.	25%	B2
	2.01 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:017), (SE:076)	4%	
	2.02 Foster positive relationships with customers to enhance company image. (CR:004), (CR:005), (CR:019), (CR:006) (SUPPLEMENTAL)	0%	
	2.03 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:932)	3%	
	2.04 Foster positive relationships with customers to enhance company image. (CR:007) (SUPPLEMENTAL)	0%	
	2.05 Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010) (SUPPLEMENTAL)	0%	
	2.06 Apply quality assurances to enhance product/service offerings. (PM:019), (PM:020)	4%	
	2.07 Reinforce company's image to exhibit the company's brand promise. (CR:001), (CR:002)	4%	
	2.08 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:062), (SE:109)	4%	
	2.09 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:048)	3%	
	2.10 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:110), (SE: 111), (SE:114) (SUPPLEMENTAL)	0%	
	2.11 Process the sale to complete the exchange. (SE:116)	3%	
	2.12 Process the sale to complete the exchange. (SE:009), (SE:835) (SUPPLEMENTAL)	0%	

B	PRODUCT/SERVICE MANAGEMENT, PRICING, CHANNEL MANAGEMENT, PROMOTION, MARKETING-INFORMATION MANAGEMENT, AND SELLING	60%	
3.00	Understand product/service management, pricing and channel management.	29%	B2
	3.01 Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001), (PM:024), (PM:039), (PM:040)	7%	
	3.02 Apply quality assurances to enhance product/service offerings. (PM:017) (SUPPLEMENTAL)	0%	
	3.03 Employ product-mix strategies to meet customer expectations. (PM:003)	3%	
	3.04 Position products/services to acquire desired business image. (PM:042), (PM:021)	4%	
	3.05 Position company to acquire desired business image. (PM:206) (SUPPLEMENTAL)	0%	
	3.06 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:015), (PI:016), (PI:017), (PI:002)	9%	
	3.07 Acquire a foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:002), (CM:003), (CM:004)	6%	
	3.08 Acquire a foundational knowledge of channel management to understand its role in marketing. (CM:005), (CM:006) (SUPPLEMENTAL)	0%	
	3.09 Write internal and external business correspondence to convey and obtain information effectively. (CO:039) (SUPPLEMENTAL)	0%	
4.00	Understand promotion, marketing-information management, and selling	31%	B2
	4.01 Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003), (PR:099), (PR:100), (PR:101)	10%	
	4.02 Understand promotional channels used to communicate with targeted audiences. (PR:007)	3%	
	4.03 Understand promotional channels used to communicate with targeted audiences. (PR:247), (PR:089) (SUPPLEMENTAL)	0%	
	4.04 Understand promotional channels used to communicate with targeted audiences. (PR:249), (PR:250)	3%	
	4.05 Write internal and external business correspondence to convey and obtain information effectively. (CO:040) (SUPPLEMENTAL)	0%	
	4.06 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:001)	3%	
	4.07 Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:025) (SUPPLEMENTAL)	0%	
	4.08 Acquire foundational knowledge of marketing-information management to understand its nature and scope (IM:183)	3%	
	4.09 Acquire foundational knowledge of marketing-information management to understand its nature and scope (IM:419) (SUPPLEMENTAL)	0%	
	4.10 Understand marketing-research activities to show command of their nature and scope. (IM:010), (IM:282) (SUPPLEMENTAL)	0%	
	4.11 Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue. (IM:284), (IM:281), (IM:285) (SUPPLEMENTAL)	0%	
	4.12 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:289)	3%	
	4.13 Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:418), (IM:286)	3%	
	4.14 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:828) (SUPPLEMENTAL)	0%	
	4.15 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:106)	3%	
	4.16 Acquire a foundational knowledge of selling to understand its nature and scope. (SE:107), (SE:108) (SUPPLEMENTAL)	0%	