

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

Marketing and Entrepreneurship Education

6622 Marketing Management

Public Schools of North Carolina
State Board of Education • Department of Public Instruction
Academic Services and Instructional Support
Division of Career and Technical Education
Delores P. Ali, Project Director

Raleigh, North Carolina
Summer 2011, Version 2
Contact MarketingEducation@dpi.nc.gov for more information.

Special thanks to the following educators who developed this Adapted CTE Course Blueprint.

Pilot Teachers

Candace Cashwell-Nash Central High School
Kevin Crudup-Nash Central High School
Amanda Mozingo-Southern Wayne High School

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
6622 MARKETING MANAGEMENT**
(Hours of instruction: 135-180)

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
1	2	3	4
	Total Course Weight	100%	
A	CUSTOMER/CLIENT/BUSINESS BEHAVIOR, MARKET PLANNING, SELLING, FINANCIAL ANALYSIS, ECONOMICS, PRODUCT/SERVICE MANAGEMENT, EMOTIONAL INTELLIGENCE, COMMUNICATION, AND CUSTOMER RELATIONS.	52%	
1.00	Understand customer/client/business behavior and intermediate marketing planning.	10%	B2
	1.01 Understand marketing's role and function in business to facilitate economic exchanges with customers. (MK:002), (SUPPLEMENTAL)	0%	
	1.02 Utilize critical-thinking skills to determine best options/outcomes. (PD:019), (SUPPLEMENTAL)	0%	
	1.03 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making. (MK:014), (MK:019)	5%	
	1.04 Employ marketing-information to develop a marketing plan. (MP:007), (MP:008), (MP:013)	5%	
2.00	Understand selling, financial analysis, and economics.	14%	B2
	2.01 Understand sales activities to show command of their nature and scope. (SE:380)	3%	
	2.02 Acquire a foundational knowledge of accounting to understand its nature and scope. (FI:579)	3%	
	2.03 Implement accounting procedures to track money flow and to determine financial status. (FI:091), (FI:093), (FI:094)	5%	
	2.04 Acquire knowledge of the impact of government on business activities to make informed economic decisions. (EC:072)	3%	
	2.05 Utilize critical-thinking skills to determine best options/outcomes. (PD:012) (SUPPLEMENTAL)	0%	
3.00	Understand product/service management, emotional intelligence, financial analysis, selling, and customer relations.	28%	B2
	3.01 Generate product ideas to contribute to ongoing business success. (PM:127), (PM:128)	4%	
	3.02 Use communication skills to foster open, honest communications. (EI:038)	3%	
	3.03 Use communication skills to influence others. (EI:012) (SUPPLEMENTAL)	0%	
	3.04 Write internal and external business correspondence to convey and obtain information effectively. (CO:031)	3%	
	3.05 Use communication skills to influence others. (EI:062) (SUPPLEMENTAL)	0%	
	3.06 Manage financial resources to ensure solvency. (FI:106)	3%	
	3.07 Interpret marketing information to test hypotheses and/or to resolve issues. (IM:062), (IM:191) (SUPPLEMENTAL)	0%	
	3.08 Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:112), (SE:404)	4%	
	3.09 Understand the nature of customer relationship management to show its contributions to a company. (CR:016), (CR:017), (CR:018)	5%	
	3.10 Employ product-mix strategies to meet customer expectations. (PM:041)	3%	
	3.11 Position company to acquire desired business image. (PM:207)	3%	

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
B	CHANNEL MANAGEMENT, SELLING, PROMOTION, MARKETING-INFORMATION MANAGEMENT, COMMUNICATION, AND ECONOMICS	48%	
4.00	Understand channel management and selling.	21%	B2
	4.01 Manage channel activities to minimize costs and to determine distribution strategies. (CM:007), (CM:008)	4%	
	4.02 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:359)	3%	
	4.03 Perform pre-sales activities to facilitate sales presentation. (SE:001), (SE:400), (SE:369), (SE:366), (SE:067), (SE:119) (SUPPLEMENTAL)	0%	
	4.04 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:810), (SE:883), (SE:811), (SE:113), (SE:893), (SE:115), (SE:874), (SE:895)	14%	
	4.05 Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:875), (SE:392), (SE:387), (SE:046), (SE:073) (SUPPLEMENTAL)	0%	
	4.06 Process the sale to complete the exchange. (SE:117) (SUPPLEMENTAL)	0%	
	4.07 Write internal and external business correspondence to convey and obtain information effectively. (CO:094) (SUPPLEMENTAL)	0%	
5.00	Understand promotion, marketing-information management and communication.	16%	B2
	5.01 Understand the use of an advertisement's components to communicate with targeted audiences. (PR:014), (PR:251)	4%	
	5.02 Manage stressful situations to minimize negative workplace interactions. (EI:028) (SUPPLEMENTAL)	0%	
	5.03 Understand the use of public-relations activities to communicate with targeted audiences. (PR:252), (PR:253) (SUPPLEMENTAL)	0%	
	5.04 Understand the use of trade shows/expositions to communicate with targeted audiences. (PR:254), (PR:255) (SUPPLEMENTAL)	0%	
	5.05 Manage promotional activities to maximize return on promotional efforts. (PR:073), (PR:076)	4%	
	5.06 Evaluate marketing research procedures and findings to assess their credibility. (IM:292), (IM:293), (IM:428)	5%	
	5.07 Write internal and external business correspondence to convey and obtain information effectively. (CO:091)	3%	
6.00	Understand economics.	11%	B2
	6.01 Analyze cost/profit relationships to guide business decision-making. (EC:014), (EC:015) (SUPPLEMENTAL)	0%	
	6.02 Analyze cost/profit relationships to guide business decision-making. (EC:023)	3%	
	6.03 Understand economic indicators to recognize economic trends and conditions. (EC:083), (EC:017), (EC:082), (EC:084), (EC:018)	8%	
	6.04 Determine global trade's impact on business decision-making. (EC:016), (EC:100), (EC:045) (SUPPLEMENTAL)	0%	