Direct	ions	: (Pri	nt on legal size paper)			G	AP /	ANA	LYSIS FOR 201	2 ST.	AND	ARD	S																	PLAN OF IMPROVE	MENT	
S L	econd ocal T	ary Do	<b>livery</b> : Indicate the level the student will be able to perform the standard when leav Code/Delivery Point: Indicate where the standard is delivered in the curriculum ndards Crosswalk: You may indicate the academic content expectation number or							radamic (	content	tauaht	in the s	tandar	rd.															Any performance element rated		" needs
			ry Delivery for Articulation: Indicate with a check if this is a standard required for			dary a	rticula	ation fo	or the program	audinic	ontent																			plan of improven	ierii.	
Knowledge	Skills Performance Element	Measurement Criteria	52.1999 MARKETING, SALES AND SERVICES MARKETING, ENTREPRENEURSHIP (2012) CONSOLIDATED	4 = 3 = 2 = 1 = N =	Secondary Gap Analysis  TING SCALE: Exceeds criteria and/or able to teach task Accomplishes task to criteria Accomplishes task with help Exposed to the task Not exposed to task  Rate Only the Performance Element Standards  Local Task ID Code/ Delivery				for Articulation	Acad		Star	ndards lk	3	Pre Functions/Foundations of	Marketing	Promotion and Social Media	Pricing	Financial Analysis	nent	Entrepreneurship, Risk	Marketing Information	Strategic Market Planning	Product Service Planning	Human Resources, Manageme	and Careers Economics	Post	What needs to be done?	Who is going to do it?	When will it be done?		
-			ACADEMIC FOUNDATIONS	4	3	2	1		Local Task ID Code/ Delivery Point  Local Lesson Delivery  Economics Lesson Plan	√	·	ELA	Math	Social Studies	Science	VPAA	0	1 :	2 3	4	5	6	7	8	9	10	11	12	2 13	3		
			Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.																													
	1		Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.						3, 6, 10, 11, 13, 14 15, 16, 17 18, 19, 20 21, 23, 24 25, 26, 27 28, 30, 33 35, 36, 33	7, 0, 4, 7,								1														
	2		Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.						14, 18, 2° 23, 27, 3° 35, 36, 37	1, 1,																	11					
	3		Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.						14, 15, 17 20, 26, 27 35, 36, 37	7, 7														8								
	4		Evaluate and use information resources to accomplish specific occupational tasks.						1, 6, 9, 10 11, 12, 13 14, 15, 16 17, 20, 2° 22, 24, 26 26, 27, 26 31, 32, 36 36, 37	3, 6, 1, 5,													7									
	5		Use correct grammar, punctuation and terminology to write and edit documents.						5, 8, 9, 10 11, 12, 13 14, 15, 16 17, 18, 18 20, 21, 23 25, 26, 27 28, 32, 38 36, 37	3, 6, 9, 3, 7,								1														
	6		Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.						1, 11, 13, 17, 18, 20 22, 26, 27 28, 30, 38 36, 37	O, 7,									3													
	7		Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.						20									1											Ι			
I	3		Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.																													
	1		Identify whole numbers, decimals, and fractions.						17, 18, 19 25											4												
	2		Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.						6, 17, 18, 19, 25, 33 34											4												
	3		Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.						7							$oldsymbol{\perp}$					5											
$\square$	4		Apply data and measurements to solve a problem.						17, 18, 19 25	9,			_			_		1			_			8								
$\square$	6		Analyze Mathematical problem statements for missing and/or irrelevant data.  Apply algebraic skills in marketing.				_	1	6, 25	-	$\perp$	$\perp$	_	_		4	$\perp$	$\downarrow$	-	4	5	_	_	-	1	-	1	_	_			
$\vdash$	7	+	Construct charts/tables/graphs from functions and data.				+	$\dashv$	3, 4, 6	+	+	-	+			$\dashv$	+	+		4	-	1	+	8		+		+	+			

	П				Sec	onda	ry Gap Analys	is	T	Ac	ademi	ic Stand	ards						Segme	ents							1
							, ,					sswalk				1			3	S			me				
		52	.1999 MARKETING, SALES	4 = Exc	G SCALE: ceeds criti	eria and,	/or able		>					ot	,	ledia				ation	gu	βį	nagei				
	nent		ID SERVICES MARKETING,	3 = Acc	teach task complishe	es task to	o criteria		ndary Delivery tion							elling romotion and Social Media			ent	Entrepreneursnip, Kisk Management, and Opera Marketing Information	Management Strategic Market Planning	roduct Service Planning	luman Resources, Managind Careers			Who is going	Whon will it
	<u>-</u> lem		NTREPRENEURSHIP (2012)	1 = Exp	complishe posed to t	the task			ry De					oundations		Soc		ysis	Channel Management	and (	E E	e Pi	rces,		What needs to be done?	to do it?	be done?
g.	эсе Е	la l		N = No	ot expose	d to task	(		ondal					Fou		and		Anal	Mana	eurs ent, Info	Mark	ervio	eson	so.			
(nowledge Skills	rma	sarren	CONSOLIDATED	Pa	to Only	, tha E	Performance E	Element	ost-Secon or Articulat					tions	eting	otior	βL	inancial Analysis	nell	agem eting	agem egic	nct S	an R Saree	Economics			
Knov	Perf	Mea		Nu	ite Oilij		tandards	Licinoni	Post- for A					Pre	Marketi	Pron	Pricing	Finar	Char	Man	Man	Prod	Hum and (	Econ	ost		
	8	Analyz	ze data when interpreting operational documents.					17, 18, 19, 21, 23												8							
	9		ment mathematical problem-solving techniques in					6, 25													9				1		
С		marke Demo	eting. onstrate science knowledge and skills required to	+	+				-			-		$\vdash$		-				-	-						
		pursu	ue the full range of post-secondary and career sation opportunities.																								
	1	Evalua	ate scientific constructs including conclusions, conflicting					11												8							
		of erro	controls, data, inferences, limitations, questions, sources ors, and variables.																								
	2	analys	scientific methods in qualitative and quantitative sis, data gathering, direct and indirect observation, ctions, and problem identification.					11												8							
D			erstand the economic principles and concepts amental to business operations.																								
	1	Descri	ribe fundamental economic concepts used in marketing.					1, 2, 3, 4, 5, 6, 9, 10,																12			
								11, 12, 13,																			
								14, 15, 16, 17, 18, 20,																			
								21, 23, 24, 25, 26, 27,																			
								28, 29, 30,																			
								31, 32, 35, 36, 37																			
	2	Descri	ribe the nature of business to show its contributions to tv.					2																12			
	3		in economic systems in which marketing activities are					7, 8, 10, 11, 12, 13,																12			
	4	Acquir	re knowledge of the impact of government on business			_		21, 26, 28 7, 10, 11,						$\vdash$							_			12			
			ties to make informed economic decisions.					14, 15, 16, 17, 18, 19,																			
								20, 21, 22,																			
	5	Analyz	ze cost/profit relationships to guide business decision-	+	+			23, 30, 31 13, 20, 23,	-			-		$\vdash$		-				-	-			12			
	6	makin		_	+			24, 32, 33 12, 14, 17,	<b>.</b>							-				_	-	<u> </u>		12	_		
	٥	activiti						18, 19, 20,																12			
								21, 22, 23, 24, 25, 26,																	1		
$\vdash$	7	Deterr	mine global trade's impact on business decision-making.	+	+	-		27, 28, 29 12, 18, 23,	-	$\vdash$		_		$\vdash$	-		_	$\vdash$			-	╄		12	<del> </del>		
		Scion	g					24, 26, 28,																	1		
								29, 30, 31, 32																			
E			rate sociological & psychological knowledge of p behavior to understand customer decision-																								
	1		by sociological knowledge to facilitate marketing activities.	T	$\top$	$\neg \dagger$		20			$\dashv$			H	$\dashv$				1		9						
$\vdash$	2	Apply	psychological knowledge to facilitate marketing activities.	+	+	1		8, 20			$\dashv$		+	H	+			H	+	+	9	1		_			
Ш	H	COM	MMUNICATIONS		+	$\dashv$		<del>                                     </del>	1		$\dashv$	+		$\vdash$				H	+						+		
Α		Devel	lop and interpret tables, charts, and figures to						Î																		
$\vdash$	1	Create	e tables, charts, and figures to support written and oral	+	+	-		12, 14, 17,			$\dashv$		+	H	+		1	H	+	8	+	1		-			
			nunications.					19, 27, 36, 37																			
	2		oret tables, charts, and figures used to support written and ommunication.					6, 13, 16, 17, 21, 27,										l		8							
		Jiai 60						29, 32, 35, 36, 37																			
В		Apply	y active listening skills to obtain and clarify					1																			
$ldsymbol{ldsymbol{\sqcup}}$		ınforr	mation.					1	<u> </u>								1					1					I

	I		1	S	econdary Gap Analysis	s			mic Stan						Seg	gments							
				RATING SCAL	E-			С	rosswall	k .			m			g			ame				
			52.1999 MARKETING, SALES		criteria and/or able		م				ţo.		romotion and Social Media			Entrepreneurship, Risk	.	in g	Manage				
	ent	eria	AND SERVICES MARKETING,	3 = Accompli	shes task to criteria shes task with help		Delivery				ions		Sial		nent	Risk	tion	t Planning Planning	Ψ,			Who is going	When will it
	Elen	Crit	ENTREPRENEURSHIP (2012)	1 = Exposed N = Not expo	to the task						ındat		g So		lysis	ding,	orma	ce P	rces		What needs to be done?	to do it?	be done?
a)e		nent	CONSOLIDATED	N = Not expt	ised to task		ondary ation				ns/Foundations		u auc		Ana	neurs nent	lnfc ent	Man	esou	2 %			
Knowledge	эта	surei	CONSOLIDATED	Rate O	nly the Performance El	lement	Post-Secondar for Articulation				tions	g Bc	otio	ъg	Financial Analysis Channel Management	aprer	eting agen	Strategic Market Planning Product Service Planning	an R	conomics			
Knor	Performance	Меа			Standards		Post for A				Fund	Selling	Pron	Pricing	Fina	Entre	Mark	Strat Prod	Human Resources, N	Ecor	Post		
	1		Interpret a given verbal message/information.			2, 13, 14, 15, 16, 17,						2											
						18, 19, 20,																	
						21, 23, 25, 26, 28, 30,																	
						31, 32, 35, 36, 37																	
	2		Respond with restatement and clarification techniques to clarify		1 1 1	14				1		2			+			-					
++	3		information.  Model behaviors that demonstrate active listening.			1, 6, 7, 9,		-	-		-	2		-	+		$\vdash$	+		+			
			model ponditions that domeronate delive note inig.			10, 11, 12,						-											
						13, 14, 15, 16, 17, 18,																	
						19, 20, 21, 22, 23, 24,																	
						25, 26, 27,																	
						28, 30, 31, 32,34, 35,																	
H		Ш		$\perp$		36, 37			$\sqcup$	$\perp \!\! \perp \!\! \perp \!\! \! \perp$	_	<u> </u>			$\perp$		$\vdash \vdash$			$\sqcup$			
С			Listen to and speak with diverse individuals to enhance communication skills.						Ш														
	1		Apply factors and strategies for communicating with a diverse workforce.																11				
	2		Demonstrate ability to communicate and resolve conflicts within																11				
D	1		a diverse workforce.  Exhibit public relations skills to increase internal and																				
-	1		external customer/client satisfaction.  Communicate effectively when developing positive			14, 31			<b>-</b>		_	2			_		-	_		+			
	<u>'</u>		customer/client relationships.																				
	2		Use correct grammar to communicate verbally.			8, 11, 13, 14, 15, 16,					1												
						17, 18, 19, 20, 21, 23,																	
						24, 26, 27,																	
						28, 30, 31, 32, 35, 36,																	
						37												_					
	3		Listen to a presentation and record important information.  Report back identifying central themes and use key points to			7, 9, 10, 11, 12, 14,					1												
			explain how the message applies to a similar situation.			16, 17, 18, 19, 20, 21,																	
						23																	
E			Obtain and convey ideas and information in marketing to facilitate business operations.									L		[									
	1		Read to acquire meaning from written material and to apply the information to marketing tasks.			1, 6, 9, 10, 11, 12, 13,					1												
			miomiduoti to marketing tasks.			14, 15, 16,																	
						17, 19, 20, 21, 23, 24,																	
						25, 26, 28, 30, 32																	
+	2		Write internal and external business correspondence in	++	+	9			$\vdash$	+	+		$\vdash$	$\neg$	$\dashv$	7	++	+	+				
$\vdash$	3	$\vdash$	marketing. Communicate with staff to clarify workplace objectives.	+	+ + +			$\vdash\vdash$	$\vdash$	+	+	-	$\vdash$	$\dashv$	+		$\vdash$	+	11	+			
III	Ť		PROBLEM-SOLVING AND CRITICAL	+	1					+		1			$\top$				† · ·				
	1		THINKING	$\perp \downarrow \downarrow$															_				
A	1		Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams.																				
			Solve problems using creativity and innovation.																				
+	1	$\vdash$	Employ critical thinking skills independently and in teams to	++	+	1, 2, 6, 9,				+	-	1	$\vdash$	-+	-		8	-	-	+			
			solve problems and make decisions (e.g., analyze, synthesize and evaluate).			10, 11, 13, 15, 16, 17,																	
			and evaluate).			18, 19, 20,																	
						21, 23, 24, 26, 28, 29,																	
						30, 31, 32,																	
	2	H	Employ critical thinking and interpersonal skills to resolve	+	+	33, 34, 35 31, 34					1	1	$\vdash$		+		++	+	11				
$ldsymbol{\sqcup}$			conflicts with staff and/or customers.						$\bot\bot$														]

					Second	ary Gap Ana	alysis		Acad	lemic S	tandards						Segmen	nts							
				RATING SCA	VI E-			I		Crossv	/alk	П						us			eme				
			52.1999 MARKETING, SALES	4 = Exceeds to teach	criteria an	nd/or able		>				ť	5	Aedia				ratio	ing	ng	nage				
	ent	ina	AND SERVICES MARKETING,	3 = Accomp	lishes task	to criteria		Delivery						ia			ent	on	anni	Planning	Σ			Who is asing	When will it
	lem	Sife	ENTREPRENEURCHIR (2042)	2 = Accomp 1 = Exposed	to the tas	k						1	ga	Soc		Sis	Jem je, F	mati	E E	풉	ces,		What needs to be done?	Who is going to do it?	When will it be done?
	Se E	ent (	ENTREPRENEURSHIP (2012)	N = Not exp	oosed to ta	sk		ndary				oc/Eoundations		and		ınaly	anag	ant, a Infor	<b>l</b> arke	Nice	sour				
edge	man	nen/	CONSOLIDATED					ecor				y-aud		tion	_	ial A	le M	jeme ting l	gic N	ot Se	n Re	mics			
Knowledge	Skills Performance Element	Measuremen		Rate C	-	Performan Standards	ce Element	Post-Secondary				ē :	larke	selling Promotion and Social Media	ricing	inancial Analysis	Channel Management Entrepreneurship, Risk	lanagement, and Opera larketing Information lanagement	Strategic Market Planning	roduct Service	luman Resources, Mar nd Careers	conomics	20		
×	3	_	Identify, write and monitor workplace performance goals to	1 1		Januarus		<u> </u>				а и	_ ≥	s Δ	Δ.	ш	ОШ	1222	S	Δ.	Ι დ 11	шС	L.		
			guide progress in assigned areas of responsibility and accountability.																						
	4	_	Conduct technical research to gather information necessary for	-			24, 26, 27,					tt	-					8							
IV		-	decision-making. INFORMATION TECHNOLOGY APPLICATIONS				33, 36, 37	-				++						-							
10			INFORMATION TECHNOLOGY AFFEICATIONS																						
	Α		Use Personal Information Management (PIM)																						
	1	-	applications to increase workplace efficiency.  Manage personal schedules and contact information.				2	-				++						7							
	2		Create memos and notes.					1				++	_					7							
	В	1	Employ technological tools to expedite workflow.			Ш			Lt			Lt													
	1		Use information technology tools to manage and perform work				5, 13, 20,											7							
L	⊥	$\perp$	responsibilities.			Ш	24, 28, 30, 31	<u></u>																	
	2		Use email to share files and documents.				20											8							
<u> </u>	3		Identify the functions and purpose of email systems.  Use email to communicate within and across organizations.	$\dashv \dashv$	-	$\vdash$		1-	$\vdash$			-	1	_	$\vdash$			-							
	4		ose email to communicate within and across organizations.																						
	5	•	Access and navigate Internet (e.g., use a web browser).				1, 5, 9, 10, 11, 12, 13,											8							
							14, 15, 16,																		
							20, 22, 24, 26, 27, 28,																		
							30, 31, 34,																		
	6	-	Search for information and resources.			-	36, 37 1, 9, 10,	-	$\vdash$	_		+						8							
							11, 12, 13,																		
							14, 15, 16, 20, 22, 24,																		
							26, 27, 28,																		
							30, 31, 34, 36, 37	'																	
	7		Evaluate Internet resources for reliability and validity.				1, 9, 10, 11, 12, 13,											8							
							14, 15, 16,																		
							20, 22, 26, 27, 28, 36,																		
							37	'																	
	8		Prepare simple documents and other business communications.				9, 14, 19, 20, 23, 27,						1												
							28, 30, 32	1				$\Box$													
	9	1	Prepare reports and other business communications by integrating graphics and other non-text elements.				12, 14, 28, 30	1										′							
	10		Prepare complex multi-media publications.				28					П		3											
	11	1	Prepare presentations for training, sales and information sharing.				1, 22, 30, 34							2											
	12	2	Deliver presentations with supporting materials.				1, 12, 14,					T		2											
							17, 20, 22, 27, 28, 30,	:1																	
<u> </u>	1.	_	Out to a second blood	$\bot\!\!\!\bot$		$\sqcup \!\!\! \perp$	34	1				$\Box$	_			_							1		
$\vdash$	13		Create a spreadsheet.  Perform calculations and analyses on data using a	+				1-	$\vdash$	+	<del>                                     </del>	+	+		$\vdash$	5									
			spreadsheet.									Ш													
$\vdash$	15		Manipulate data elements.	+		$\sqcup$	10 44 40	1				+	_		+	5	_		_			_			
	16		Manage interrelated data elements.			Ш	12, 14, 19, 23, 25	<u>'L</u>							<u>L</u> .				9						
	17	7	Analyze interrelated data elements.				12, 14, 19, 23, 25												9						
	18	3	Generate reports showing interrelated data elements.	+			14, 19, 23	1		1			$\dashv$				-	8				1			
	19	9	Facilitate group work through management of shared schedule															7							
	20	)	and contact information.  Facilitate group work through management of shared files and	+			24	1		-		tt	$\dashv$				_	7				1	+		
$\vdash$	21	1	online information. Facilitate group work through instant messaging or virtual	+	-			1-	$\vdash$	-		+	$\dashv$	-	+	$\vdash$	-	7							
			meetings.					1				$\Box$													
-	22		Manage computer operations.	$-\!\!\!\!\!+\!\!\!\!\!\!\!\!\!\!+$		$\vdash$	28	1		_		11	_		+			7							
	23		Manage file storage.  Compress or alter files.	+		$\vdash$	28	1-	$\vdash$	-	$\vdash$	+	$\dashv$	_				7				-			
Ь	1-	· 1	Tamp. 113 of ditor moo.		ı			1							1		L	<u>.                                      </u>	ш				- I	I	

	1				Se	condar	ry Gap Analysi	is	ı	Ac	ademic	Standa	ırds					Seg	ments							
							, , , .				Cros			Т	1			1	,		Т	Je				
			52.1999 MARKETING, SALES		NG SCALE: xceeds cri		/or able							<b>-</b>		dia			į	0.00		age				
	±			to	teach tas	sk			very					ns of		₩		¥	sk	r line	Planning	Jane				
	men	iteri	AND SERVICES MARKETING,	2 = A	ccomplish	es task w	ith help		Deli					ation		ocia	Ι,	s mer	2 2	ation	Jan	s, r				When will it
	Skills Performance Element	ţ	ENTREPRENEURSHIP (2012)		xposed to lot expose				≥ _					s/Foundations		romotion and Social Media	1	Inancial Analysis Channel Management	ntrepreneurship, Risk	Marketing Information Management Strategic Market Planning	8	Resources, Manag		to	lo it?	be done?
эе	nce	Measurement	CONSOLIDATED						onda					/Fo	6	nan		Man	neur	J Info	roduct Service	ers	g			
Knowledge	rma	nue	CONSOLIDATED	ь	ata On	lu tha E	Performance E	lomont	Post-Second for Articulation					tion:	eting	otio	g :	nel	prer	eting agen	ğ	an R	conomics			
, nov	erfc	Jeas		κ.	ate Offi	-	andards	iement	ost-					e la	arketi	rom	nicing	nar han	ntre	lark lane trate	DQ.	luman F	Son	ost		
- X	25	_	Operate computer driven equipment and machines.	<del>- 1</del>		ΙÏ	and a c		пυ	П	1	1		ш.	2 (0)	ш		1 0	<u>ш 2</u>		- 4	т «	Ш			
	26	3	Use installation and operation manuals.																7							
	27	7	Troubleshoot computer driven equipment and machines.																7							
	28	3	Access support as needed to maintain operation of computer																7							
	С		driven equipment and machines.  Demonstrate Digital Citizenship	-																				+		
	1		Identify legal and ethical issues related to the use of																			11				
			information and communication technologies (e.g., properly selecting and citing resources)																							
	2		Discuss possible long-range effects of unethical uses of																7							
			technology (e.g., virus spreading, file pirating, hacking) on cultures and society																							
	3		Discuss and demonstrate proper netiquette in online communications		$\perp$			<u></u>								3			$\perp$							
	4		Identify ways that individuals can protect their technology systems from unethical or unscrupulous users																7							
	5	-	Systems from unethical or unscrupulous users  Create appropriate citations for resources when presenting	-	+	+	+	<del>                                     </del>	1		-	+	1 1		1		$\dashv$			8	+	1		<b>†</b>		
	1		research findings	_		$\sqcup$		0.4	<u> </u>				igspace	$\perp$	1		_	_			1	1	$\sqcup$			
	6		Discuss and adhere to fair use policies and copyright guidelines					34													10					
٧			SYSTEMS																							
	A		Describe the nature and types of business																							
			organizations to build an understanding of the scope of organizations.																							
	1		Describe the types and functions of businesses.					14											7							
	2		Explain the functions and interactions of common departments																7							
	В	+	within a business. Implement quality control systems and practices to		-							_	-				_	-			-	-				
	١.		ensure quality products and services.																							
	1		Describe quality control standards and practices common to the workplace.																			11				
	2		Diagnose and make necessary corrections or improvements to a technical system in a business, industry, or simulated work																			11				
			place setting.																							
	С		Understand the concepts, processes, and skills associated with identifying new ideas, opportunities,																							
			and methods and with creating or starting a new																							
			marketing project or business venture.																							
	1	_	Employ entrepreneurial discovery strategies in marketing.	_				0											7							
	2	_	Develop concept for new marketing project or business					9				-	+ +				-	-	7		-				-	
	——————————————————————————————————————		venture.			Ш																				
	3		Determine needed resources for a new marketing project or business venture.					13, 15					1 1						7							٦
	4	1	Actualize new marketing project or business venture.		1	Lt													7		1	L		<u> </u>		
	5		Select harvesting strategies for marketing project or business																7							
	D	+	venture.  Analyze accounting systems to examine their	-	+	$\vdash$	1		t —		$\dashv$	+	+	-	+		$\dashv$	+			+	$\vdash$	$\vdash$			
	_	_	contribution to the fiscal stability of businesses.			$\sqcup \bot$			<u> </u>			_	$oldsymbol{oldsymbol{\sqcup}}$	$\perp$			_	_				_				
	1		Acquire a foundational knowledge of accounting to understand its nature and scope.						I								;	5								
	2		Implement accounting procedures to track money flow and to				1	1	1				1 1					5								
	E		determine financial status.  Understand tools, strategies, and systems used to	- $+$	+	$\vdash$	+	<del> </del>	1		-	+	+	+	+		-			<del>                                      </del>			$\vdash$	+		
	-		maintain, monitor, control, and plan the use of						Ī																	
	_		financial resources for marketing activities.			$\sqcup \bot$			<u> </u>			_	$\sqcup$	_			_	_				_				
	1		Acquire a foundational knowledge of finance to understand its nature and scope.						I								'	5								
	F	Ì	Understand the tools techniques, and systems that	T																	Ì	Ì				
			marketers use to plan, staff, lead, and organize their						I																	
$\vdash$	1	1	human resources. Understand the role and function of human resources	-	+	+	+	<del>                                     </del>	1		-	+	1 1		1		$\dashv$				+	11		<b>†</b>		
	G		management in marketing.			$\vdash \vdash$			-				+		-		+	-				1		+		
	٦		Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver						Ī																	
			value to customers and to manage customer						Ī																	
			relationships in ways that benefit the organization and its stakeholders.						Ī																	
ш			anu no stakenoluers.			$\perp \perp$		<u> </u>					1	1	ı						_	1	<u> </u>			

	П	ı				Sec	conda	ry Gap Analys	sis	I	Ac	ademic	Standa	ards						Segmer	nts							
												Cross	swalk	ſ	1	T	1 _ 1	1	T	Ť	SC			m.		-		
			52.1999 N	MARKETING, SALES	4 = E	NG SCALE: xceeds cri	iteria and	l/or able		>					of		fedia				ratio	ng	ρu	nage				
	1	ment	AND SER	VICES MARKETING,	3 = A	o teach tas Accomplish	nes task t			Delivery					ions		ial			ent	o lo	anni	annii	ources, Manag			Who is going	When will it
	1	Crite		RENEURSHIP (2012)	1 = E	Accomplish Exposed to	the task			>					ndati		Soc		/sis	gem	and	et PI	e Pli	rces		What needs to be done?	to do it?	be done?
9		ree E	ENTREP		N = N	Not expose	ed to tasi	k		ondary ation					s/Foundations		and		Anali	Aana	ent, Info	Mark	ervic	ers ers	s			
edge		uren		NSOLIDATED	_			Df	F1	Seco					ions	eting a	romotion and Social Media	Ð	inancial Analysis	nel N	gem	gic	roduct Service Planning	Human Rescand	omic			
Xuow.	Skills	Penormance Eler Measurement Cri			K	ate Oni	-	Performance l tandards	Element	Post-Secondar for Articulation					-uncl	Marketi	Prom	Pricing	inan	Channel Management	Management, and Operatic Marketing Information Management	Strategic Market Planning	Produ	Jum S	Economics			
	Ĭ.	1	Describe marketing	s role and function in business.					2, 14, 19,						1							.,						
-	H	2	Acquire foundationa	Il knowledge of customer/client/business			H		23					+	1													
			behavior to understa	and what motivates decision-making.																								
	;	3		ny's unique selling proposition to recognize any apart from its competitors.																		9						
	Н	-	Understand the to	echniques and strategies used to						-				+	-													
				ngoing relationships with customers.																								
	'	1	Foster positive relati company image.	ionships with customers to enhance												2												
	:	2		s image to exhibit the company's brand			П									2												
		3	Describe the nature	of customer relationship management to	H		H			1			+	$\dagger \dagger$	$\neg$	2			1						1			
	$\vdash$	+	Monitor, plan, and	ns to a company.  d control the day-to-day activities	$\vdash$	+	$\forall$			1	H	-		+	$\dashv$	+	+	-	-		+				-			
	Ш	_	required for cont	inued business operations.	$\sqcup$		$\sqcup$			1	Ш	_		$\perp$	_ _		$\perp$				_							
-	H	2		s role and function in business.  ng activities to obtain business supplies	$\vdash$	-	$\dashv$			1	$\vdash$	+		+	-	+	+	-			7				-	+		
-	'		and equipment.	role and function in business.	$\sqcup$		$\sqcup$			1	$\vdash$			+	_	-	+	_	_	_	-				12			
-	H			ontrol processes to minimize errors and to	$\vdash$	+	H		7	1	H		-	+	-		+						10		12			
.,,	$\sqcup \!$	_	expedite workflow.		$\vdash \vdash$		$\vdash \downarrow$			₩	$\vdash$	+		+			+		_									
VI	Α	+		TH AND ENVIRONMENTAL nal and jobsite safety rules and	$\vdash$	+	$\forall$			1	H	-		+	$\dashv$	+	+	-	-		+				-			
			regulations to ma	aintain safe and healthful working						1																		
	H -	1	Assess workplace of	nvironments. onditions with regard to safety and health.	$\vdash$	-	$\forall$			1		-+	-	╅┪	+		+				7					+		
	Н.	2	Select appropriate of	personal protective equipment as needed	$\vdash$		$\dashv$			1	$\vdash$	-	-	+		-	+		_		7							
			for a safe workplace	/jobsite.	Ш		$\sqcup$			1	Щ	_	-	$oldsymbol{\perp}$	_	_	$\perp$		_		_							
			the workplace/jobsit																		1							
	4	_		ecautions to maintain a safe worksite.	$\sqcup$		$\sqcup$			1	Ы		_	+ $-$ I	_ _		+		_	_	7				_			
			environment.	d safety regulations to support a safe work			Ш														′							
-	H :	6 7		ocedures to minimize loss. safety policies/procedures to protect	$\vdash$	-	$\vdash$			1	$\vdash$	-+		+		+	+		_		7				-	+		
<u> </u>	H		employees.		$\vdash$		$\vdash \downarrow$			1	$\vdash$			+	_	-	4-4	_	_		7							
			loss.	policies/procedures to minimize chance for			Ш														′							
	В	9		asks in accordance with employee	$\vdash$	_	$\vdash \downarrow$			1	$\vdash$	-	-	+	_	-	+				7				-			
			rights and respon	asks in accordance with employee in accordance with employers obligations place safety and health.																								
	Ħ.	1		ws designed to promote safety and health			П		14	1				1 1										11				
	1	2		of rules and laws designed to promote	+	+	$\forall$		14	1	H	$\dashv$	+	+	+		+	+	<u></u>	+	+			11	1			
$\vdash$	С	+	safety and health.  Employ emergen	cy procedures as necessary to	H	+	$\forall$			1	$\Box$	$\dashv$		+	$\dashv$	+	+	+	_		+				<b>-</b>			
$\vdash$	Н.	1	provide aid in wo	orkplace accidents. irst Aid procedures as necessary.	$\vdash$	-	$\vdash \downarrow$			₽	H	_		+	_	-	+				7							
$\vdash$		2		PR procedures as necessary.	$\vdash$	-	$\forall$			1	H	-+	-	╅┪	+	+	+				7				-	1		
	- ;		Use safety equipme	nt as necessary.			П														7							
	D			ge of response techniques to create emergency response plan.																								
			situation.	sment of an emergency and/or disaster					37															11				
1/11	H	2		cy and/or disaster plan.	$\vdash$	-	$\vdash \vdash$	-		1	$\vdash$	+		+		+	+	_	_		+			11				
VII	Α	+		AND TEAMWORK nd teamwork skills in collaborating	$\vdash$	-	$\forall$			1	$\vdash$	+		+	-	+	+	+	_		+					+		
			with others to ac	complish organizational goals and																								
			objectives.						<u> </u>	1	1										-   -					1	l	1

		П	ı		Sec	ondary	/ Gap Analysi	is		Aca	demic S	tandards						Segme	nts							
				n/=::							Cross	walk			-	T			Su		П	Ĕ I				
			52.1999 MARKETING, SALES	4 = Exc	G SCALE: ceeds criti teach task		or able		>				4	ь	Aedia				ratio	ng	ъg	nage				
	ent		AND SERVICES MARKETING,	3 = Ac	complishe complishe	s task to			elive				9	suoi	Sial			nent Pick	Ope	lanni	annii	Σ			Who is going	When will it
	Elen		<b>ENTREPRENEURSHIP (2012)</b>	1 = Ex	posed to to ot exposed	he task	ппер		ndary Delivery Iion				100	oundations	ening romotion and Social Media		inancial Analysis	Channel Management	Aanagement, and Opera	viariagement Strategic Market Planning	roduct Service Planning	Human Resources, Managand Careers		What needs to be done?	to do it?	be done?
ge	ance	men	CONSOLIDATED			- 10 100			<u>~</u> ~				Į,	8/70 10	n an		Ana	Man	neur nent, g Info	Mar	Servi	Resor	SS			
Knowledge	оте	sanse	CONSOLIDATED	Ra	te Only	the P	erformance E	lement	Post-Seco				100	-unction Marketin	notic	ricing	ncial	nnel	ketin	tegic	duct (	nan F Care	Economics			
Kno	Pen	Mea				Sta	indards		Pos for /				Pre	Mar	Pro P	Pric	Ë	Cha	Mar	Stra	Pro	_ (0	Eco	3		
	1		Employ leadership skills to accomplish organizational goals and objectives.																			11				
	2	E	Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.					31														11				
	3	t	Employ teamwork skills to achieve collective goals and use team members' talents effectively.					1, 6, 10, 11, 12, 21, 28, 30, 31														11				
	4	le a	Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.																			11				
	5	ď	Conduct and participate in meetings to accomplish work tasks.																			11				
	6	_	Employ mentoring skills to inspire and teach others.																			11				
VIII	$\vdash$		ETHICS AND LEGAL RESPONSIBILITIES  Know and understand the importance of professional	-	+	+		1	$\vdash$	$\vdash$	-		+		-	-	$\vdash$		+	-						
		6	ethics and legal responsibilities.										$oldsymbol{\perp}oldsymbol{\perp}$													
	1		Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.																7							
	2	l I	Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.																			11				
В		l	Understand business's responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.																							
	1		Employ ethical actions in obtaining and providing information to acquire others' confidence.																			11				
	2		Apply ethics to demonstrate trustworthiness.		+			15		H		1 1	+		_	1						11				
	3		Manage internal and external business relationships to foster positive interactions.					15														11				
	4	A	Acquire foundational knowledge of business laws and					15				<del>1 1</del>	T										12			
	5	E	regulations to understand their nature and scope.  Explain the civil foundations of the legal environment of business to demonstrate knowledge of contracts.					15															12			
	6		Explore the regulatory environment of United States' businesses to understand the diversity of regulations.					14, 15, 18, 19, 23															12			
	7	E	Explain human resources laws and regulations to facilitate business operations.					14														11				
	8	A	Apply knowledge of business ownership to establish and					9					T						7							
	9	A	continue business operations. Acquire knowledge of commerce laws and regulations to	-				14, 18, 19,					11										12			
$\vdash$	10		continue business operations.  Explain tax laws and regulations to adhere to government	-	+	+		23 14, 15		$\vdash$	-		+	+	+	-	$\vdash$	-	+	+			12			
IX		r I	requirements. EMPLOYABILITY AND CAREER										+													
A		ı	DEVELOPMENT Know and understand the importance of employability skills.									$\dagger \dagger$	$\dagger\dagger$					1								
	1	I	Identify and demonstrate positive work behaviors and personal qualities needed to be employable.					1, 6, 7, 9, 11, 12, 14, 28														11				
	2	5	Manage resources in relation to the position (i.e. budget, supplies, computer, etc).																			11				
В			Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.									$\prod$														
	1	c	Develop a personal career plan to meet career goals and objectives.																			11				
	2	F	Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.											1												
	3		Recognize and act upon requirements for career advancement to plan for continuing education and training.														1 [					11				
	4	t	Continue professional development to keep current on relevant trends and information within the industry.																			11				
	5	E	Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance																			11				
	Ш	٧	with industry requirements.					L								1										l ,

	1				Sec	ondary	Gap Analysis	s .		Ac:	ademic	Standa	rds						Segmen	nts						
						oa ,	Cap /a.yo.			, 10	Cross				1	П			Jege	ω	Т	T	ŭ.			
			52.1999 MARKETING, SALES	4 = Exc		eria and/o	r able		_					ot		edia				ation	g	D	ager			
	ant	ria	AND SERVICES MARKETING,	3 = Acc	each task omplishe	s task to o	criteria		liver							alM			ent Risk	On	annir	Planning	Man			
	leme	Crite	ENTREPRENEURS (2042)	1 = Exp	osed to t	s task wit he task	h help		y Deliv					ndati		Soci		.Sis	geme	mati	at ∐	B Pla	ces,		What needs to be done? Who is going to do it?	When will it be done?
0	Skills Performance Element	ent (	ENTREPRENEURSHIP (2012)	N = No	t exposed	to task			Post-Secondary					s/Foundations		romotion and Social Media		inancial Analysis	Channel Management Entrepreneurship, Risl	Aanagement, and Oper Aarketing Information Aanagement	Strategic Market Planning	roduct Service	uman Resources, Mar nd Careers			
Knowledge	man	Measurement	CONSOLIDATED	_			_		Seco					ons/	g ging	otion	D	cial /	Jel M	gem	gic	ct Se	n Ke aree	conomics		
now	erfo	leas.		Rat	te Only		erformance El ndards	lement	ost-8					re	larketi elling	romo	nicing	inan	han	lana lana	trate	rodu	nd C	conc		
<u>x</u>	6	<	Examine employment opportunities in entrepreneurship to			I		13	пυ					а и	2 0	Т.	а.		ОШ	222	0)	ш	11	ш	-	
	7		consider entrepreneurship as an option for career planning.  Foster self-understanding to recognize the impact of personal												2											
			feelings on others. Acquire self-development skills for success in marketing									_			-								11			
	8		careers.																				11			
	9		Develop personal traits to foster career advancement in marketing.																				11			
	10		Participate in career-planning in marketing.											1												
	11		Implement job-seeking skills to obtain employment in marketing.																				11			
	12		Utilize career-advancement activities to enhance professional development in marketing careers.											1												
	3		Demonstrate skills related to seeking and applying for	_	$\dagger \dagger$						-		1 1	-		+				+						
			employment to find and obtain a desired job.																							
	1		Use multiple resources to locate job opportunities.												1	$\pm \pm$							11			
	2		Prepare a résumé.		Ш																		11			
$\vdash$	3		Prepare a letter of application.  Complete an employment application.		+				-	$\vdash$		-	+	_	+		_			++	+		11	-		
	5		Interview for employment.											_	-								11			
	6		List the standards and qualifications that must be met in order					15															11			
	7		to enter a given industry. Employ critical thinking and decision-making skills to exhibit									+			-					+ +			11			
	8		qualifications to a potential employer.  Maintain a career portfolio to document knowledge, skills and									-			-								11			
	Ů		experience in a career field.																							
	9		Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that																				11			
	10	,	match career goals. Identify and exhibit traits for retaining employment to maintain									_	$\vdash$	_									11			
	10		employment once secured.																				''			
Х	<u> </u>		TECHNICAL SKILLS  Marketing-Information Management			_									_											
H	1		Acquire foundational knowledge of marketing-information					10				+		+	-					8						
$\vdash$	2		management to understand its nature and scope. Understand marketing-research activities to show command of	_								-		-	-				-	8						
			their nature and scope.												_											
	3		Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.																	8						
$\vdash$	4		Understand data-collection methods to evaluate their		$\dashv$		+	3, 10, 11	-	$\vdash$		+	1	-	-	+	-	-		8	-			-		
			appropriateness for the research problem/issue.		$\downarrow \downarrow$	_		_, .0, !!					$oxed{oxed}$	_	_						_			_		
	5		Evaluate marketing research procedures and findings to assess their credibility.			L		<u> </u>				$\perp$								8						
	3		FINANCIAL ANALYSIS		П			40.40										-		$\Box$	Ī					
	1		Implement accounting procedures to track money flow and to determine financial status.					18, 19										5								
	2		Manage marketing finances to monitor and measure return on marketing investment (ROMI).			T												5			T	T	T	T		
	3		Explain the fundamental principles of money needed to make		T			18, 19, 23						1										12		
$\vdash$	4		financial exchanges. Analyze financial needs and goals.		$\dagger \dagger$			34				+	1 1	$\dashv$		+ +		5		+						
	5		Manage personal finances to achieve financial goals.					34, 35, 36,																12		
$\vdash$	6		Identify potential business threats and opportunities to protect a		$\dagger \dagger$			37				+	1 1	$\dashv$		+ +		5		+						
$\vdash$	7	+	business's financial well-being. Manage financial resources to ensure solvency.		$\dashv$			18, 19	-	$\vdash$		-	+		+		_	5		+++	+			-		
	<del>:                                     </del>	$\vdash$	HUMAN RESOURCE MANAGEMENT		$\dagger \dagger$	-	+	.0, 13		H		+	† †	$\dashv$	+		_	-		+	-	_	_			
	1		Recognize management's role to understand its contribution to																				11			
	2		business success. Implement organizational skills to facilitate work efforts.		$\dagger \dagger$		1			H		+	1 1	-	+		_	1	+	+	+	_	11	$\dashv$		
	3		Utilize techniques to staff an organization or a department within an organization.																				11			
$\vdash$	4		Utilize planning tools to guide organization's/ department's	=	$\dagger \dagger$	-					-	+	1 1	$\dashv$		+		1	_	7	+					
$\vdash$	5	+	activities. Control an organization's/department's activities to encourage		$\dashv$		+			H	-	+	+ +	+	+	+ +		-	-	7	+			-		
	Ţ		growth and development.			L_									_											L

	П				Se	conda	ry Gap Analys	sis		Ac	ademic	Standar	ds					Segm	nents							
							, , , .				Cross								S		Ě					
			52.1999 MARKETING, SALES	4 = E	NG SCALE: xceeds cri	iteria and	I/or able		>					Jo		romotion and Social Media ricing			atior	ъ	g	5				
	1	in in	AND SERVICES MARKETING,		o teach tas Accomplish		o criteria		Delivery							ਙ		ant	Sper on	ini	n In					
	à	eme		2 = A 1 = E	Accomplish exposed to	nes task v	with help		/ De					datic		Soci	Sis.	Jeme	ip, R	풀	Pla Ses	ĵ		What needs to be done?	Who is going to do it?	When will it be done?
	i i	in El	ENTREPRENEURSHIP (2012)		Not expose				ion					ns/Foundations		and	naly	anag	ursh nt, a nforr	arke	rvice	S			to do it:	be done:
adbe	2	nanc	CONSOLIDATED						econ					ns/F	D	ion	ial A	W Ie	eme ing l	ic M	t Se	reer	S			
Knowledge	ills	Pertormance Element Measurement Criteria		R	ate Onl	-	Performance E	Element	Post-Secondary					nctio	Selling	romot	inancial Analysis	Channel Management	Entrepreneurship, Risk Management, and Opera Marketing Information Management	Strategic Market Planning	roduct Service Planning	nd Careers	conomics			
ž	.,	6	Maintain property and equipment to facilitate ongoing business			St	tandards	1	g ō			_	-	r r z	Š	<u> </u>	嶉	ည်	E E E E	Š	ਨੂੰ ਤੁ	a	ı a			
	,	U	activities.																'							
	D		Channel Management																							
		1	Acquire foundational knowledge of channel management to understand its role in marketing.					32										6								
	2	2	Manage channel activities to minimize costs and to determine															6								
	- 3	3	distribution strategies.  Assess channel-management strategies to improve their					32	1									6		-			+			
			effectiveness and to minimize their costs.													_										
L	LL'	4	Employ marketing information to aid in making and evaluating channel-management decisions.						<u> </u>					$\perp$			$\perp$	6					$\perp$			
	Е		Pricing																							
	<i>'</i>		Explain the nature and scope of the pricing function	_		$\vdash$			1				igwdap	1	++	4	-			_	_	_	_			
-	_	3	Describe the role of business ethics in pricing  Explain legal considerations for pricing	$\vdash$	+	++			1		$\vdash$	+	$\vdash$	+	++	4		+	++	+	+	+	+	<del> </del>		
		4	Explain fegal considerations for pricing  Explain factors affecting pricing decisions	+		+		6, 5	1				$\vdash$	+	++	+	+			+	$\dashv$	+	2			
		5	Apply marketing information to facilitate product/service			$\Box$			1								1				10	1	1			
-	F	+	management decisions.  Product/Service Management	$\vdash$	+	++			1		$\vdash$	+	$\vdash$	+	++	-	+	+	++	+	+	+	+	<del> </del>		
	Η,	1	Acquire a foundational knowledge of product/service	$\vdash$		+			1				$\vdash \vdash$	1			+			+	$\dashv$	$\dashv$	$\dashv$			
-		2	management to understand its nature and scope.  Generate product ideas to contribute to ongoing business		_	₽₽			-				H	-	<b>-</b>	_					10		_			
	4	2	success.																		10					
		3	Apply quality assurances to enhance product/service offerings.																		10					
	4	4	Employ product-mix strategies to meet customer expectations.																	9						
		5	Position products/services to acquire desired business image.						1					+						9		_				
_	-		Caralan and let de clare ent avecace to encistais up to dete			$\vdash$			-					_	-			-			10					
	ď	٥	Employ product-development processes to maintain up-to-date product pipeline.																							
	7	7	Plan product/service management activities to facilitate product development.																		10					
	8	8	Assess product packaging to improve its function and to																		10					
	G		improve its brand recognition.  Promotion						1																	
	•	1	Acquire a foundational knowledge of promotion to understand											1												
		2	its nature and scope.  Understand promotional channels used to communicate with						1							3										
			targeted audiences.																							
		3	Understand the use of an advertisement's components to communicate with targeted audiences.													3										
	4	4	Understand the use of public-relations activities to communicate with targeted audiences.			ΙТ										3				T	T	Ī	Π			
		5	Understand the use of trade shows/expositions to communicate			H			1				$\Box$	1		3	1			1	$\dashv$	$\exists$	$^{+}$			
	-	6	with targeted audiences.  Manage promotional activities to maximize return on	$\vdash$	-	$\vdash$			1			-	$\vdash$	-	$\vdash$	3	+	+		-	+	-	+			
	Щ		promotional efforts.			$\sqcup \bot$							igsqcut													
	7	7	Evaluate long-term and short-term results of promotional efforts.						1							3										
	Н		Market Planning																							
		•	Develop marketing strategies to guide marketing tactics.			П														9	I					
	2	2	Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).						1											9						
	- 3	3	Employ marketing-information to develop a marketing plan.			Ш											L			9			1			
	1	4	Assess marketing strategies to improve return on marketing investment (ROMI).			ΙТ														9	T	Ī	Π			
		╛	Selling											1			1									
	,	1	Acquire a foundational knowledge of selling to understand its											1												
	1	2	nature and scope.  Acquire product knowledge to communicate product benefits	H	1	H			1				$\vdash$	1	2	_	+	1	<del>                                     </del>	1	$\dashv$	$\dashv$	+			
			and to ensure appropriateness of product for the customer.						1																	
	1	3	Understand sales processes and techniques to enhance	$\vdash$		+			1				$\vdash \vdash$	+	2		+			+	$\dashv$	$\dashv$	$\dashv$			
			customer relationships and to increase the likelihood of making sales.						1																	
	4	4	Guide sales staff to improve their success rate and to minimize	$\vdash$		$\sqcap$			1				$\Box$	$\top$		1	1			1	+	11	$\dagger$			
		5	staff turnover.  Influence sales procedures/activities to improve return on			$\forall$			1		$\vdash$		$\dashv$		2	+	+			+	$\dashv$	$\dashv$	+			
			investment.			<u> </u>			1						$\perp \perp \perp$											

						Seco	ndar	ry Gap An	alysis			4			tandard	s						Seg	ments										
	se Flement	Measurement Criteria	52.1999 MARKETING, SALES AND SERVICES MARKETING, ENTREPRENEURSHIP (2012)	4 = 3 = 2 =	to tead	ls criter h task plishes plishes d to the	task to task w e task	o criteria vith help			idary Delivery		C	rossv	vaik		oundations of		romotion and Social Media		nalysis	anagement	urship, Risk	nformation nt	Strategic Market Planning	<u>a</u>	sources, Manageme s			What need	s to be done?	Who is going to do it?	When will it be done?
Knowledge	Skills Performand	Measureme	CONSOLIDATED		Rate	Only		Performan	nce Ele	ement	Post-Secondary						Pre Functions/F	Marketing	Promotion	Pricing	Financial Analysis	Channel Man	Entreprene	Marketing Informati Management	Strategic M	Product Se	Human Resource and Careers	Economics	Post				
	J		Operations							•																				•	•		
	1		Analyze security issues to protect employees and to minimize loss.																				7										
	2	2	Implement organizational skills to improve efficiency and work flow.																								11						
	3	3	Implement purchasing activities to obtain business supplies, equipment, and resources.																				7										
	4	1	Implement expense-control strategies to enhance a business's financial well-being.		Ī											1							7										
	ĸ		Social Media																														
	1		Understanding Social Media and Influence																3	3													
	2	2	Describe the Social Media Ecosystem								1								3	3													
	3	3	Understanding Social Media Strategies																3	3									T				
	4	1	Understand the Social Media Conversation									T							3	3									T				
	5	5	Recognize Business-to-Consumer (B2C) Social Media																3	3													
	6	3	Recognize Business-to-Business (B2B) Social Media																3	3													
	7	<i>'</i>	Understanding the Types of Social Media																3	3													
	8	3	Describe how to leverage video embedding within Marketing sites																3														
	9	)	Understanding Geo Location goals and how they differ from other types of marketing goals																3														
	10	0	Understand how to Manage Social Media in Your Department																3														