

Wisconsin Marketing Education Curriculum Framework

BUSINESS MANAGEMENT AND MARKETING CORE

To provide Wisconsin Marketing Educators with a curriculum framework and resources to facilitate student learning and prepare students in the global economy

The *Wisconsin Marketing Education Framework* (the framework) is based on the National Standards for Marketing Education and consists of coherent and sequential programming which includes (a) fundamental marketing content followed by advanced marketing content, and (b) work-based learning.

Definitions:

- A. Fundamental marketing:** curriculum covered in any first and second Year marketing course(s)
- B. Advanced marketing:** curriculum covered in any second or third year Marketing course(s)

A Quality Wisconsin Marketing Education Curriculum Framework

FUNDAMENTAL LEVEL MARKETING COURSE

MARKETING CLUSTER

CM: 2.10 INSTRUCTIONAL AREA: CHANNEL MANAGEMENT

Knowledge and Skill Statement: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing

Performance Indicators:

CM: 2.11	Explain the nature and scope of channel management (DS LAP 1)
CM: 2.12	Explain the relationship between customer service and channel management
CM: 2.13	Explain the nature of channels of distribution (MB LAP 3)
CM: 2.14	Channel of Distribution: Path a product takes from producer or manufacturer to final user
CM: 2.15	Describe the use of technology in the channel management function
CM: 2.16	Explain legal considerations in channel management
CM: 2.17	Describe ethical considerations in channel management

Performance Element:

Manage distribution activities to minimize costs and determine distribution strategies

Performance Indicators:

CM: 2.18 Coordinate channel management with other marketing activities

CM: 2.19 Explain the nature of channel-member relationships

MIM: 9.10 INSTRUCTIONAL AREA: MARKETING INFORMATION MANAGEMENT

Knowledge and Skill Statement: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions

Performance Element: Acquire foundational knowledge of marketing-information management to understand its nature and scope

Performance Indicators:

MIM: 9.11 Describe the need for marketing information

MIM: 9.12 Explain the nature and scope of the marketing information management function (IM LAP 2)

MIM: 9.13 Explain the role of ethics in marketing-information management

MIM: 9.14 Describe the use of technology in the marketing information management function

Performance Element: Understand marketing research activities to show command of their nature and scope

Performance Indicators:

MIM: 9.15 Explain the nature of marketing research (IM LAP 5)

MIM: 9.16 Explain types of primary marketing research

MIM: 9.17 Identify sources of primary and secondary data

MIM: 9.18 Explain research techniques

MIM: 9.19 Determine the marketing research problem/issue

MIM: 9.20 Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem

MIM: 9.21 Identify the relationship between the research purpose and the marketing research objectives

MIM: 9.22 Discuss the nature of sampling plans (i.e., who, how many, how chosen)

MIM: 9.23 Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.)

MIM: 9.24 Explain the use of diaries (e.g., product, media-use, contact)

MIM: 9.25 Explain the nature of qualitative research

Performance Element: Understand data collection methods to evaluate their appropriateness for the research problem/issue

Performance Indicators:

MIM: 9.26 Identify information monitored for marketing decision making

MIM: 9.27 Describe data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners)

Performance Element:

Interpret marketing information to test hypotheses and/or to resolve issues

Performance Indicators:

MIM: 9.28 Describe techniques for processing marketing information

MIM: 9.29 Explain the use of descriptive statistics in marketing decision making

Performance Element:

Assess marketing research briefs to determine comprehensiveness and clarity

Performance Indicators:

MIM: 9.30 Explain the nature of marketing research briefs

Performance Element:

Evaluate marketing research procedures and findings to assess their credibility

Performance Indicators:

MIM: 9.31 Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design)

MIM: 9.32 Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout)

MIM: 9.33 Assess information sources on basis of strengths and weaknesses

MIM: 9.34 Assess timeliness of research information

MIM: 9.35 Assess appropriateness of research methods for problem/issue

MP: 10.10 INSTRUCTIONAL AREA: MARKET PLANNING

Knowledge and Skill Statement: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

Performance Element: Employ marketing information to develop a marketing plan

Performance Indicators:

MP: 10.11 Explain the concept of marketing strategies (IM LAP 7)

MP: 10.12 Explain the concept of market and market identification (IM LAP 9)

MP: 10.13 Explain the nature of marketing planning

MP: 10.14 Explain the nature of marketing plans

MP: 10.15 Explain the role of situational analysis in the marketing planning process

MP: 10.16 Explain the nature of sales forecasts (IM LAP 3)

PI: 11.10 INSTRUCTIONAL AREA: PRICING

Knowledge and Skill Statement: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

Performance Element:

Develop a foundational knowledge of pricing to understand its role in marketing

Performance Indicators:

PI: 11.11 Explain the nature and scope of the pricing function (PI LAP 2)

PI: 11.12 Describe the role of business ethics in pricing

PI: 11.13 Explain the use of technology in the pricing function

PI: 11.14 Explain legal considerations for pricing

PI: 11.15 Explain factors affecting pricing decisions (PI LAP 3)

PSM: 12.10 INSTRUCTIONAL AREA: PRODUCT/SERVICE MANAGEMENT

Knowledge and Skill Statement: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities

Performance Element: Acquire a foundational knowledge of product/service management to understand its nature and scope

Performance Indicators:

PSM: 12.11 Explain the nature and scope of the product/service management function

(PP LAP 5)

PSM: 12.12 Identify the impact of product life cycles on marketing decisions

PSM: 12.13 Describe the use of technology in the product/service management function

PSM: 12.14 Explain business ethics in product/service management

Performance Element: Generate product ideas to contribute to ongoing business success

Performance Indicators:

PSM: 12.15 Identify product opportunities

PSM: 12.16 Identify methods/techniques to generate a product idea (PM LAP 11)

PSM: 12.17 Generate product ideas

Performance Element: Apply quality assurances to enhance product/service offerings

Performance Indicators:

PSM: 12.18 Describe the uses of grades and standards in marketing (PM LAP 8)

PSM: 12.19 Explain warranties and guarantees (PM:020, PP LAP 4)

PSM: 12.19 Identify consumer protection provisions of appropriate agencies (PP LAP 7)

Performance Element: Employ product-mix strategies to meet customer expectations

Performance Indicators:

PSM: 12.20 Explain the concept of product mix (PM:003, PP LAP 3)

PSM: 12.21 Describe the nature of product bundling (PM:041)

Performance Element: Position products/services to acquire desired business image.

Performance Indicators:

PSM: 12.22 Describe factors used by marketers to position products/services (PM:042)

PSM: 12.23 Explain the nature of product/service branding (PM LAP 6)

Performance Element: Position company to acquire desired business image

Performance Indicators:

PSM: 12.24 Explain the nature of corporate branding

PSM: 12.25 Describe factors used by businesses to position corporate brands

PR: 14.10 INSTRUCTIONAL AREA: PROMOTION

Knowledge and Skill Statement: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Performance Element:

Acquire a foundational knowledge of promotion to understand its nature and scope

Performance Indicators:

PR: 14.11 Explain the role of promotion as a marketing function (PR LAP 2)

PR: 14.12 Explain the types of promotion (PR LAP 4)

PR: 14.13 Identify the elements of the promotional mix (PR LAP 1)

PR: 14.14 Describe the use of business ethics in promotion

PR: 14.15 Describe the use of technology in the promotion function

PR: 14.16 Describe the regulation of promotion

Performance Element:

Understand promotional channels used to communicate with targeted audiences

Performance Indicators:

PR: 14.17 Explain types of advertising media (PR LAP 3)

PR: 14.18 Describe word-of-mouth channels used to communicate with targeted audiences

PR: 14.19 Explain the nature of direct marketing channels

PR: 14.20 Identify communications channels used in sales promotion

PR: 14.21 Explain communications channels used in public relations activities

Performance Element: Understand the use of an advertisement's components to communicate with targeted audiences

Performance Indicators:

PR: 14.22 Explain the components of advertisements (PR LAP 7)

PR: 14.23 Explain the importance of coordinating elements in advertisements

Performance Element:

Understand the use of public relations activities to communicate with targeted audiences

Performance Indicators:

PR: 14.24 Identify types of public relations activities

PR: 14.25 Discuss internal and external audiences for public relations activities

Performance Element: Understand the use of trade shows/expositions to communicate with targeted audiences

Performance Indicators:

PR: 14.26 Explain how businesses can use trade show/exposition participation to communicate with targeted audiences

PR: 14.27 Explain considerations used to evaluate whether to participate in trade shows/expositions

Performance Element:

Manage promotional activities to maximize return on promotional efforts

Performance Indicators:

PR: 14.28 Explain the nature of a promotional plan

PR: 14.29 Coordinate activities in the promotional mix

SE: 15.10 INSTRUCTIONAL AREA: SELLING

Knowledge and Skill Statement: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

Performance Element:

Acquire a foundational knowledge of selling to understand its nature and scope

Performance Indicators:

SE: 15.11 Explain the nature and scope of the selling function (SE LAP 117)

SE: 15.12 Explain the role of customer service as a component of selling relationships (SE LAP 130)

SE: 15.13 Explain key factors in building a clientele (SE LAP 115)

SE: 15.14 Explain company selling policies (SE LAP 121)

SE: 15.15 Explain business ethics in selling (SE LAP 129)

SE: 15.16 Describe the use of technology in the selling function

SE: 15.17 Describe the nature of selling regulations

Performance Element: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer

Performance Indicators:

SE: 15.18 Acquire product information for use in selling

SE: 15.19 Analyze product information to identify product features and benefits
(SE LAP 113)

Performance Element: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

Performance Indicators:

SE: 15.20 Explain the selling process (SE LAP 126)

SE: 15.21 Discuss motivational theories that impact buying behavior

BL: 1.10 INSTRUCTIONAL AREA: BUSINESS LAW

Knowledge and Skill Statement: **Understands business' responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions**

Performance Element: Acquire foundational knowledge of business laws and regulations to understand their nature and scope

Performance Indicators:

BL: 1.11 Describe legal issues affecting businesses

Performance Element: Understand the civil foundations of the legal environment of business to demonstrate knowledge of contracts

Performance Indicators:

BL: 1.12 Identify the basic torts relating to business enterprises

BL: 1.13 Describe the nature of legally binding contracts

Performance Element:

Apply knowledge of business ownership to establish and continue business operations

Performance Indicators:

BL: 1.14 Explain types of business ownership (BA LAP 7)

CS: 3.10 INSTRUCTIONAL AREA: COMMUNICATION SKILLS

Knowledge and Skill Statement: **Understands the concepts, strategies, and systems use to obtain and convey ideas and information**

Performance Element:

Read to acquire meaning from written material and to apply the information to a task

Performance Indicators:

CS: 3.11 Identify sources that provide relevant, valid written material

CS: 3.12 Extract relevant information from written materials

CS: 3.13 Apply written directions to achieve tasks

CS: 3.14 Analyze company resources to ascertain policies and procedures

Performance Element:

Apply active listening skills to demonstrate understanding of what is being said

Performance Indicators:

CS: 3.15 Explain communication techniques that support and encourage a speaker

CS: 3.16 Follow oral directions

CS: 3.17 Demonstrate active listening skills

Performance Element: Apply verbal skills to obtain and convey information

Performance Indicators:

CS: 3.18 Explain the nature of effective verbal communications

CS: 3.19 Ask relevant questions

CS: 3.20 Interpret others' nonverbal cues

CS: 3.21 Provide legitimate responses to inquiries

CS: 3.22 Give verbal directions

CS: 3.23 Defend ideas objectively

CS: 3.24 Handle telephone calls in a businesslike manner

CS: 3.25 Participate in group discussions

CS: 3.26 Make oral presentations

Performance Element: Write internal and external business correspondence to convey and obtain information effectively

Performance Indicators:

CS: 3.27 Explain the nature of effective written communications

CS: 3.28 Edit and revise written work consistent with professional standards

CS: 3.29 Write professional e-mails

CS: 3.30 Write business letters

CS: 3.31 Write informational messages

CS: 3.32 Write inquiries

CS: 3.33 Write persuasive messages

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- CS: 3.34** **Write executive summaries**
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- CS: 3.35** **Prepare simple written reports**
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CS: 4.10 **INSTRUCTIONAL AREA: CUSTOMER RELATIONS**

Knowledge and Skill Statement: **Understands the techniques and strategies used to foster positive, ongoing relationships with customers**

Performance Element:

Foster positive relationships with customers to enhance company image

Performance Indicators:

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- CR: 4.11** **Explain the nature of positive customer relations**
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- CR: 4.12** **Demonstrate a customer service mindset**
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- CR: 4.13** **Reinforce service orientation through communication**
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- CR: 4.14** **Respond to customer inquiries**
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- CR: 4.15** **Interpret business policies to customers/clients**
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Performance Element: Resolve conflicts with/for customers to encourage repeat business

Performance Indicators:

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- CR: 4.16** **Handle difficult customers**
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- CR: 4.17** **Handle customer/client complaints**
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Performance Element:

Reinforce company's image to exhibit the company's brand promise

Performance Indicators:

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- CR: 4.18** **Identify company's brand promise**
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- CR: 4.19** **Determine ways of reinforcing the company's image through employee performance**
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Performance Element: Understand the nature of customer relationship management to show its contributions to a company

Performance Indicators:

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- CR: 4.20** **Discuss the nature of customer relationship management**
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- CR: 4.21** **Explain the role of ethics in customer relationship management**
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- CR: 4.22** **Describe the use of technology in customer relationship management**
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EC: 5.10 **INSTRUCTIONAL AREA: ECONOMICS**

Knowledge and Skill Statement: Understands the economic principles and concepts fundamental to business operations

Performance Element: Understand fundamental economic concepts to obtain a foundation for employment in business

Performance Indicators:

- EC: 5.11 Distinguish between economic goods and services (EC LAP 10)**
 - EC: 5.12 Explain the concept of economic resources (EC LAP 14)**
 - EC: 5.13 Describe the concepts of economics and economic activities (EC LAP 6)**
 - EC: 5.14 Determine economic utilities created by business activities (EC LAP 13)**
 - EC: 5.15 Explain the principles of supply and demand (EC LAP 11)**
 - EC: 5.16 Describe the functions of prices in markets (EC LAP 12)**
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Performance Element:

Understand the nature of business to show its contributions to society

Performance Indicators:

- EC: 5.17 Explain the role of business in society (MB LAP 6)**
 - EC: 5.18 Describe types of business activities (EC LAP 19)**
 - EC: 5.19 Explain the organizational design of businesses**
 - EC: 5.20 Discuss the global environment in which businesses operate**
 - EC: 5.21 Describe factors that affect the business environment**
 - EC: 5.22 Explain the nature of business ethics**
 - EC: 5.23 Explain how organizations adapt to today's markets**
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Performance Element: Understand economic systems to be able to recognize the environments in which businesses function

Performance Indicators:

- EC: 5.24 Explain the types of economic systems (EC LAP 17)**
 - EC: 5.25 Explain the concept of private enterprise (EC LAP 15)**
 - EC: 5.26 Identify factors affecting a business's profit (EC LAP 2)**
 - EC: 5.27 Determine factors affecting business risk (EC LAP 3)**
 - EC: 5.28 Explain the concept of competition (EC LAP 8)**
 - EC: 5.29 Describe market structures**
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Performance Element: Acquire knowledge of the impact of government on business activities to make informed economic decisions

Performance Indicators:

- EC: 5.30 Determine the relationship between government and business**
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(EC LAP 16)

EC: 5.31 Describe the nature of taxes

Performance Element:

Analyze cost/profit relationships to guide business decision-making

Performance Indicators:

EC: 5.32 Explain the concept of productivity (EC LAP 18)

EC: 5.33 Analyze impact of specialization/division of labor on productivity (EC LAP 7)

EC: 5.34 Explain the concept of organized labor and business (EC LAP 5)

EC: 5.35 Explain the impact of the law of diminishing returns

Performance Element:

Understand economic indicators to recognize economic trends and conditions

Performance Indicators:

EC: 5.36 Describe the concept of price stability as an economic measure

EC: 5.37 Discuss the measure of consumer spending as an economic indicator

EC: 5.38 Discuss the impact of a nation's unemployment rates

EC: 5.39 Describe the economic impact of inflation on business

EC: 5.40 Explain unemployment and inflation tradeoffs

EC: 5.41 Explain the economic impact of interest-rate fluctuations

EC: 5.42 Determine the impact of business cycles on business activities (EC LAP 9)

Performance Element: Determine global trade's impact on business decision-making

Performance Indicators:

EC: 5.43 Explain the nature of global trade (EC LAP 4)

EC: 5.44 Describe the determinants of exchange rates and their effects on the domestic economy

EC: 5.45 Discuss the impact of cultural and social environments on global trade

EI: 6.10

INSTRUCTIONAL AREA: EMOTIONAL INTELLIGENCE

Knowledge and Skill Statement: **Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others**

Performance Element:

Foster self-understanding to recognize the impact of personal feelings on others

Performance Indicators:

EI: 6.11 Describe the nature of emotional intelligence (EI LAP 6)

EI: 6.12 Explain the concept of self esteem (HR LAP 12)

EI: 6.13 Recognize personal biases and stereotypes

EI: 6.14 Assess personal strengths and weaknesses

Performance Element: Develop personal traits to foster career advancement

Performance Indicators:

EI: 6.15 Identify desirable personality traits important to business (HR LAP 10)

EI: 6.16 Exhibit self-confidence

EI: 6.17 Demonstrate interest and enthusiasm (HR LAP 20)

EI: 6.18 Demonstrate initiative (HR LAP 14)

Performance Element: Apply ethics to demonstrate trustworthiness

Performance Indicators:

EI: 6.19 Demonstrate responsible behavior (PD LAP 7)

EI: 6.20 Demonstrate honesty and integrity (HR LAP 19)

EI: 6.21 Demonstrate ethical work habits (EI LAP 4)

Performance Element:

Exhibit techniques to manage emotional reactions to people and situations

Performance Indicators:

EI: 6.22 Maintain positive attitude (EI LAP 3)

EI: 6.23 Demonstrate self control (HR LAP 18)

EI: 6.24 Explain the use of feedback for personal growth (HR LAP 3)

EI: 6.25 Adjust to change (EHR LAP 8)

Performance Element:

Identify with others' feelings, needs, and concerns to enhance interpersonal relations

Performance Indicators:

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|-----------------|--|
| EI: 6.26 | Respect the privacy of others |
| EI: 6.27 | Show empathy for others (HR LAP 17) |
| EI: 6.28 | Exhibit cultural sensitivity |
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Performance Element: Use communication skills to foster open, honest communications

Performance Indicators:

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|-----------------|--|
| EI: 6.29 | Explain the nature of effective communications |
| EI: 6.30 | Explain ethical considerations in providing information |
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Performance Element: Use communication skills to influence others

Performance Indicators:

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|-----------------|--|
| EI: 6.31 | Persuade others |
| EI: 6.32 | Demonstrate negotiation skills (EI LAP 8) |
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Performance Element:
Manage stressful situations to minimize negative workplace interactions

Performance Indicators:

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|-----------------|--|
| EI: 6.33 | Use appropriate assertiveness (HR LAP 16) |
| EI: 6.34 | Use conflict-resolution skills (EI LAP 7) |
| EI: 6.35 | Explain the nature of stress management |
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Performance Element: Implement teamwork techniques to accomplish goals

Performance Indicators:

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|-----------------|--------------------------------------|
| EI: 6.36 | Participate as a team member |
| EI: 6.37 | Use consensus-building skills |
| EI: 6.38 | Motivate team members |
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Performance Element: Employ leadership skills to achieve workplace objectives

Performance Indicators:

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|-----------------|---|
| EI: 6.39 | Explain the concept of leadership |
| EI: 6.40 | Determine personal vision |
| EI: 6.41 | Demonstrate adaptability |
| EI: 6.42 | Develop an achievement orientation |
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EI: 6.43	Lead change
EI: 6.44	Enlist others in working toward a shared vision
EI: 6.45	Coach others

Performance Element:

Manage internal and external business relationships to foster positive interactions

Performance Indicators:

EI: 6.46	Treat others fairly at work (HR LAP 24)
EI: 6.47	Foster positive working relationships (EI LAP 5)
EI: 6.48	Maintain collaborative partnerships with colleagues
EI: 6.49	Explain the impact of political relationships within an organization

IM: 7.10 INSTRUCTIONAL AREA: INFORMATION MANAGEMENT

Knowledge and Skill Statement: **Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making**

Performance Element:

Use information literacy skills to increase workplace efficiency and effectiveness

Performance Indicators:

IM: 7.11	Assess information needs
IM: 7.12	Obtain needed information efficiently
IM: 7.13	Evaluate quality and source of information
IM: 7.14	Apply information to accomplish a task
IM: 7.15	Store information for future use

Performance Element:

Utilize information-technology tools to manage and perform work responsibilities

Performance Indicators:

IM: 7.16	Identify ways that technology impacts business
IM: 7.17	Demonstrate basic e-mail functions
IM: 7.18	Demonstrate basic web-search skills
IM: 7.19	Demonstrate basic word processing skills
IM: 7.20	Demonstrate basic presentation applications
IM: 7.21	Demonstrate basic database applications
IM: 7.22	Demonstrate basic spreadsheet applications
IM: 7.23	Demonstrate collaborative/groupware applications

Performance Element: Maintain business records to facilitate business operations

Performance Indicators:

IM: 7.24 Describe the nature of business records (NF LAP 1)

IM: 7.25 Maintain customer records

Performance Element: Acquire information to guide business decision making

Performance Indicators:

IM: 7.26 Describe current business trends

IM: 7.27 Monitor internal records for business information

IM: 7.28 Conduct an environmental scan to obtain business information

MK: 8.10 INSTRUCTIONAL AREA: MARKETING

Knowledge and Skill Statement: Understands the tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives

Performance Element:

Understand marketing's role and function in business to facilitate economic exchanges with customers

Performance Indicators:

MK: 8.11 Explain marketing and its importance in a global economy (BA LAP 11)

MK: 8.12 Describe marketing functions and related activities (MK LAP 1)

Performance Element:

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision making

Performance Indicators:

MK: 8.13 Explain customer/client/business buying behavior

MK: 8.14 Discuss actions employees can take to achieve the company's desired results

MK: 8.15 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

Performance Element:

Understand company's unique selling proposition to recognize what sets the company apart from its competitors

Performance Indicators:

MK: 8.16 Identify company's unique selling proposition

MK: 8.17 Identify internal and external service standards

PD: 13.10 INSTRUCTIONAL AREA: PROFESSIONAL DEVELOPMENT

Knowledge and Skill Statement: **Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career**

Performance Element:

Acquire self-development skills to enhance relationships and improve efficiency in the work environment

Performance Indicators:

- PD: 13.11 **Maintain appropriate personal appearance (PD LAP 5)**
- PD: 13.12 **Demonstrate systematic behavior (HR LAP 4)**
- PD: 13.13 **Set personal goals (HR LAP 6)**

Performance Element: Utilize critical thinking skills to determine best options/outcomes

Performance Indicators:

- PD: 13.14 **Explain the need for innovation skills**
- PD: 13.15 **Make decisions (PD LAP 10)**
- PD: 13.16 **Demonstrate problem solving skills (IS LAP 2)**
- PD: 13.17 **Demonstrate appropriate creativity (PD LAP 2)**
- PD: 13.18 **Use time management skills (OP LAP 1)**

Performance Element: Participate in career planning to enhance job success potential

Performance Indicators:

- PD: 13.19 **Assess personal interests and skills needed for success in business (HR LAP 2)**
- PD: 13.20 **Analyze employer expectations in the business environment**
- PD: 13.21 **Explain the rights of workers**
- PD: 13.22 **Identify sources of career information**
- PD: 13.23 **Identify tentative occupational interest**
- PD: 13.24 **Explain employment opportunities in business (PD LAP 15)**

Performance Element: Implement job seeking skills to obtain employment

Performance Indicators:

- PD: 13.25 **Utilize job search strategies**

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- PD: 13.26 Complete a job application**
 - PD: 13.27 Interview for a job**
 - PD: 13.28 Write a follow up letter after job interviews**
 - PD: 13.29 Write a letter of application**
 - PD: 13.30 Prepare a resume**
 - PD: 13.31 Use networking techniques to identify employment opportunities**

Performance Element:

Utilize career advancement activities to enhance professional development

Performance Indicators:

- PD: 13.32 Describe techniques for obtaining work experience (e.g., volunteer activities, internships)**

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- PD: 13.33 Explain the need for ongoing education as a worker**
 - PD: 13.34 Explain possible advancement patterns for jobs**
 - PD: 13.35 Identify skills needed to enhance career progression**
 - PD: 13.36 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (CD LAP 1)**
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ADVANCED MARKETING COURSE

MARKETING CLUSTER

CM: 2.10 INSTRUCTIONAL AREA: CHANNEL MANAGEMENT

Knowledge and Skill Statement: **Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels**

Performance Element:

Manage channel activities to minimize costs and to determine distribution strategies

Performance Indicators:

CM: 1.11 Explain the nature of channel strategies

CM: 1.12 Select channels of distribution

CM: 1.13 Evaluate channel members

MIM: 9.10 INSTRUCTIONAL AREA: MARKETING INFORMATION MANAGEMENT

Knowledge and Skill Statement: **Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions**

Performance Element:

Assess marketing research briefs to determine comprehensiveness and clarity

Performance Indicators:

MIM: 9.11 Determine usefulness of marketing research briefs

MP: 10.10 INSTRUCTIONAL AREA: MARKET PLANNING

Knowledge and Skill Statement: **Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience**

Performance Element: Employ marketing information to develop a marketing plan

Performance Indicators:

MP: 10.11 Identify considerations in implementing global marketing strategies

MP: 10.12 Identify market segments

MP: 10.13 Select target market

MP: 10.14 Conduct market analysis (market size, area, potential, etc.)

MP: 10.15 Conduct SWOT analysis for use in the marketing planning process

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- MP: 10.16** Assess global trends and opportunities
 - MP: 10.17** Conduct competitive analysis
 - MP: 10.18** Forecast sales for marketing plan
 - MP: 10.19** Set marketing goals and objectives
 - MP: 10.20** Select marketing metrics
 - MP: 10.21** Set marketing budget
 - MP: 10.22** Develop marketing plan
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Performance Element:

Assess marketing strategies to improve return on marketing investment (ROMI)

Performance Indicators:

- MP: 10.23** Describe measures used to control marketing planning
 - MP: 10.24** Explain strategies for linking performance measures to financial outcomes
 - MP: 10.25** Translate performance measures into financial outcomes
 - MP: 10.26** Monitor and evaluate performance of marketing plan
 - MP: 10.27** Assess cost effectiveness of measurement tools
 - MP: 10.28** Conduct marketing audits
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PI: 12.10 INSTRUCTIONAL AREA: PRICING

Knowledge and Skill Statement: **Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value**

Performance Element:

Develop a foundational knowledge of pricing to understand its role in marketing

Performance Indicators:

- PI: 12.11** Explain the nature and scope of the pricing function (PI LAP 2)***
 - PI: 12.12** Describe the role of business ethics in pricing ***
 - PI: 12.13** Explain the use of technology in the pricing function ***
 - PI: 12.14** Explain legal considerations for pricing ***
 - PI: 12.15** Explain factors affecting pricing decisions (PI LAP 3)***
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PSM: 13.10 INSTRUCTIONAL AREA: PRODUCT/SERVICE MANAGEMENT

Knowledge and Skill Statement: **Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities**

Performance Element:

Generate product ideas to contribute to ongoing business success

Performance Indicators:

PSM: 13.11 Generate product ideas***

PSM: 13.12 Determine initial feasibility of product idea

PSM: 13.13 Adjust idea to create functional product

PSM: 13.14 Identify champion to push ideas through to fruition

PSM: 13.15 Create processes for ongoing opportunity recognition

Performance Element: Apply quality assurances to enhance product/service offerings

Performance Indicators:

PSM: 13.16 Evaluate customer experience

Performance Element: Employ product mix strategies to meet customer expectations

Performance Indicators:

PSM: 13.17 Identify product to fill customer need

PSM: 13.18 Plan product mix

PSM: 13.19 Determine services to provide customers

Performance Element: Position products/services to acquire desired business image

Performance Indicators:

PSM: 13.20 Explain the role of customer service in positioning/image (PM LAP 1)

PSM: 13.21 Develop strategies to position products/services

PSM: 13.22 Build product/service brand (PM LAP 10)

Performance Element: Position company to acquire desired business image

Performance Indicators:

PSM: 13.23 Develop strategies to position corporate brands

PSM: 13.24 Build corporate brands

PR: 15.10 INSTRUCTIONAL AREA: PROMOTION

Knowledge and Skill Statement: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Performance Element:

Acquire a foundational knowledge of promotion to understand its nature and scope

PR: 15.16 Describe the use of technology in the promotion function***

PR: 15.17 Describe the regulation of promotion***

Performance Element: Understand promotional channels used to communicate with targeted audiences

Performance Indicators:

PR: 15.18 Explain types of advertising media (PR LAP 3)***

PR: 15.19 Describe word-of-mouth channels used to communicate with targeted audiences ***

PR: 15.20 Explain the nature of direct marketing channels ***

PR: 15.21 Identify communications channels used in sales promotion***

PR: 15.22 Explain communications channels used in public relations activities***

Performance Element: Understand the use of an advertisement's components to communicated with targeted audiences

Performance Indicators:

PR: 15.23 Explain the components of advertisements (PR LAP 7)***

PR: 15.24 Explain the importance of coordinating elements in advertisements***

Performance Element:

Understand the use of public relations activities to communicate with targeted audiences

Performance Indicators:

PR: 15.25 Identify types of public relations activities ***

PR: 15.26 Discuss internal and external audiences for public relations activities***

Performance Element:

Understand the use of trade shows/expositions to communicate with targeted audiences

Performance Indicators:

- PR: 15.27** Explain how businesses can use trade show/exposition participation to communicate with targeted audiences***
- PR: 15.28** Explain considerations used to evaluate whether to participate in trade shows/expositions***

Performance Element:

Manage promotional activities to maximize return on promotional efforts

Performance Indicators:

- PR: 15.29** Explain the nature of a promotional plan ***
- PR: 15.30** Coordinate activities in the promotional mix ***

Performance Element: Evaluate long-term and short-term results of promotional efforts

Performance Indicators

- PR: 15.31** Identify metrics to assess results of promotional efforts
- PR: 15.32** Implement metrics to assess results of promotional efforts

SE: 16.10 INSTRUCTIONAL AREA: SELLING

(performance indicators should be taught from a B2B perspective)

Knowledge and Skill Statement: **Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities**

Performance Element:

Acquire a foundational knowledge of selling to understand nature and scope

Performance Indicators:

- SE: 16.11** Explain the nature and scope of the selling function (SE LAP 117)***
- SE: 16.12** Explain the role of customer service as a component of selling Relationships (SE LAP 130)***
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- SE: 16.13** Explain key factors in building a clientele (SE LAP 115)***
- SE: 16.14** Explain company selling policies (SE LAP 121)***
- SE: 16.15** Explain business ethics in selling (SE LAP 129) ***
- SE: 16.16** Describe the use of technology in the selling function***
- SE: 16.17** Describe the nature of selling regulations***

Performance Element:

Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer

Performance Indicators:

- SE: 16.18** **Acquire product information for use in selling*****
SE: 16.19 **Analyze product information to identify product features and benefits (SE LAP 113)*****

Performance Element:

Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales

Performance Indicators:

- SE: 16.20** **Explain the selling process (SE LAP 126)*****
SE: 16.21 **Discuss motivational theories that impact buying behavior *****

BL: 1.10 **INSTRUCTIONAL AREA: BUSINESS LAW**

Knowledge and Skill Statement: **Understands business's responsibility to know, abide by, and enforce laws, regulations, and ethical behavior that affect business operations and transactions**

Performance Element:

Understand human resources laws and regulations to facilitate business operations

Performance Indicators:

- BL: 1.11** **Explain the nature of human resources regulations**
BL: 1.12 **Explain the nature of workplace regulations (including OSHA, ADA)**
BL: 1.13 **Discuss employment relationships**

Performance Element:

Apply knowledge of business ownership to establish and continue business operations

Performance Indicators:

- BL: 1.14** **Explain types of business ownership (BA LAP 7)**
BL: 1.15 **Select form of business ownership (BA LAP 9)**

Performance Element:

Acquire knowledge of commerce laws and regulations to continue business operations

Performance Indicators:

BL: 1.16 Explain the nature of trade regulations

BL: 1.17 Describe the impact of antitrust legislation

Performance Element:

Understand tax laws and regulations to adhere to government requirements

Performance Indicator:

BL: 1.18 Develop strategies for legal/government compliance

CS: 3.10 INSTRUCTIONAL AREA: COMMUNICATION SKILLS

Knowledge and Skill Statement: **Understands the concepts, strategies, and systems used to obtain and convey ideas and information**

Performance Element:

Write internal and external business correspondence to convey and obtain information effectively

Performance Indicators:

CS: 3.11 Prepare complex written reports

CS: 3.12 Write proposals

Performance Element: Communicate with staff to clarify workplace objectives

Performance Indicators:

CS: 3.13 Provide directions for completing job tasks

CS: 3.14 Update employees on business and economic trends

CS: 3.15 Conduct a staff meeting

Performance Element:

Analyze cost/profit relationships to guide business decision making

Performance Indicators:

CS: 3.16 Describe the concept of economies of scale

Performance Element: Determine global trade's impact on business decision making

Performance Indicator:

CS: 3.17 Explain labor issues associated with global trade

EC 4.10 INSTRUCTIONAL AREA: ECONOMICS

Knowledge and Skill Statement: **Understands the economic principles and concepts fundamental to business operations**

Performance Element:

Analyze cost/profit relationships to guide business decision making

Performance Indicators:

EC: 4.11 Describe the concept of economies of scale

EC: 4.12 Describe the nature of cost/benefit analysis

EI: 5.10 INSTRUCTIONAL AREA: EMOTIONAL INTELLIGENCE

Knowledge and Skill Statement: **Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others**

Performance Element:

Foster self-understanding to recognize the impact of personal feelings on others

Performance Indicators:

EI: 5.11 Describe the nature of emotional intelligence (EI LAP 6)***

EI: 5.12 Explain the concept of self-esteem (HR LAP 12)***

EI: 5.13 Recognize personal biases and stereotypes***

EI: 5.14 Assess personal strengths and weaknesses ***

Performance Element: Develop personal traits to foster career advancement

Performance Indicators:

EI: 5.15 Identify desirable personality traits important to business (HR LAP 10)***

EI: 5.16 Exhibit self-confidence ***

EI: 5.17 Demonstrate interest and enthusiasm (HR LAP 20)***

EI: 5.18 Demonstrate initiative (HR LAP 14)***

Performance Element: Apply ethics to demonstrate trustworthiness

Performance Indicators:

EI: 5.19 Demonstrate responsible behavior (PD LAP 7)***

EI: 5.20 Demonstrate honesty and integrity (HR LAP 19)***

EI: 5.21 Demonstrate ethical work habits (EI LAP 4)***

Performance Element:

Exhibit techniques to manage emotional reactions to people and situations

Performance Indicators:

- EI: 5.22 Exhibit a positive attitude (EI LAP 3)*****
- EI: 5.23 Demonstrate self control (HR LAP 18)*****
- EI: 5.24 Explain the use of feedback for personal growth (HR LAP 3)*****
- EI: 5.25 Adjust to change (HR LAP 8)*****

Performance Element:

Identify with others' feelings, needs, and concerns to enhance interpersonal relations

Performance Indicators:

- EI: 5.26 Respect the privacy of others *****
- EI: 5.27 Show empathy for others (HR LAP 17)*****
- EI: 5.28 Exhibit cultural sensitivity*****

Performance Element: Use communication skills to foster open, honest communications

Performance Indicators:

- EI: 5.29 Explain the nature of effective communications*****
- EI: 5.30 Explain ethical considerations in providing information*****

Performance Element: Use communication skills to influence others

Performance Indicators:

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- EI: 5.31 Persuade others*****
 - EI: 5.32 Demonstrate negotiation skills (EI LAP 8)*****

Performance Element:

Manage stressful situations to minimize negative workplace interactions

Performance Indicators:

- EI: 5.33 Use appropriate assertiveness (HR LAP 16)*****
- EI: 5.34 Use conflict resolution skills (EI LAP 7)*****
- EI: 5.35 Explain the nature of stress management*****

Performance Element: Implement teamwork techniques to accomplish goals

Performance Indicators:

EI: 5.36 Participate as a team member ***

EI: 5.37 Use consensus building skills ***

EI: 5.38 Motivate team members ***

EI: 5.39 Encourage team building***

Performance Element: Employ leadership skills to achieve workplace objectives

Performance Indicators:

EI: 5.40 Explain the concept of leadership***

EI: 5.41 Determine personal vision***

EI: 5.42 Demonstrate adaptability ***

EI: 5.43 Develop an achievement orientation***

EI: 5.44 Lead change (EI:005)***

EI: 5.45 Enlist others in working toward a shared vision***

EI: 5.46 Coach others***

EI: 5.47 Recognize/reward others for their efforts and contributions***

Performance Element:

Manage internal and external business relationships to foster positive interactions

Performance Indicators:

EI: 5.48 Treat others fairly at work (HR LAP 24)***

EI: 5.49 Foster positive working relationships (EI LAP 5)***

EI: 5.50 Maintain collaborative partnerships with colleagues ***

EI: 5.51 Explain the impact of political relationships within an organization***

EI: 5.52 Explain the nature of organizational culture***

EN: 6.10 INSTRUCTIONAL AREA: ENTREPRENEURSHIP

Knowledge and Skill Statement: **Understands the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new project or venture**

Performance Element:

Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures

Performance Indicators:

EN: 6.11 Explain the need for entrepreneurial discovery

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- EN: 6.12 Discuss entrepreneurial discovery processes**
 - EN: 6.13 Assess global trends and opportunities for business ventures**
 - EN: 6.14 Determine opportunities for venture creation**
 - EN: 6.15 Assess opportunities for venture creation**
 - EN: 6.16 Generate venture ideas**
 - EN: 6.17 Determine feasibility of venture ideas**
-

Performance Element:

Develop concept for new business venture to evaluate its success potential

Performance Indicators:

- EN:6.18 Describe entrepreneurial planning considerations**
- EN: 6.19 Explain tools used by entrepreneurs for venture planning**
- EN: 6.20 Assess start up requirements**
- EN: 6.21 Assess risks associated with venture**
- EN: 6.22 Describe external resources useful to entrepreneurs during concept development**
- EN: 6.23 Assess the need to use external resources for concept development**
- EN: 6.24 Describe strategies to protect intellectual property**
- EN: 6.25 Use components of business plan to define venture idea**

Performance Element:

Determine needed resources for a new business venture to contribute to its start up viability

Performance Indicators:

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- EN: 6.26 Describe processes used to acquire adequate financial resources for Venture creation/start up**
 - EN: 6.27 Select sources to finance venture creation/start up**
 - EN: 6.28 Explain factors to consider in determining a venture's human resources needs**
 - EN: 6.29 Explain considerations in making the decision to hire staff**
 - EN: 6.30 Describe considerations in selecting capital resources**
 - EN: 6.31 Identify capital resources needed for the venture**
 - EN: 6.32 Assess the costs/benefits associated with resources**

Performance Element:

Actualize new business venture to generate profit and/or meet objectives

Performance Indicators:

- EN: 6.33 Use external resources to supplement entrepreneur's expertise**
- EN: 6.34 Explain the complexity of business operations**
- EN: 6.35 Evaluate risk taking opportunities**
- EN: 6.36 Explain the need for business systems and procedures**

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- EN: 6.37 Describe the use of operating procedures**
 - EN: 6.38 Explain methods/processes for organizing work flow**
 - EN: 6.39 Develop and/or provide product/service**
 - EN: 6.40 Use creative problem solving in business activities/decisions**
 - EN: 6.41 Explain the impact of resource productivity on venture success**
 - EN: 6.42 Create processes for ongoing opportunity recognition**
 - EN: 6.43 Develop plan to invest resources into improving current products or creating new ones**
 - EN: 6.44 Adapt to changes in business environment**
-

Performance Element:

Select harvesting strategies to identify an entrepreneur's role in the business venture

Performance Indicators:

- EN: 6.45 Explain the need for continuation planning**
 - EN: 6.46 Describe methods of venture harvesting**
 - EN: 6.47 Evaluate options for continued venture involvement**
 - EN: 6.48 Develop exit strategies**
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HRM: 7.10 INSTRUCTIONAL AREA: HUMAN RESOURCE MANAGEMENT

Knowledge and Skill Statement: **Understands the tools techniques, and systems that businesses use to plan, staff, lead, and organize its human resources**

Performance Element: Implement organizational skills to facilitate others' work efforts

Performance Indicators:

- HRM: 7.11 Assist employees with prioritizing work responsibilities**
- HRM: 7.12 Delegate work to others**
- HRM: 7.13 Coordinate efforts of cross-functional teams to achieve project/company goals**
- HRM: 7.14 Manage collaborative efforts**
- HRM: 7.15 Harmonize tasks, projects, and employees in the context of business priorities**

Performance Element:

Staff a business unit to satisfy work demands while adhering to budget constraints

Performance Indicators:

- HRM: 7.16 Determine hiring needs**
- HRM: 7.17 Screen job applications/resumes**
- HRM: 7.18 Interview job applicants**
- HRM: 7.19 Discuss employee compensation**
- HRM: 7.20 Select and hire new employees**

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- HRM: 7.21 Conduct exit interviews**
 - HRM: 7.22 Dismiss/fire employees**
 - HRM: 7.23 Maintain human resources records**

Performance Element:

Manage staff growth and development to increase productivity and employee satisfaction

Performance Indicators:

- HRM: 7.24 Orient new employees**
- HRM: 7.25 Orient new employees (management's role) (MN LAP 44)**
- HRM: 7.26 Explain the role of training and human resources development (MN LAP 42)**
- HRM: 7.27 Explain the nature of management/supervisory training (MN LAP 50)**
- HRM: 7.28 Coach employees**
- HRM: 7.29 Recognize/reward employees**
- HRM: 7.30 Maintain ongoing discussion of issues related to compensation**
- HRM: 7.31 Train staff**
- HRM: 7.32 Supervise staff**
- HRM: 7.34 Assess employee performance**
- HRM: 7.35 Ensure equitable opportunities for employees (MN LAP 55)**

Performance Element:

Resolve staff issues/problems to enhance productivity and improve employee relationships

Performance Indicators:

- HRM: 7.36 Handle employee complaints and grievances (MN LAP 45)**
- HRM: 7.37 Explain issues associated with the payroll process**
- HRM: 7.38 Explain the nature of remedial action**

IM: 8.10 INSTRUCTIONAL AREA: INFORMATION MANAGEMENT

Knowledge and Skill Statement: **Understands tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision making**

Performance Element:

Use information literacy skills to increase workplace efficiency and effectiveness

Performance Indicators:

- IM: 8.11 Assess information needs *****
- IM: 8.12 Obtain needed information efficiently *****
- IM: 8.13 Evaluate quality and source of information *****
- IM: 8.14 Apply information to accomplish a task *****

IM: 8.15 Store information for future use ***

Performance Element:

Utilize information technology tools to manage and perform work responsibilities

Performance Indicators:

IM: 8.16 Identify ways that technology impacts business ***

IM: 8.17 Demonstrate basic e-mail functions***

IM: 8.18 Demonstrate basic web search skills***

IM: 8.19 Demonstrate basic word processing skills ***

IM: 8.20 Demonstrate basic presentation applications ***

IM: 8.21 Demonstrate basic database applications***

IM: 8.22 Demonstrate basic spreadsheet applications***

IM: 8.23 Demonstrate collaborative/groupware applications***

Performance Element: Acquire information to guide business decision making

Performance Indicators:

IM: 8.24 Describe current business trends***

IM: 8.25 Monitor internal records for business information***

IM: 8.26 Conduct an environmental scan to obtain business information***

OP: 11.10 INSTRUCTIONAL AREA: OPERATIONS

Knowledge and Skill Statement: **Understands the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning**

Performance Element:

Understand operation's role and function in business to value its contribution to a company

Performance Indicators:

OP: 11.11 Explain the nature of operations

OP: 11.12 Discuss the role of ethics in operations

OP: 11.13 Describe the use of technology in operations

Performance Element:

Adhere to health and safety regulations to support a safe work environment

Performance Indicators:

OP: 11.14 Describe health and safety regulations in business

OP: 11.15 Report noncompliance with business health and safety regulations

Performance Element: Implement safety procedures to minimize loss

Performance Indicators:

- OP: 11.16** Follow instructions for use of equipment, tools, and machinery
 - OP: 11.17** Follow safety precautions (RM LAP 2)
 - OP: 11.18** Maintain a safe work environment
 - OP: 11.20** Explain procedures for handling accidents (RM LAP 3)
 - OP: 11.21** Handle and report emergency situations
-

Performance Element: Determine needed safety policies/procedures to protect employees

Performance Indicators:

- OP: 11.22** Identify potential safety issues
 - OP: 11.23** Establish safety policies and procedures
-

Performance Element: Implement security policies/procedures to minimize chance for loss

Performance Indicators:

- OP: 11.24** Explain routine security precautions (RM LAP 4)
 - OP: 11.25** Follow established security procedures/policies
 - OP: 11.26** Protect company information and intangibles
-

Performance Element: Develop policies/procedures to protect workplace security

Performance Indicators:

- OP: 11.27** Identify potential security issues
 - OP: 11.28** Establish policies to protect company information and intangibles
 - OP: 11.29** Establish policies to maintain a non-hostile work environment
 - OP: 11.30** Establish policies and procedures to maintain physical security of the work environment
-

Performance Element:

Utilize project management skills to improve workflow and minimize costs

Performance Indicators:

- OP: 11.31** Explain the nature of project management
 - OP: 11.32** Identify resources needed for project
 - OP: 11.33** Develop project plan
 - OP: 11.34** Apply project management tools to monitor project progress
 - OP: 11.35** Evaluate project results
-

Performance Element:

Implement purchasing activities to obtain business supplies, equipment, and services

Performance Indicators:

- OP: 11.36 Explain the nature and scope of purchasing**
 - OP: 11.37 Place orders/reorders**
 - OP: 11.38 Maintain inventory of supplies**
 - OP: 11.39 Manage the bid process in purchasing**
 - OP: 11.40 Select vendors**
 - OP: 11.41 Evaluate vendor performance**
-

Performance Element:

Understand production's role and function in business to recognize its need in an organization

Performance Indicators:

- OP: 11.42 Explain the concept of production (BA LAP 1)**
 - OP: 11.43 Describe production activities**
-

Performance Element:

Implement quality control processes to minimize errors and to expedite workflow

Performance Indicators:

- OP: 11.44 Identify quality control measures**
 - OP: 11.45 Utilize quality control methods at work**
 - OP: 11.46 Describe crucial elements of a quality culture**
 - OP: 11.47 Describe the role of management in the achievement of quality**
 - OP: 11.48 Establish efficient operating systems**
-

Performance Element:

Implement expense control strategies to enhance a business's financial well-being

Performance Indicators:

- OP: 11.49 Explain the nature of overhead/operating costs**
 - OP: 11.50 Explain employee's role in expense control (MN LAP 56)**
 - OP: 11.51 Control use of supplies**
 - OP: 11.52 Conduct breakeven analysis**
 - OP: 11.53 Negotiate service and maintenance contracts**
 - OP: 11.54 Negotiate lease or purchase of facility**
 - OP: 11.55 Develop expense control plans**
 - OP: 11.56 Use budgets to control operations**
-

Performance Element:

Maintain property and equipment to facilitate ongoing business activities

Performance Indicators:

OP: 11.57 Identify routine activities for maintaining business facilities and equipment

OP: 11.58 Plan maintenance program

PD: 14.10 INSTRUCTIONAL AREA: PROFESSIONAL DEVELOPMENT

Knowledge and Skill Statement: **Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career**

Performance Element:

Acquire self-development skills to enhance relationships and improve efficiency in the work environment

Performance Indicators:

PD: 14.11 Maintain appropriate personal appearance (PD LAP 5)***

PD: 14.12 Demonstrate systematic behavior (HR LAP 4)***

PD: 14.13 Set personal goals (HR LAP 6)***

Performance Element: Utilize critical thinking skills to determine best options/outcomes

Performance Indicators:

PD: 14.14 Explain the need for innovation skills ***

PD: 14.15 Make decisions (PD LAP 10)***

PD: 14.16 Demonstrate problem solving skills (IS LAP 2)***

PD: 14.17 Demonstrate appropriate creativity (PD LAP 2)***

PD: 14.18 Use time management skills (OP LAP 1)***

Performance Element: Participate in career planning to enhance job success potential

Performance Indicators:

PD: 14.19 Assess personal interests and skills needed for success in business (HR LAP 2)***

PD: 14.20 Analyze employer expectations in the business environment***

PD: 14.21 Explain the rights of workers***

PD: 14.22 Identify sources of career information ***

PD: 14.23 Identify tentative occupational interest***

PD: 14.25 Explain employment opportunities in business (PD LAP 15)***

Performance Element: Implement job-seeking skills to obtain employment

Performance Indicators:

-
- PD: 14.26 Utilize job search strategies***
 - PD: 14.27 Complete a job application***
 - PD: 14.28 Interview for a job***
 - PD: 14.29 Write a follow up letter after job interviews ***
 - PD: 14.30 Write a letter of application***
 - PD: 14.31 Prepare a resume***
 - PD: 14.32 Use networking techniques to identify employment opportunities***

Performance Element:

Utilize career advancement activities to enhance professional development

Performance Indicators:

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- PD: 14.33 Describe techniques for obtaining work experience (e.g., volunteer activities, internships)***
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- PD: 14.34 Explain the need for ongoing education as a worker ***
 - PD: 14.35 Explain possible advancement patterns for jobs***
 - PD: 14.36 Identify skills needed to enhance career progression***
 - PD: 14.37 Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors) (CD LAP 1)***
-

SM: 17.10 INSTRUCTIONAL AREA: STRATEGIC MANAGEMENT

Knowledge and Skill Statement: **Understands tools, techniques, and systems that affect a business's ability to plan, control, and organize a organization/department**

Performance Element:

Recognize management's role to understand its contribution to business success

Performance Indicators:

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- SM: 17.11 Explain the concept of management (BA LAP 6)
 - SM: 17.12 Explain the nature of managerial ethics
-

Performance Element:

Utilize planning tools to guide an organization's/department's activities

Performance Indicators:

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- SM: 17.13 Explain the nature of business plans (SM LAP 1)
 - SM: 17.14 Develop company goals/objectives
 - SM: 17.15 Define business mission
 - SM: 17.16 Conduct an organizational SWOT
 - SM: 17.17 Explain external planning considerations (MN LAP 43)
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SM: 17.18	Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)
SM: 17.19	Develop action plans
SM: 17.20	Develop business plan

Performance Element:

Control an organization's/department's activities to encourage growth and development

Performance Indicators:

SM: 17.21	Describe the nature of managerial control (control process, types of control, what is controlled)
SM: 17.22	Analyze operating results in relation to budget/industry
SM: 17.23	Track performance of business plan

***Performance indicators are taught at both levels