

ARIZONA CTE CAREER PREPARATION STANDARDS & MEASUREMENT CRITERIA

PROFESSIONAL SALES AND MARKETING, 52.1800.20	
STANDARD 1.0 – ANALYZE FACTORS THAT INFLUENCE CONSUMER BEHAVIOR	
1.1	Describe how personal values influence consumer behavior
1.2	Describe how diversity influences purchasing decisions made by consumers
1.3	Analyze customer buying decisions
1.4	Explain the role of business in society
STANDARD 2.0 – ANALYZE ECONOMIC PRINCIPLES AND PRICING STRATEGIES	
2.1	Describe the nature of economics and economic activities
2.2	Explain the principles of supply and demand
2.3	Discuss the concept of competition
2.4	Explain the concept of productivity
2.5	Describe economic indicators and trends (GDP, CPI, etc.)
2.6	Relate the impact of business cycles on business activities
2.7	Explain international trade
2.8	Determine influences on a nation's ability to trade
2.9	Explore the nature and scope of pricing
2.10	Explain legal considerations for pricing
2.11	Select an approach for setting a base price
2.12	Determine the cost of the product (POI, markup, price, etc.)
2.13	Explain factors affecting pricing decisions
2.14	Identify strategies for pricing new products
STANDARD 3.0 – EXPLAIN THE CONCEPTS AND PROCESSES OF DISTRIBUTION	
3.1	Explain the nature and scope of distribution
3.2	Explain channels of distribution
3.3	Explore information systems for order fulfillment
3.4	Explain the shipping process
3.5	Explain the receiving process
3.6	Evaluate the warehouse and stock handling techniques
3.7	Explore distribution management
3.8	Evaluate the types of inventory control systems
STANDARD 4.0 – EXAMINE CONCEPTS, RESEARCH, AND INFORMATION NEEDED TO DEVELOP AND IMPLEMENT A MARKETING PLAN	

These technical knowledge and skill standards were validated by a Skill Standards Validation Committee on February 10, 2009, and used in the adaptation, adoption, and development of test items for pilot testing in Spring 2009.

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4.1	Describe the impact of quality business communications on the success of a marketing organization
4.2	Describe marketing functions
4.3	Explain marketing and its importance on the global economy
4.4	Explore the nature and scope of marketing information management
4.5	Describe strategies of marketing information gathering
4.6	Identify technology used in gathering marketing information
4.7	Use information analysis techniques
4.8	Use problem-solving strategies
4.9	Explain the importance of marketing plans
4.10	Explore the nature and scope of product/service management
4.11	Explain the impact of product life cycles on marketing decisions
4.12	Explain quality assurance
4.13	Explain the concept of a product mix
4.14	Describe factors related to positioning and branding
4.15	Explore retail product considerations
4.16	Evaluate the types of marketing research used today
4.17	Explain methods and sources of prospecting for new customers
4.18	Practice the steps for marketing research
4.19	Implement a customer questionnaire
4.20	Demonstrate the use of technology in reporting and analyzing research data
4.21	Research a customer base
4.22	Research pricing based on competition and costs
4.23	Develop a sales promotional plan
4.24	Prepare a multi-media promotion based on research
4.25	Present the marketing plan
STANDARD 5.0 DEMONSTRATE RETAIL SALES TECHNIQUES	
5.1	Practice proper cash register POS System (Point of Sale)
5.2	Display proper cash handling skills
5.3	Explain the use of the debit card system for sales
5.4	Describe and classify products including convenience goods, specialty goods, and impulse goods
5.5	Demonstrate methods of credit sales
5.6	Discuss fraud and security issues related to retail sales
5.7	Calculate mark-up and discount pricing
STANDARD 6.0 APPLY SELLING CONCEPTS	

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6.1	Explain the importance of sales forecasting
6.2	Discuss the nature and scope of selling
6.3	Determine key factors in building a clientele
6.4	Analyze product information to identify product features and benefits
6.5	Assess customer/client needs
6.6	Analyze support activities needed for selling
6.7	Analyze technology for use in sales functions
6.8	Facilitate customer buying decisions
6.9	Address the needs of individual personalities
6.10	Establish a relationship with clients/customers
6.11	Demonstrate product presentation methods
6.12	Demonstrate handling customer objections and questions
6.13	Demonstrate methods of closing a sale
6.14	Demonstrate suggestion selling
STANDARD 7.0 – EXAMINE SALES PATHWAYS	
7.1	Compare retail and wholesale sales methods
7.2	Examine business to business sales
7.3	Discuss telemarketing sales techniques
7.4	Examine internet sales
7.5	Demonstrate approach methods
STANDARD 8.0 – EXAMINE FUNDAMENTAL MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION MAKING	
8.1	Define the five management functions: planning, organizing, directing, staffing, and controlling
8.2	Describe the methods an organization can use to manage its economic resources
8.3	Describe the roles of support staff, supervisors, managers, and technology in achieving business goals
8.4	Determine personal characteristics of effective leaders
8.5	Compare and contrast leadership and management styles
8.6	Describe cultural/ethnic differences
8.7	Describe the concept of management
8.8	Discuss the role of management in achieving quality
8.9	Compare the types of business ownership including sole proprietorship, partnership, and corporations
8.10	Analyze management strategies related to business risk
8.11	Evaluate the nature of leadership
STANDARD 9.0 – EXAMINE LEGAL ISSUES IN SALES	

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9.1	Explain warranties and guarantees
9.2	Discuss consumer laws and regulatory agencies
9.3	Relate the use of sales contracts and contract law
STANDARD 10.0 DEMONSTRATE ADVERTISING, PUBLIC RELATIONS, AND VISUAL MERCHANDISING STRATEGIES	
10.1	Explain the role of promotion
10.2	Discuss the components of a promotional mix
10.3	Compare types of advertising media (i.e., radio, television, outdoor)
10.4	Analyze the components of advertisements
10.5	Evaluate costs and benefits of participation in community activities
10.6	Explain the roles of merchandising and visual merchandising
10.7	Explain the roles of departments in an advertising agency
10.8	Examine the role of a public relations specialist
10.9	Compare costs of advertising methods
10.10	Outline the components of a public relations plan
STANDARD 11.0 – DEMONSTRATE BUSINESS AND FINANCIAL MANAGEMENT PRACTICES NEEDED BY MARKETING ENTREPRENEURS	
11.1	Interpret financial information needed for decision making and planning
11.2	Monitor and adjust business operations based on financial performance
11.3	Explain the purpose and importance of credit
11.4	Describe how to obtain business credit
11.5	Describe sources of financing for business