Grade 11

Instructional Area: BUSINESS LAW

Performance Element: Apply knowledge of business ownership to establish and continue business operations.

Performance Indicators: Explain types of business ownership (BL:003, BL LAP 1) (CS)

Instructional Area: CUSTOMER RELATIONS

Performance Element: Foster positive relationships with customers to enhance company image.

Performance Indicators: Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
Demonstrate a customer-service mindset (CR:004) (CS)
Reinforce service orientation through communication (CR:005) (CS)
Respond to customer inquiries (CR:006) (CS)
Adapt communication to the cultural and social differences among clients (CR:019) (CS)
Interpret business policies to customers/clients (CR:007) (CS)

Performance Element: Resolve conflicts with/for customers to encourage repeat business.

Performance Indicators: Handle difficult customers (CR:009, CR LAP 3) (CS)
Handle customer/client complaints (CR:010)

Performance Element: Reinforce company’s image to exhibit the company’s brand promise.

Performance Indicators: Identify company’s brand promise (CR:001) (CS)
Determine ways of reinforcing the company’s image through employee performance (CR:002) (CS)
### ECONOMICS

**Instructional Area**

**Performance Element**

Understand fundamental economic concepts to obtain a foundation for employment in business.

**Performance Indicators**

- Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)
- Explain the concept of economic resources (EC:003, EC LAP 14) (CS)
- Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)
- Determine economic utilities created by business and marketing activities (EC:004, EC LAP 13) (CS)
- Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)
- Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)

**Performance Element**

Understand economic systems to be able to recognize the environments in which businesses function.

**Performance Indicators**

- Explain the types of economic systems (EC:007, EC LAP 17) (CS)
- Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)
- Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)
- Determine factors affecting business risk (EC:011, EC LAP 3) (CS)
- Explain the concept of competition (EC:012, EC LAP 8) (CS)

**Performance Element**

Understand the nature of business to show its contributions to society.

**Performance Indicators**

- Explain the role of business in society (EC:070, EC LAP 20) (CS)
- Describe types of business activities (EC:071, EC LAP 19) (CS)
- Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)
- Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)
- Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)
- Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
- Explain how organizations adapt to today's markets (EC:107, EC LAP 25) (SP)

**Performance Element**

Acquire knowledge of the impact of government on business activities to make informed economic decisions.

**Performance Indicators**

- Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
- Describe the nature of taxes (EC:072) (SP)

**Performance Element**

Analyze cost/profit relationships to guide business decision-making.

**Performance Indicators**

- Explain the concept of productivity (EC:013, EC LAP 18) (CS)
- Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)
- Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)
- Explain the impact of the law of diminishing returns (EC:023) (SP)
### ECONOMICS (cont’d)

<table>
<thead>
<tr>
<th>Instructional Area</th>
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<tbody>
<tr>
<td></td>
<td>Determine global trade’s impact on business decision-making.</td>
<td>Explain the nature of global trade (EC:016, EC LAP 4) (SP)</td>
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### FINANCIAL ANALYSIS

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<tbody>
<tr>
<td></td>
<td>Acquire a foundational knowledge of accounting to understand its nature and scope.</td>
<td>Describe the need for financial information (FI:579) (CS) Explain the concept of accounting (FI:085, FI LAP 5) (CS)</td>
</tr>
<tr>
<td></td>
<td>Acquire a foundational knowledge of finance to understand its nature and scope.</td>
<td>Explain the role of finance in business (FI:354, FI LAP 7) (CS)</td>
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### HUMAN RESOURCES MANAGEMENT

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<tr>
<td></td>
<td>Understand the role and function of human resources management to obtain a foundational understanding of its nature and scope.</td>
<td>Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)</td>
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### INFORMATION MANAGEMENT

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<td></td>
<td>Acquire a foundational knowledge of information management to understand its nature and scope.</td>
<td>Discuss the nature of information management (NF:110, NF LAP 3) (CS)</td>
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</table>
# 2-Credit Accelerated Marketing Program of Study

## High School Courses

### MARKETING

**Performance Element**
Understand marketing's role and function in business to facilitate economic exchanges with customers.

**Performance Indicators**
- Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)
- Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)

### OPERATIONS

**Performance Element**
Understand operations’ role and function in business to value its contributions to a company.

**Performance Indicators**
- Explain the nature of operations (OP:189, OP LAP 3) (CS)

**Performance Element**
Implement purchasing activities to obtain business supplies, equipment and services.

**Performance Indicators**
- Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)

**Performance Element**
Understand production’s role and function in business to recognize its need in an organization.

**Performance Indicators**
- Explain the concept of production (OP:017, OP LAP 4) (CS)

### PROFESSIONAL DEVELOPMENT

**Performance Element**
Implement job-seeking skills to obtain employment.

**Performance Indicators**
- Utilize job-search strategies (PD:026) (PQ)
- Complete a job application (PD:027) (PQ)
- Interview for a job (PD:028) (PQ)
- Write a follow-up letter after job interviews (PD:029) (CS)
- Write a letter of application (PD:030) (CS)
- Prepare a résumé (PD:031) (CS)

**Performance Element**
Understand career opportunities in marketing to make career decisions.

**Performance Indicators**
- Explain employment opportunities in marketing (PD:024) (CS)
Instructional Area

STRATEGIC MANAGEMENT

Performance Element

Recognize management’s role to understand its contribution to business success.

Performance Indicators

Explain the concept of management (SM:001, SM LAP 3) (CS)

Instructional Area

CHANNEL MANAGEMENT

Performance Element

Acquire foundational knowledge of channel management to understand its role in marketing.

Performance Indicators

Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)
Explain the relationship between customer service and channel management (CM:002) (CS)
Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS)

Instructional Area

MARKETING-INFORMATION MANAGEMENT

Performance Element

Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Performance Indicators

Describe the need for marketing data (IM:012, IM LAP 12) (CS)
Identify data monitored for marketing decision making (IM:184, IM LAP 11) (SP)
Explain the nature and scope of the marketing information management function (IM:001, IM LAP 2) (SP)

Performance Element

Understand marketing-research activities to show command of their nature and scope.

Performance Indicators

Explain the nature of marketing research (IM:010, IM LAP 5) (SP)

Instructional Area

MARKET PLANNING

Performance Element

Develop marketing strategies to guide marketing tactics.

Performance Indicators

Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)
### MARKET PLANNING (cont’d)

**Performance Element**
Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

**Performance Indicators**
Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)

### PRICING

**Performance Element**
Develop a foundational knowledge of pricing to understand its role in marketing.

**Performance Indicators**
Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)

### PRODUCT/SERVICE MANAGEMENT

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

**Performance Indicators**
Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)

**Performance Element**
Apply quality assurances to enhance product/service offerings.

**Performance Indicators**
Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS) Explain warranties and guarantees (PM:020, PM LAP 4) (CS)

### PROMOTION

**Performance Element**
Acquire a foundational knowledge of promotion to understand its nature and scope.

**Performance Indicators**
Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS) Explain the types of promotion (PR:002, PR LAP 4) (CS) Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)
### Instructional Area: SELLING

#### Performance Element

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

#### Performance Indicators

- Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)
- Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)
- Explain company selling policies (SE:932) (CS)

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

#### Performance Indicators

- Acquire product information for use in selling (SE:062) (CS)

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

#### Performance Indicators

- Explain the selling process (SE:048, SE LAP 126) (CS)

**Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.**

#### Performance Indicators

- Establish relationship with client/customer (SE:110) (CS)
- Determine customer/client needs (SE:111) (CS)
- Recommend specific product (SE:114, SE LAP 111) (CS)
### Instructional Area

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<td><strong>MARKETING</strong></td>
<td>Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.</td>
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<td>Explain factors that influence customer/client/business buying behavior (MK:014) (SP)</td>
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<td>Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 3) (SP)</td>
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<td><strong>CHANNEL MANAGEMENT</strong></td>
<td>Acquire foundational knowledge of channel management to understand its role in marketing.</td>
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<tr>
<td></td>
<td>Describe the use of technology in the channel management function (CM:004) (CS)</td>
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<td>Explain legal and ethical considerations in channel management (SP)—Combined (CM:005) and (CM:006)</td>
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<td></td>
<td>Manage channel activities to minimize costs and to determine distribution strategies.</td>
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<td></td>
<td>Coordinate channel management with other marketing activities (CM:007) (SP)</td>
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<tr>
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<td>Explain the nature of channel-member relationships (CM:008) (SP)</td>
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<tr>
<td><strong>MARKETING-INFORMATION MANAGEMENT</strong></td>
<td>Acquire foundational knowledge of marketing-information management to understand its nature and scope.</td>
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<td>Explain the legal and ethical considerations in marketing-information management (SP) Combined (IM:025) and (IM:419)</td>
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<tr>
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<td>Describe the use of technology in the marketing-information management function (IM:183) (SP)</td>
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<td><strong>MARKETING-INFORMATION MANAGEMENT (cont’d)</strong></td>
<td>Understand marketing-research activities to show command of their nature and scope.</td>
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<tr>
<td></td>
<td>Discuss the nature of marketing research problems/issues (IM:282, IM LAP 13) (SP)</td>
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2-Credit Accelerated Marketing Program of Study
High School Courses

Performance Element
Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Performance Indicators
Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (IM:284, IM LAP 14) (SP)
Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (IM:281, IM LAP 15) (SP)
Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285) (SP)

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

Performance Indicators
Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (IM:289) (SP)
Explain characteristics of effective data-collection instruments (IM:418) (SP)

Instructional Area
MARKET PLANNING

Performance Element
Employ marketing-information to develop a marketing plan.

Performance Indicators
Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)
Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
Explain the nature of sales forecasts (MP:013) (SP)

Instructional Area
PRICING

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

Performance Indicators
Explain the use of technology in the pricing function (PI:016) (SP)
Explain legal and ethical considerations for pricing (SP) Combined (PI:105) and (PI:017)
Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)
2-Credit Accelerated Marketing Program of Study
High School Courses

Instructional Area

PRODUCT/SERVICE MANAGEMENT

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

Performance Indicators
- Identify the impact of product life cycles on marketing decisions (PM:024) (SP)
- Describe the use of technology in the product/service management function (PM:039) (SP)
- Explain business ethics in product/service management (PM:040) (SP)

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

Performance Indicators
- Identify methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP)
- Generate product ideas (PM:128) (SP)

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

Performance Indicators
- Identify consumer protection provisions of appropriate agencies (PM:017) (SP)

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

Performance Indicators
- Explain the concept of product mix (PM:003, PM LAP 3) (SP)
- Describe the nature of product bundling (PM:041) (SP)

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

Performance Indicators
- Describe factors used by marketers to position products/services (PM:042) (SP)
- Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)

Performance Element
Position company to acquire desired business image.

Performance Indicators
- Explain the nature of corporate branding (PM:206) (SP)
- Describe factors used by businesses to position corporate brands (PM:207) (SP)

Instructional Area

PROMOTION

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

Performance Indicators
- Describe legal and ethical issues in promotion (SP) Combined (PR:099) and (PR:101)
- Describe the use of technology in the promotion function (PR:100) (SP)
2-Credit Accelerated Marketing Program of Study
High School Courses

Instructional Area: PROMOTION (cont’d)

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

Performance Indicators:
- Explain types of advertising media (PR:007, PR LAP 3) (SP)
- Describe word of mouth channels used to communicate with targeted audiences (PR:247) (SP)
- Explain the nature of direct marketing channels (PR:089) (SP)
- Identify communications channels used in sales promotion (PR:249) (SP)
- Explain communications channels used in public-relations activities (PR:250) (SP)

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

Performance Indicators:
- Explain the components of advertisements (PR:014) (SP)
- Explain the importance of coordinating elements in advertisements (PR:251) (SP)

Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.

Performance Indicators:
- Identify types of public-relations activities (PR:252) (SP)
- Discuss internal and external audiences for public-relations activities (PR:253) (SP)

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

Performance Indicators:
- Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254) (SP)
- Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255) (SP)

Performance Element: Manage promotional activities to maximize return on promotional efforts.

Performance Indicators:
- Explain the nature of a promotional plan (PR:073) (SP)
- Coordinate activities in the promotional mix (PR:076) (SP)

Instructional Area: SELLING

Performance Element: Acquire a foundational knowledge of selling to understand its nature and scope.

Performance Indicators:
- Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
- Explain legal and ethical considerations in selling (SE LAP 129) (SP) Combined (SE:106) and (SE:108)
- Describe the use of technology in the selling function (SE:107) (SP)
2-Credit Accelerated Marketing Program of Study
High School Courses

Instructional Area

SELLING (cont’d)

Performance Element

Understand sales activities to show command of their nature and scope.

Performance Indicators

Explain the impact of sales cycles (SE:380) (SP)

Performance Element

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

Performance Indicators

Analyze product information to identify product features and benefits (SE:109, SE LAP 113) (SP)
Differentiate between consumer and organizational buying behavior (SE:112) (SP)
Identify emerging trends for use in selling (SE:404) (SP)

Performance Element

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

Performance Indicators

Discuss motivational theories that impact buying behavior (SE:359) (SP)

Performance Element

Perform pre-sales activities to facilitate sales presentation.

Performance Indicators

Prospect for customers (SE:001) (SP)
Qualify customers/clients (SE:400) (SP)
Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors, and competitors’ offerings) (SE:369) (SP)
Book appointments with prospective clients (SE:366) (SP)
Prepare sales presentation (SE:067) (SP)
Create a presentation software package to support sales presentation (SE:119) (SP)

Performance Element

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

Performance Indicators

Address needs of individual personalities (SE:810, SE LAP 112) (SP)
Determine customer’s buying motives for use in selling (SE:883, SE LAP 109) (SP)
Facilitate customer/client buying decisions (SE:811, SE LAP 108) (SP)
Assess customer/client needs (SE:113) (SP)
Demonstrate product (SE:893, SE LAP 103) (SP)
Prescribe solution to customer/client needs (SE:115) (SP)
Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)
Close the sale (SE:895, SE LAP 107) (SP)
Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)
Negotiate sales terms (SE:392) (SP)
Maintain sales standards (SE:387) (SP)
Sell good/service/idea to individuals (SE:046) (SP)
Sell good/service/idea to groups (SE:073) (SP)
Instructional Area

SELLING (cont’d)

Performance Element

Process the sale to complete the exchange.

Performance Indicators

Calculate miscellaneous charges (SE:116) (CS)
Process special orders (SE:009) (CS)
Process telephone orders (SE:835) (CS)
Process sales documentation (SE:117) (SP)

*Updated 4/2/13*