

The background of the page features a large, light gray watermark of the Seal of the Board of Education of the State of Alaska. The seal is circular and contains the text "BOARD OF EDUCATION" at the top and "STATE OF ALASKA" at the bottom. In the center, there is a figure of a woman in traditional Alaskan dress holding a spear, and a bear standing on a patch of land. The seal is surrounded by a decorative border of stars and a rope-like pattern.

## **Marketing, Sales, and Service Industry Sector**

### *Career Pathways*

- ◆ E-commerce
- ◆ Entrepreneurship
- ◆ International Trade
- ◆ Professional Sales  
and Marketing



# Marketing, Sales, and Service Industry Sector

The Marketing, Sales, and Service sector is designed to align career path course work with current and projected employment opportunities. Marketing includes the processes and techniques of transferring products or services to consumers and is a function of almost every business. It exists within an environment of rapidly changing technology, interdependent nations and economies, and increasing demands for ethical and social responsibility.

The four pathways in this sector—E-commerce, Entrepreneurship, International Trade, and Professional Sales and Marketing—emphasize training to meet the growing need for marketing professionals with skills in communication, global marketing, marketing strategies, product and service management, promotion, and selling concepts. These pathways provide a firm foundation for advanced education, entry to a career, and success in the global marketplace.

## FOUNDATION STANDARDS

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### 1.0 Academics

Students understand the academic content required for entry into postsecondary education and employment in the Marketing, Sales, and Service sector.

*(The standards listed below retain in parentheses the numbering as specified in the mathematics, science, and history–social science content standards adopted by the State Board of Education.)*

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#### 1.1 Mathematics

Specific applications of Number Sense standards (grade seven):

- (1.1) Read, write, and compare rational numbers in scientific notation (positive and negative powers of 10) with approximate numbers using scientific notation.
- (1.2) Add, subtract, multiply, and divide rational numbers (integers, fractions, and terminating decimals) and take positive rational numbers to whole-number powers.

- (1.3) Convert fractions to decimals and percents and use these representations in estimations, computations, and applications.
- (1.4) Differentiate between rational and irrational numbers.
- (1.5) Know that every rational number is either a terminating or a repeating decimal and be able to convert terminating decimals into reduced fractions.
- (1.6) Calculate the percentage of increases and decreases of a quantity.
- (1.7) Solve problems that involve discounts, markups, commissions, and profit and compute simple and compound interest.

Specific applications of Statistics, Data Analysis, and Probability standards (grade seven):

- (1.1) Know various forms of display for data sets, including a stem-and-leaf plot or box-and-whisker plot; use the forms to display a single set of data or to compare two sets of data.
- (1.2) Represent two numerical variables on a scatterplot and informally describe how the data points are distributed and any apparent relationship that exists between the two variables (e.g., between time spent on homework and grade level).
- (3.3) Understand the meaning of, and be able to compute, the minimum, the lower quartile, the median, the upper quartile, and the maximum of a data set.

Specific applications of Mathematical Reasoning standards (grade seven):

- (1.1) Analyze problems by identifying relationships, distinguishing relevant from irrelevant information, identifying missing information, sequencing and prioritizing information, and observing patterns.
- (2.1) Use estimation to verify the reasonableness of calculated results.
- (2.2) Apply strategies and results from simpler problems to more complex problems.
- (2.3) Estimate unknown quantities graphically and solve for them by using logical reasoning and arithmetic and algebraic techniques.
- (2.4) Make and test conjectures by using both inductive and deductive reasoning.
- (2.5) Use a variety of methods, such as words, numbers, symbols, charts, graphs, tables, diagrams, and models, to explain mathematical reasoning.
- (2.6) Express the solution clearly and logically by using the appropriate mathematical notation and terms and clear language; support solutions with evidence in both verbal and symbolic work.
- (2.7) Indicate the relative advantages of exact and approximate solutions to problems and give answers to a specified degree of accuracy.
- (2.8) Make precise calculations and check the validity of the results from the context of the problem.
- (3.1) Evaluate the reasonableness of the solution in the context of the original situation.
- (3.2) Note the method of deriving the solution and demonstrate a conceptual understanding of the derivation by solving similar problems.
- (3.3) Develop generalizations of the results obtained and the strategies used and apply them to new problem situations.

Specific applications of Algebra I standards (grades eight through twelve):

- (1.1) Students use properties of numbers to demonstrate whether assertions are true or false.
- (5.0) Students solve multistep problems, including word problems, involving linear equations and linear inequalities in one variable and provide justification for each step.
- (13.0) Students add, subtract, multiply, and divide rational expressions and functions. Students solve both computationally and conceptually challenging problems by using these techniques.
- (15.0) Students apply algebraic techniques to solve rate problems, work problems, and percent mixture problems.
- (24.1) Students explain the difference between inductive and deductive reasoning and identify and provide examples of each.
- (24.2) Students identify the hypothesis and conclusion in logical deduction.
- (24.3) Students use counterexamples to show that an assertion is false and recognize that a single counterexample is sufficient to refute an assertion.
- (25.1) Students use properties of numbers to construct simple, valid arguments (direct and indirect) for, or formulate counterexamples to, claimed assertions.
- (25.2) Students judge the validity of an argument according to whether the properties of the real number system and the order of operations have been applied correctly at each step.
- (25.3) Given a specific algebraic statement involving linear, quadratic, or absolute value expressions or equations or inequalities, students determine whether the statement is true sometimes, always, or never.

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### 1.2 Science

Specific applications of Investigation and Experimentation standards (grades nine through twelve):

- (1.a) Select and use appropriate tools and technology (such as computer-linked probes, spreadsheets, and graphing calculators) to perform tests, collect data, analyze relationships, and display data.
- (1.d) Formulate explanations by using logic and evidence.

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### 1.3 History–Social Science

Specific applications of World History, Culture, and Geography: The Modern World standards (grade ten):

- (10.3.) Students analyze the effects of the Industrial Revolution in England, France, Germany, Japan, and the United States.
  - (10.3.1) Analyze why England was the first country to industrialize.
  - (10.3.2) Examine how scientific and technological changes and new forms of energy brought about massive social, economic, and cultural change (e.g., the inventions and discoveries of James Watt, Eli Whitney, Henry Bessemer, Louis Pasteur, Thomas Edison).

- (10.3.3) Describe the growth of population, rural to urban migration, and growth of cities associated with the Industrial Revolution.
- (10.3.4) Trace the evolution of work and labor, including the demise of the slave trade and the effects of immigration, mining and manufacturing, division of labor, and the union movement.
- (10.3.5) Understand the connections among natural resources, entrepreneurship, labor, and capital in an industrial economy.
- (10.3.6) Analyze the emergence of capitalism as a dominant economic pattern and the responses to it, including Utopianism, Social Democracy, Socialism, and Communism.

Specific applications of United States History and Geography: Continuity and Change in the Twentieth Century standards (grade eleven):

- (11.11) Students analyze the major social problems and domestic policy issues in contemporary American society.
  - (11.11.1) Discuss the reasons for the nation's changing immigration policy, with emphasis on how the Immigration Act of 1965 and successor acts have transformed American society.
  - (11.11.2) Discuss the significant domestic policy speeches of Truman, Eisenhower, Kennedy, Johnson, Nixon, Carter, Reagan, Bush, and Clinton (e.g., with regard to education, civil rights, economic policy, environmental policy).
  - (11.11.3) Describe the changing roles of women in society as reflected in the entry of more women into the labor force and the changing family structure.
  - (11.11.4) Explain the constitutional crisis originating from the Watergate scandal.
  - (11.11.5) Trace the impact of, need for, and controversies associated with environmental conservation, expansion of the national park system, and the development of environmental protection laws, with particular attention to the interaction between environmental protection advocates and property rights advocates.
  - (11.11.6) Analyze the persistence of poverty and how different analyses of this issue influence welfare reform, health insurance reform, and other social policies.
  - (11.11.7) Explain how the federal, state, and local governments have responded to demographic and social changes such as population shifts to the suburbs, racial concentrations in the cities, Frostbelt-to-Sunbelt migration, international migration, decline of family farms, increases in out-of-wedlock births, and drug abuse.

Specific applications of Principles of Economics standards (grade twelve):

- (12.1) Students understand common economic terms and concepts and economic reasoning.
  - (12.1.1) Examine the causal relationship between scarcity and the need for choices.
  - (12.1.2) Explain opportunity cost and marginal benefit and marginal cost.
  - (12.1.3) Identify the difference between monetary and nonmonetary incentives and how changes in incentives cause changes in behavior.
  - (12.1.4) Evaluate the role of private property as an incentive in conserving and improving scarce resources, including renewable and nonrenewable natural resources.

- (12.1.5) Analyze the role of a market economy in establishing and preserving political and personal liberty (e.g., through the works of Adam Smith).
- (12.2) Students analyze the elements of America's market economy in a global setting.
  - (12.2.1) Understand the relationship of the concept of incentives to the law of supply and the relationship of the concept of incentives and substitutes to the law of demand.
  - (12.2.2) Discuss the effects of changes in supply and/or demand on the relative scarcity, price, and quantity of particular products.
  - (12.2.3) Explain the roles of property rights, competition, and profit in a market economy.
  - (12.2.4) Explain how prices reflect the relative scarcity of goods and services and perform the allocative function in a market economy.
  - (12.2.5) Understand the process by which competition among buyers and sellers determines a market price.
  - (12.2.6) Describe the effect of price controls on buyers and sellers.
  - (12.2.7) Analyze how domestic and international competition in a market economy affects goods and services produced and the quality, quantity, and price of those products.
  - (12.2.8) Explain the role of profit as the incentive to entrepreneurs in a market economy.
  - (12.2.9) Describe the functions of the financial markets.
  - (12.2.10) Discuss the economic principles that guide the location of agricultural production and industry and the spatial distribution of transportation and retail facilities.
- (12.3) Students analyze the influence of the federal government on the American economy.
  - (12.3.1) Understand how the role of government in a market economy often includes providing for national defense, addressing environmental concerns, defining and enforcing property rights, attempting to make markets more competitive, and protecting consumers' rights.
  - (12.3.2) Identify the factors that may cause the costs of government actions to outweigh the benefits.
  - (12.3.3) Describe the aims of government fiscal policies (taxation, borrowing, spending) and their influence on production, employment, and price levels.
  - (12.3.4) Understand the aims and tools of monetary policy and their influence on economic activity (e.g., the Federal Reserve).
- (12.4) Students analyze the elements of the U.S. labor market in a global setting.
  - (12.4.1) Understand the operations of the labor market, including the circumstances surrounding the establishment of principal American labor unions, procedures that unions use to gain benefits for their members, the effects of unionization, the minimum wage, and unemployment insurance.
  - (12.4.2) Describe the current economy and labor market, including the types of goods and services produced, the types of skills workers need, the effects of rapid technological change, and the impact of international competition.

- (12.4.3) Discuss wage differences among jobs and professions, using the laws of demand and supply and the concept of productivity.
- (12.4.4) Explain the effects of international mobility of capital and labor on the U.S. economy.
- (12.5) Students analyze the aggregate economic behavior of the U.S. economy.
  - (12.5.1) Distinguish between nominal and real data.
  - (12.5.2) Define, calculate, and explain the significance of an unemployment rate, the number of new jobs created monthly, an inflation or deflation rate, and a rate of economic growth.
  - (12.5.3) Distinguish between short-term and long-term interest rates and explain their relative significance.
- (12.6) Students analyze issues of international trade and explain how the U.S. economy affects, and is affected by, economic forces beyond the United States borders.
  - (12.6.1) Identify the gains in consumption and production efficiency from trade, with emphasis on the main products and changing geographic patterns of twentieth-century trade among countries in the Western Hemisphere.
  - (12.6.2) Compare the reasons for and the effects of trade restrictions during the Great Depression compared with present-day arguments among labor, business, and political leaders over the effects of free trade on the economic and social interests of various groups of Americans.
  - (12.6.3) Understand the changing role of international political borders and territorial sovereignty in a global economy.
  - (12.6.4) Explain foreign exchange, the manner in which exchange rates are determined, and the effects of the dollar's gaining (or losing) value relative to other currencies.

## 2.0 Communications

Students understand the principles of effective oral, written, and multimedia communication in a variety of formats and contexts.

*(The standards listed below retain in parentheses the numbering as specified in the English–language arts content standards adopted by the State Board of Education.)*

### 2.1 Reading

Specific applications of Reading Comprehension standards (grades nine and ten):

- (2.1) Analyze the structure and format of functional workplace documents, including the graphics and headers, and explain how authors use the features to achieve their purposes.
- (2.2) Prepare a bibliography of reference materials for a report using a variety of consumer, workplace, and public documents.
- (2.3) Generate relevant questions about readings on issues that can be researched.

- (2.4) Synthesize the content from several sources or works by a single author dealing with a single issue; paraphrase the ideas and connect them to other sources and related topics to demonstrate comprehension.
- (2.5) Extend ideas presented in primary or secondary sources through original analysis, evaluation, and elaboration.
- (2.6) Demonstrate use of sophisticated learning tools by following technical directions (e.g., those found with graphic calculators and specialized software programs and in access guides to World Wide Web sites on the Internet).
- (2.7) Critique the logic of functional documents by examining the sequence of information and procedures in anticipation of possible reader misunderstandings.

Specific applications of Reading Comprehension standards (grades eleven and twelve):

- (2.3) Verify and clarify facts presented in other types of expository texts by using a variety of consumer, workplace, and public documents.

## 2.2 Writing

Specific applications of Writing Strategies and Applications standards (grades nine and ten):

- (1.3) Use clear research questions and suitable research methods (e.g., library, electronic media, personal interview) to elicit and present evidence from primary and secondary sources.
- (1.4) Develop the main ideas within the body of the composition through supporting evidence (e.g., scenarios, commonly held beliefs, hypotheses, definitions).
- (1.5) Synthesize information from multiple sources and identify complexities and discrepancies in the information and the different perspectives found in each medium (e.g., almanacs, microfiche, news sources, in-depth field studies, speeches, journals, technical documents).
- (1.6) Integrate quotations and citations into a written text while maintaining the flow of ideas.
- (1.7) Use appropriate conventions for documentation in the text, notes, and bibliographies by adhering to those in style manuals (e.g., *Modern Language Association Handbook*, *The Chicago Manual of Style*).
- (1.8) Design and publish documents by using advanced publishing software and graphic programs.
- (1.9) Revise writing to improve the logic and coherence of the organization and controlling perspective, the precision of word choice, and the tone by taking into consideration the audience, purpose, and formality of the context.
- (2.3) Write expository compositions, including analytical essays and research reports:
  - a. Marshal evidence in support of a thesis and related claims, including information on all relevant perspectives.
  - b. Convey information and ideas from primary and secondary sources accurately and coherently.
  - c. Make distinctions between the relative value and significance of specific data, facts, and ideas.

- d. Include visual aids by employing appropriate technology to organize and record information on charts, maps, and graphs.
  - e. Anticipate and address readers' potential misunderstandings, biases, and expectations.
  - f. Use technical terms and notations accurately.
- (2.4) Write persuasive compositions:
- a. Structure ideas and arguments in a sustained and logical fashion.
  - b. Use specific rhetorical devices to support assertions (e.g., appeal to logic through reasoning; appeal to emotion or ethical belief; relate a personal anecdote, case study, or analogy).
  - c. Clarify and defend positions with precise and relevant evidence, including facts, expert opinions, quotations, and expressions of commonly accepted beliefs and logical reasoning.
  - d. Address readers' concerns, counterclaims, biases, and expectations.
- (2.5) Write business letters:
- a. Provide clear and purposeful information and address the intended audience appropriately.
  - b. Use appropriate vocabulary, tone, and style to take into account the nature of the relationship with, and the knowledge and interests of, the recipients.
  - c. Highlight central ideas or images.
  - d. Follow a conventional style with page formats, fonts, and spacing that contribute to the documents' readability and impact.
- (2.6) Write technical documents (e.g., a manual on rules of behavior for conflict resolution, procedures for conducting a meeting, minutes of a meeting):
- a. Report information and convey ideas logically and correctly.
  - b. Offer detailed and accurate specifications.
  - c. Include scenarios, definitions, and examples to aid comprehension (e.g., troubleshooting guide).
  - d. Anticipate readers' problems, mistakes, and misunderstandings.

Specific applications of Writing Strategies and Applications standards (grades eleven and twelve):

- (1.1) Demonstrate an understanding of the elements of discourse (e.g., purpose, speaker, audience, form) when completing narrative, expository, persuasive, or descriptive writing assignments.
- (1.3) Structure ideas and arguments in a sustained, persuasive, and sophisticated way and support them with precise and relevant examples.
- (1.6) Develop presentations by using clear research questions and creative and critical research strategies (e.g., field studies, oral histories, interviews, experiments, electronic sources).
- (1.7) Use systematic strategies to organize and record information (e.g., anecdotal scripting, annotated bibliographies).
- (1.8) Integrate databases, graphics, and spreadsheets into word-processed documents.

- (2.5) Write job applications and résumés:
- a. Provide clear and purposeful information and address the intended audience appropriately.
  - b. Use varied levels, patterns, and types of language to achieve intended effects and aid comprehension.
  - c. Modify the tone to fit the purpose and audience.
  - d. Follow the conventional style for that type of document (e.g., résumé, memorandum) and use page formats, fonts, and spacing that contribute to the readability and impact of the document.
- (2.6) Deliver multimedia presentations:
- a. Combine text, images, and sound and draw information from many sources (e.g., television broadcasts, videos, films, newspapers, magazines, CD-ROMs, the Internet, electronic media-generated images).
  - b. Select an appropriate medium for each element of the presentation.
  - c. Use the selected media skillfully, editing appropriately and monitoring for quality.
  - d. Test the audience's response and revise the presentation accordingly.

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### 2.3 *Written and Oral English Language Conventions*

Specific applications of English Language Conventions standards (grades nine and ten):

- (1.1) Identify and correctly use clauses (e.g., main and subordinate), phrases (e.g., gerund, infinitive, and participial), and mechanics of punctuation (e.g., semicolons, colons, ellipses, hyphens).
- (1.2) Understand sentence construction (e.g., parallel structure, subordination, proper placement of modifiers) and proper English usage (e.g., consistency of verb tenses).
- (1.3) Demonstrate an understanding of proper English usage and control of grammar, paragraph and sentence structure, diction, and syntax.
- (1.4) Produce legible work that shows accurate spelling and correct use of the conventions of punctuation and capitalization.
- (1.5) Reflect appropriate manuscript requirements, including title page presentation, pagination, spacing and margins, and integration of source and support material (e.g., in-text citation, use of direct quotations, paraphrasing) with appropriate citations.

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### 2.4 *Listening and Speaking*

Specific applications of Listening and Speaking Strategies and Applications standards (grades nine and ten):

- (1.1) Formulate judgments about the ideas under discussion and support those judgments with convincing evidence.
- (1.2) Compare and contrast the ways in which media genres (e.g., televised news, news magazines, documentaries, online information) cover the same event.

- (1.3) Choose logical patterns of organization (e.g., chronological, topical, cause and effect) to inform and to persuade, by soliciting agreement or action, or to unite audiences behind a common belief or cause.
- (1.7) Use props, visual aids, graphs, and electronic media to enhance the appeal and accuracy of presentations.
- (2.3) Apply appropriate interviewing techniques:
  - a. Prepare and ask relevant questions.
  - b. Make notes of responses.
  - c. Use language that conveys maturity, sensitivity, and respect.
  - d. Respond correctly and effectively to questions.
  - e. Demonstrate knowledge of the subject or organization.
  - f. Compile and report responses.
  - g. Evaluate the effectiveness of the interview.
- (2.4) Deliver oral responses to literature:
  - a. Advance a judgment demonstrating a comprehensive grasp of the significant ideas of works or passages (i.e., make and support warranted assertions about the text).
  - b. Support important ideas and viewpoints through accurate and detailed references to the text or to other works.
  - c. Demonstrate awareness of the author's use of stylistic devices and an appreciation of the effects created.
  - d. Identify and assess the impact of perceived ambiguities, nuances, and complexities within the text.
- (2.5) Deliver persuasive arguments (including evaluation and analysis of problems and solutions and causes and effects):
  - a. Structure ideas and arguments in a coherent, logical fashion.
  - b. Use rhetorical devices to support assertions (e.g., by appeal to logic through reasoning; by appeal to emotion or ethical belief; by use of personal anecdote, case study, or analogy).
  - c. Clarify and defend positions with precise and relevant evidence, including facts, expert opinions, quotations, expressions of commonly accepted beliefs, and logical reasoning.
  - d. Anticipate and address the listener's concerns and counterarguments.
- (2.6) Deliver descriptive presentations:
  - a. Establish clearly the speaker's point of view on the subject of the presentation.
  - b. Establish clearly the speaker's relationship with that subject (e.g., dispassionate observation, personal involvement).
  - c. Use effective, factual descriptions of appearance, concrete images, shifting perspectives and vantage points, and sensory details.

Specific applications of Speaking Applications standards (grades eleven and twelve):

- (2.4) Deliver multimedia presentations:
- a. Combine text, images, and sound by incorporating information from a wide range of media, including films, newspapers, magazines, CD-ROMs, online information, television, videos, and electronic media-generated images.
  - b. Select an appropriate medium for each element of the presentation.
  - c. Use the selected media skillfully, editing appropriately and monitoring for quality.
  - d. Test the audience's response and revise the presentation accordingly.
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- 2.5 Understand written business communication modes, such as memos, e-mail messages, and one-page executive summaries.
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### **3.0 Career Planning and Management**

Students understand how to make effective decisions, use career information, and manage personal career plans:

- 3.1 Know the personal qualifications, interests, aptitudes, knowledge, and skills necessary to succeed in careers.
  - 3.2 Understand the scope of career opportunities and know the requirements for education, training, and licensure.
  - 3.3 Develop a career plan that is designed to reflect career interests, pathways, and postsecondary options.
  - 3.4 Understand the role and function of professional organizations, industry associations, and organized labor in a productive society.
  - 3.5 Understand the past, present, and future trends that affect careers, such as technological developments and societal trends, and the resulting need for lifelong learning.
  - 3.6 Know important strategies for self-promotion in the hiring process, such as job applications, résumé writing, interviewing skills, and preparation of a portfolio.
  - 3.7 Explore career opportunities in business through programs such as virtual enterprise, work experience, and internships.
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### **4.0 Technology**

Students know how to use contemporary and emerging technological resources in diverse and changing personal, community, and workplace environments:

- 4.1 Understand past, present, and future technological advances as they relate to a chosen pathway.
- 4.2 Understand the use of technological resources to gain access to, manipulate, and produce information, products, and services.
- 4.3 Understand the influence of current and emerging technology on selected segments of the economy.

- 4.4 Understand effective technologies used in Web site development and the Internet.
- 4.5 Know the procedures for maintaining secure information, preventing loss, and reducing risk.

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## 5.0 Problem Solving and Critical Thinking

Students understand how to create alternative solutions by using critical and creative thinking skills, such as logical reasoning, analytical thinking, and problem-solving techniques:

- 5.1 Apply appropriate problem-solving strategies and critical thinking skills to work-related issues and tasks.
- 5.2 Understand the systematic problem-solving models that incorporate input, process, outcome, and evaluation components.
- 5.3 Use critical thinking skills to make informed decisions and solve problems.
- 5.4 Understand how financial systems and tools are used to solve business problems.

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## 6.0 Health and Safety

Students understand health and safety policies, procedures, regulations, and practices, including the use of equipment and handling of hazardous materials:

- 6.1 Know the policies, procedures, and regulations regarding health and safety in the workplace, including employers' and employees' responsibilities.
- 6.2 Understand critical elements for health and safety practices related to storing, cleaning, and maintaining tools, equipment, and supplies.
- 6.3 Understand the environmental and ergonomic risks associated with the use of business equipment and the financial impact related to an unsafe work environment.

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## 7.0 Responsibility and Flexibility

Students know the behaviors associated with the demonstration of responsibility and flexibility in personal, workplace, and community settings:

- 7.1 Understand the qualities and behaviors that constitute a positive and professional work demeanor.
- 7.2 Understand the importance of accountability and responsibility in fulfilling personal, community, and workplace roles.
- 7.3 Understand the need to adapt to varied roles and responsibilities.
- 7.4 Understand that individual actions can affect the larger community.

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## 8.0 Ethics and Legal Responsibilities

Students understand professional, ethical, and legal behavior consistent with applicable laws, regulations, and organizational norms:

- 8.1 Know the major local, district, state, and federal regulatory agencies and entities that affect the industry and how they enforce laws and regulations.
- 8.2 Understand the concept and application of ethical and legal behavior consistent with workplace standards.
- 8.3 Understand the role of personal integrity and ethical behavior in the workplace.
- 8.4 Understand the major local, state, and federal laws and regulations that affect business and the procedural requirements necessary for compliance.
- 8.5 Know how to design systems and applications to allow access to all users, including those with cultural, physical, and cognitive differences.

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## 9.0 Leadership and Teamwork

Students understand effective leadership styles, key concepts of group dynamics, team and individual decision making, the benefits of workforce diversity, and conflict resolution:

- 9.1 Understand the characteristics and benefits of teamwork, leadership, and citizenship in the school, community, and workplace settings.
- 9.2 Understand the ways in which preprofessional associations, such as DECA (An Association of Marketing Students) and Future Business Leaders of America, and competitive career development activities enhance academic skills, promote career choices, and contribute to employability.
- 9.3 Understand how to organize and structure work individually and in teams for effective performance and the attainment of goals.
- 9.4 Know multiple approaches to conflict resolution and their appropriateness for a variety of situations in the workplace.
- 9.5 Understand how to interact with others in ways that demonstrate respect for individual and cultural differences and for the attitudes and feelings of others.

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## 10.0 Technical Knowledge and Skills

Students understand the essential knowledge and skills common to all pathways in the Marketing, Sales, and Service sector:

- 10.1 Use the marketing information management concepts, systems, and tools needed to obtain, evaluate, and disseminate information for use in making marketing decisions.
- 10.2 Understand the financial concepts used in making marketing decisions.
- 10.3 Know the product and service management concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.

- 10.4 Know how promotion concepts and strategies, including advertising, sales promotion, public relations, and personal selling, are used to communicate information about products, services, images, and ideas to achieve a desired outcome.
- 10.5 Understand the methods used to determine client needs and desires and respond with selling concepts, including planned, personalized communication that influences purchase decisions and enhances future business opportunities.
- 10.6 Understand the distribution concepts and processes needed to move, store, locate, and transfer ownership of goods or services.
- 10.7 Know the pricing concepts and strategies used to maximize return and meet customers' perceptions of value.

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## **11.0 Demonstration and Application**

Students demonstrate and apply the concepts contained in the foundation and pathway standards.

## PATHWAY STANDARDS

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### A. E-commerce Pathway

The Internet is increasingly the element that holds the global economy together as it makes the marketplace an all-day, everyday event. Globalization is no longer an option but a strategic necessity for all but the smallest of corporations. Students pursuing the E-commerce Pathway develop an understanding of the functions, foundations, and dynamics of e-commerce as well as the legal, ethical, and social responsibilities of the business.

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*A1.0 Students understand the fundamental concepts of e-commerce:*

- A1.1 Explain how e-commerce is similar to and different from traditional commerce, including comparing the competitive environment of online models with traditional business models.
  - A1.2 Understand the economic impact of the partnership between the Internet and business.
  - A1.3 Understand the role of the Internet in expanding business options and creating diverse marketplace opportunities.
  - A1.4 Analyze information gained through e-market research to make decisions about marketing goods and services online.
  - A1.5 Identify common e-market research activities and the type of information each provides.
  - A1.6 Know appropriate methods of product or service delivery in an e-commerce environment.
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*A2.0 Students understand the decisions an e-commerce business makes in the development of products and services:*

- A2.1 Understand how e-commerce has affected traditional branding strategies.
  - A2.2 Know how an e-commerce Web site must label products to meet legal and ethical business requirements.
  - A2.3 Understand the importance of an appropriate and attractive presentation of goods and services sold electronically.
  - A2.4 Know the techniques used by marketers in an online environment to position products and services.
  - A2.5 Know the procedures involved in product planning for an online business.
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*A3.0 Students understand important promotional strategies for communicating information about products, services, images, and ideas in an e-commerce environment:*

- A3.1 Understand the benefits of online communication channels, such as chat rooms, news groups, list servs, and message boards, as they pertain to online advertising.

- A3.2 Understand the function of Internet hyperlinks and the potential usefulness to e-business marketing strategies.
- A3.3 Know the essential components of an effective e-commerce Web site.
- A3.4 Know public relations strategies and techniques for online businesses.
- A3.5 Know how to use keywords and register Web sites to make them easily accessible through online searches.

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*A4.0 Students understand the purpose, process, and components of effective online sales and purchasing:*

- A4.1 Understand what motivates consumers to buy online.
- A4.2 Understand the relationship between business ethics and consumer confidence in an e-commerce environment and its impact on the techniques used to build customer relationships.
- A4.3 Know various payment options for online purchases and their relative advantages and disadvantages for consumers and businesses.
- A4.4 Understand the methods used to provide Internet customers with product and service knowledge.
- A4.5 Know the main components of relationship marketing in an e-commerce environment.

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*A5.0 Students understand the role of technology as it relates to e-commerce:*

- A5.1 Understand the role of e-mail in an e-commerce environment.
- A5.2 Know the important components of Web hosting packages and how they fit various business needs.
- A5.3 Analyze the effectiveness of various methods available for making online purchases and payments.
- A5.4 Know common security measures used to protect businesses and consumers engaging in e-commerce.
- A5.5 Know how various tools used in e-commerce (e.g., Web authoring programs, database solutions) contribute to Web site effectiveness.

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## B. Entrepreneurship Pathway

Competition and the global economy have opened the door for many new businesses, and entrepreneurs are becoming increasingly vital to the economy. Students with a career interest in entrepreneurship learn skills for employment in today's growth industries as well as skills that are transferable to careers of the future.

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*B1.0 Students understand the basic aspects of entrepreneurship:*

- B1.1 Analyze the characteristics of successful entrepreneurs.
  - B1.2 Understand the different types of business ownership and the advantages and disadvantages of owning and managing a small business.
  - B1.3 Apply principles and procedures of accounting and finance to the operation of a small business.
  - B1.4 Know the risk management principles associated with small business ownership.
  - B1.5 Formulate pricing strategies for goods and services for a small business.
  - B1.6 Know how the various channels of distribution and inventory control systems are important to the marketing process of a small business.
  - B1.7 Know the elements of effective human resources management and how these practices benefit small businesses.
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*B2.0 Students understand the elements and purpose of a business plan:*

- B2.1 Understand the reasons a small business develops a business plan.
  - B2.2 Conduct market research by using a variety of methods.
  - B2.3 Analyze market research to develop a marketing plan.
  - B2.4 Develop a financial plan that outlines sources of capital and projects income and expenses.
  - B2.5 Analyze a proposed business situation and its potential market.
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*B3.0 Students understand how to use technology in a small business to gain a competitive advantage:*

- B3.1 Know how technology and electronic media can be used to manage work flow and provide feedback for operational efficiency.
- B3.2 Know important technologies affecting small businesses and how they impact operations.
- B3.3 Understand the software technologies used to make a Web site effective for small business needs.

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*B4.0 Students understand effective marketing of small businesses:*

- B4.1 Know the selling techniques used to aid customers and clients in making buying decisions.
- B4.2 Know the components of a promotional plan (e.g., advertising, public relations, sales promotion) and how the plan is used to achieve a stated outcome.
- B4.3 Understand how products and services are conceived, developed, maintained, and improved in response to market opportunities.
- B4.4 Understand how market research is used to develop strategies for marketing products or services in a small business.

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*B5.0 Students understand the key economic concepts that affect small business ownership:*

- B5.1 Understand the role and importance of entrepreneurship and the small business in the economy.
- B5.2 Understand common ways in which fiscal and monetary policies affect the economy (e.g., the availability of money and credit and business decisions).
- B5.3 Understand the role of government in the free enterprise system and its impact on small businesses.
- B5.4 Understand the relationship between supply and demand and pricing and production.
- B5.5 Know how scarcity and allocation affect small businesses.
- B5.6 Understand the importance of economic measurement and the factors used to calculate it.

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## C. International Trade Pathway

The relative ease of travel and the use of electronic communication have seemingly diminished the size of the globe. Today's global marketplace, while growing and thriving, is also becoming increasingly competitive. Students focusing on the occupational area of international trade develop an understanding of the global business environment and the interconnectedness of cultural, political, legal, historical, economic, and ethical systems.

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*C1.0 Students understand the fundamental concepts of international business:*

- C1.1 Know the measures used to evaluate the economic conditions of a country and how economic development levels are determined.
  - C1.2 Know the risks associated with various methods of entering the global marketplace.
  - C1.3 Understand how trade agreements and barriers affect free trade.
  - C1.4 Know how the technology base of various countries affects trade
  - C1.5 Know common financing sources and the payment methods used for international business transactions.
  - C1.6 Understand the effect of imports and exports on production and manufacturing.
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*C2.0 Students understand how geographic, cultural, political, legal, historical, and economic factors influence international trade:*

- C2.1 Understand the ways in which cultural factors affect the marketing of goods and services.
  - C2.2 Understand international variations in business ethics and customs.
  - C2.3 Analyze how international business is affected by climate, distance, time zones, and topography.
  - C2.4 Understand the impact of organized labor on international business.
  - C2.5 Understand the ways in which a country's natural, financial, and human resources influence international business.
  - C2.6 Analyze factors that affect currency and exchange rates.
  - C2.7 Know how laws and regulations influence international trade.
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*C3.0 Students understand the role of information technology in modern global trade:*

- C3.1 Understand how technology is used to buy and sell products and services online.
- C3.2 Know various methods used to promote a product or service online in the global marketplace.
- C3.3 Use technology to research international trade opportunities.
- C3.4 Analyze security measures used to protect businesses and consumers engaging in international e-commerce.

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*C4.0 Students understand the logistics of importing and exporting products and services:*

- C4.1 Explain direct and indirect distribution channels by identifying various distribution intermediaries and discussing their functions in international trade.
- C4.2 Explain how products are prepared for international distribution, including packing and documentation.
- C4.3 Know the most appropriate methods of transporting various products internationally.

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## D. Professional Sales and Marketing Pathway

Employees in professional sales and marketing are involved in the transfer of goods and services in the economy, both to businesses and to individual consumers. Sales positions in all sectors account for more than eight million jobs and are expected to grow. The increased use of technology in sales positions has resulted in increased responsibilities for members of the sales staff. Students focusing on this competitive career path develop an understanding of the sales process, sales management, and marketing information management.

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*D1.0 Students understand the key concepts of professional sales and marketing:*

- D1.1 Know the characteristics of a successful salesperson.
  - D1.2 Understand how various types of selling are applied in wholesale and retail environments.
  - D1.3 Know the steps of the selling process.
  - D1.4 Know the techniques used by salespeople to enhance selling potential and increase customer satisfaction.
  - D1.5 Understand the impact of a salesperson's knowledge of the product and its effect on potential sales.
  - D1.6 Understand buying motives and the customer's decision-making process.
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*D2.0 Students understand the theories and basic functions of sales management:*

- D2.1 Understand the utility of strategic planning (including setting goals and planning activities) in guiding a sales force.
  - D2.2 Know methods of motivating and evaluating sales staff.
  - D2.3 Know various approaches for organizing and leading a sales force to maximize effectiveness.
  - D2.4 Understand the importance of tracking sales figures and preparing sales reports to guide sales force activities.
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*D3.0 Students understand how to access and use marketing information to enhance sales opportunities and activities:*

- D3.1 Analyze and use data for identifying potential customers and clients.
- D3.2 Track trends and analyze data to forecast sales, predict economic conditions, and guide business activities.
- D3.3 Research consumers' needs and wants to develop, maintain, and improve a product or service.
- D3.4 Use sales information to guide business activities.