



**Planning, managing, and performing marketing activities to reach organizational objectives.**

PATHWAYS	SKILLS STANDARDS	CURRICULUM	ASSESSMENTS
<b>Management and Entrepreneurship</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> <li>• Financial Literacy</li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> <li>• DECA: Learn, Grow, Become — CD-ROM</li> <li>• Marketing Education/Entrepreneurship TLA</li> <li>• Defying the Odds</li> <li>• Business Etiquette</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> <li>• Financial Literacy</li> </ul>
<b>Professional Sales and Marketing</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> <li>• Marketing:               <ul style="list-style-type: none"> <li>— Marketing Manager</li> <li>— Salesperson</li> <li>— Restaurant Marketing Specialist</li> <li>— Advertising Services Specialist</li> <li>— Apparel and Accessories Specialist</li> <li>— Food Marketing Specialist</li> <li>— General Merchandise Retailing Specialist</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> <li>• Marketing Manager</li> <li>• Salesperson</li> </ul>
<b>Buying and Merchandising</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>
<b>Marketing Communications and Promotion</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>
<b>Marketing Information Management and Research</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>
<b>Distribution and Logistics</b>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>	<ul style="list-style-type: none"> <li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li> </ul>	<ul style="list-style-type: none"> <li>• Fundamentals of Technology</li> </ul>



(Continued)

PATHWAYS	SKILLS STANDARDS	CURRICULUM	ASSESSMENTS
<b>E-Marketing</b>	<ul style="list-style-type: none"><li>• Fundamentals of Technology</li><li>• Advertising Design: Web Designer</li></ul>	<ul style="list-style-type: none"><li>• Career Clusters: Marketing, Sales &amp; Service VHS and DVD</li></ul>	<ul style="list-style-type: none"><li>• Fundamentals of Technology</li></ul>

\* ODCTE provides/will provide state certification testing.