



**MARKETING EDUCATION  
MANAGER TRAINEE  
SKILLS STANDARDS  
OD30503**

## ***COMPETENCY-BASED EDUCATION: OKLAHOMA'S RECIPE FOR SUCCESS***

### ***BY THE INDUSTRY FOR THE INDUSTRY***

Oklahoma's *CareerTech* system of competency-based education uses industry professionals and certification standards to identify the knowledge and abilities needed to master an occupation. This industry input provides the foundation for development of instructional materials that help prepare the comprehensively trained, highly skilled employees demanded by our workplace partners.

### ***TOOLS FOR SUCCESS***

*CareerTech* relies on three basic instructional components to deliver competency-based instruction: skills standards, curriculum materials, and competency assessments.

**Skills standards** provide the foundation for competency-based instruction in Oklahoma's *CareerTech* system. The skills standards outline the knowledge, skills, and abilities needed to perform related jobs within an industry. Skills standards are aligned with national skills standards; therefore, a student trained to the skills standards possesses technical skills that make him/her employable in both state and national job markets.

**Curriculum materials** contain information and activities that teach students the knowledge and skills outlined in the skills standards. In addition to complementing classroom instruction, curriculum resources provide supplemental activities to enhance learning and provide hands-on training experiences.

**Competency Assessments** test the student over material outlined in the skills standards and taught using the curriculum materials. When used with classroom performance evaluations, written competency assessments provide a means of measuring occupational readiness.

Although each of these components satisfy a unique purpose in competency-based education, they work together to reinforce the skills and abilities students need to gain employment and succeed on the job.

### ***MEASURING SUCCESS***

Written competency assessments are used to evaluate student performance. Results reports communicate competency assessment scores to students and provide a breakdown of assessment results by duty area. The results breakdown shows how well the student has mastered skills needed to perform major job functions and identifies areas of job responsibility that may require additional instruction and/or training.

Group analysis of student results also provides feedback to instructors seeking to improve the effectiveness of career and technology training. Performance patterns in individual duties indicate opportunities to evaluate training methods and customize instruction.

### ***TRUE TO OUR PURPOSE***

"Helping Oklahomans succeed in the workplace" defines the mission of Oklahoma *CareerTech* and its competency-based system of instruction. Skills standards, curriculum, and assessments that identify and reinforce industry expectations provide accountability for programs and assure *CareerTech*'s continued role in preparing skilled workers for a global job market

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**MARKETING EDUCATION  
MANAGER TRAINEE  
SKILL STANDARDS  
Frequency and Criticality Ratings**

Duty E: Economics

Duty F: Promotion

Duty G: Merchandising

Duty H: Marketing Management

Duty I: Pricing

Duty J: Selling

Duty K: Information Management

**Frequency:** represents how often the task is performed on the job. Frequency rating scales vary for different occupations. The rating scale used in this publication is presented below:

- 1 = less than once a week
- 2 = at least once a week
- 3 = once or more a day

**Criticality:** denotes the level of consequence associated with performing a task incorrectly. The rating scale used in this publication is presented below:

- 1 = slight
- 2 = moderate
- 3 = extreme

**DUTY E: Economics**

CODE	TASK	F/C
	<b>Marketing</b>	
E.01	Explain the concept of marketing	1/2
E.02	Explain the nature of the marketing concept	1/2
E.03	Explain how marketing affects our society	1/2
	<b>Marketing Functions</b>	
E.04	Explain the marketing functions	1/2
E.05	Discuss the importance of each marketing function	1/2
	<b>Channels of Distribution</b>	
E.06	Explain the importance of channels of distribution	1/2
E.07	Describe the types of channels of distribution	1/2
	<b>Economics</b>	
E.08	Explain the nature of economics	1/2
E.09	Discuss types of economic choices	1/2
E.10	Explain economic activities	1/2
	<b>Economic systems</b>	

E.11	Distinguish among types of economic systems	1/2
E.12	Explain how each of the economic systems answers the basic economic questions	1/2
	<b>Goods and Services</b>	
E.13	Explain the relationship of wants to economic goods and services	1/2
E.14	Explain how economic goods and services are classified	1/2
	<b>Utility</b>	
E.15	Describe the types of utility	1/2
E.16	Explain how marketing activities create utility	1/2
	<b>Competition</b>	
E.17	Explain the nature of "competition"	2/2
E.18	Explain the effects of competition in a private enterprise economy	2/3
	<b>Private Enterprise</b>	
E.19	Discuss the characteristics of a private enterprise system	1/2
E.20	Describe the economic freedoms which exist in a private enterprise system	1/2
	<b>Profit</b>	
E.21	Explain the importance of profit in a private enterprise system	1/3
E.22	Explain how factors affecting profit can be adjusted to increase profit	1/3
	<b>Supply and Demand</b>	
E.23	Explain the nature of supply and demand	1/3
E.24	Explain factors which affect supply and demand	1/3
	<b>Business Risk</b>	
E.25	Explain types of business risks	1/2
E.26	Explain how businesses deal with risks	1/2
	<b>Government and Business Interaction</b>	
E.27	Describe how government is involved in business	1/2
E.28	Explain why our government intervenes in and/or regulates business	1/2
E.29	Explain ways in which government regulates business	1/2
	<b>Gross Domestic Product</b>	
E.30	Describe the components that make up gross domestic product	1/2
E.31	Explain problems encountered in measuring GDP	1/2
E.32	Explain the economic role of GDP	1/2
	<b>Price</b>	
E.33	Explain the importance of price	2/2
E.34	Explain how prices are determined	1/3
	<b>Business Cycles</b>	
E.35	Explain the phases of a business cycle	1/2
E.36	Summarize the causes of business cycles	1/2
	<b>Productivity</b>	
E.37	Explain the reasons that productivity is measured	2/2
E.38	Describe the effects of productivity	2/2
E.39	Explain ways to increase productivity	2/3

**DUTY F: Promotion**

<b>CODE</b>	<b>TASK</b>	<b>F/C</b>
	<b>Promotion</b>	
F.01	Define the marketing functions of promotion	1/2
F.02	Explain the role of promotion in marketing	1/2
F.03	Describe the objectives of promotion	1/3
	<b>Types of Promotion</b>	
F.04	Describe the types of promotion	1/2
F.05	Discuss the advantages and disadvantages of promotional activities	2/3
	<b>Promotional Mix</b>	
F.06	Describe the elements of the promotional mix	2/2
F.07	Explain factors affecting the selection of a promotional mix	2/3
	<b>Display</b>	
F.08	Discuss the history of display and name the purposes and types of displays	1/2
F.09	List the five principles of design and the five display arrangements	1/2
F.10	Discuss the use and effects of color and light on displays	1/2
F.11	Create theme titles for displays	2/2
F.12	Use display materials with merchandise to create a display	1/2
F.13	Analyze a display	1/2
	<b>Types of Promotional Media</b>	
F.14	Describe the types of promotional media	1/2
F.15	Explain the appropriate use of each medium	1/2
	<b>Selecting Promotional Media</b>	
F.16	Describe factors to consider in selecting promotional media	2/2
F.17	Demonstrate proper procedures for selecting appropriate media	2/2
	Calculating Media Costs	
F.18	Describe factors that affect the costs of promotional media	1/3
F.19	Calculate media costs	1/2
	<b>Parts of Print Advertisement</b>	
F.20	Identify the elements of a print advertisement	1/2
F.21	Describe how the content of each element can be used to achieve its objective	1/3
	<b>Promoting Through Publicity</b>	
F.22	Explain the characteristics of publicity	1/2
F.23	Discuss the importance of obtaining publicity	1/2
F.24	Describe guidelines for obtaining publicity	1/3
	<b>Preparing Print Ad Copy</b>	
F.25	Explain the factors that influence copy	1/2
F.26	Describe guidelines for writing copy	1/2
F.27	Prepare copy for a print advertisement	2/3

**DUTY G: Merchandising**

CODE	TASK	F/C
	<b>Security Precautions</b>	
G.01	Identify types of security problems	1/2
G.02	Describe types of routine security precautions for a business	1/2
	<b>Distribution</b>	
G.03	Identify the activities that make up the marketing function of distribution	1/2
G.04	Explain the role of distribution in marketing	1/2
	<b>Inventory Control Systems</b>	
G.05	Discuss the purposes of inventory control systems	1/2
G.06	Distinguish between types of inventory control systems	1/2
G.07	Identify the advantages and the disadvantages of types of inventory control systems	1/2
	<b>Unit Inventory Control Systems</b>	
G.08	Describe the purposes of unit inventory control systems	1/2
G.09	Explain how unit control systems are classified	1/2
	<b>Inventory Shrinkage</b>	
G.10	Identify causes of inventory shrinkage	2/2
G.11	Describe methods of reducing inventory shrinkage	2/3
G.12	Calculate inventory shrinkage	1/2
	<b>Algebraic Expressions</b>	
G.13	Perform basic mathematical operations (addition, subtraction, multiplication, and division)	3/3
G.14	Solve first degree algebraic equations	1/1
G.15	Identify the uses of basic algebra in marketing	1/2
	<b>Purchasing</b>	
G.16	Explain the importance of the marketing function of purchasing	1/2
G.17	Describe the nature of industrial purchasing	1/2
G.18	Explain the nature of purchasing for resale	1/2
	<b>Merchandising-Related Discounts</b>	
G.19	Explain the types of merchandising-related discounts	2/2
G.20	Describe dating terms of payment	1/2
G.21	Calculate merchandising-related discounts	2/2
	<b>The Receiving Process</b>	
G.22	Describe the components of the receiving process	1/2
G.23	Explain the importance of the receiving process	1/2

**DUTY H: Marketing Management**

CODE	TASK	F/C
	<b>Business Ownership</b>	
H.01	Discuss the most common forms of business ownership in a free enterprise system	1/2
H.02	Summarize the advantages and disadvantages for the most common types of business ownership	1/2

H.03	Explain factors affecting the selection of a form of business ownerships	1/2
	<b>Business and Society</b>	
H.04	Explain the ways in which business serves society	1/2
H.05	Describe the kinds of businesses that operate in our society	1/2
	<b>Market Identification</b>	
H.06	Explain the importance of market identification	1/3
H.07	Discuss ways that a market can be segmented	1/3
	<b>Marketing Strategies</b>	
H.08	Explain the nature of the marketing mix	1/3
H.09	Explain the importance of marketing strategies to business	1/3
	<b>Product Mix</b>	
H.10	Explain the nature of the product mix	1/2
H.11	Describe types of product mix strategies	1/2
	<b>Product/Service Planning</b>	
H.12	Explain the importance of product/service planning	1/2
H.13	Describe the phases of product/service planning	1/2
H.14	Describe factors affecting product/service planning	1/2
H.15	Explain the relationship of product/service planning to marketing	1/3
	<b>The Nature of Management</b>	
H.16	Describe the importance of management to an organization	1/3
H.17	Describe the purposes of the management functions	2/3
	<b>Orienting New Employees</b>	
H.18	Explain the importance of new-employee orientation	1/2
H.19	Describe the content of a new-employee orientation program	1/3
H.20	Describe factors to consider in planning a job-orientation program	1/2
H.21	Conduct a job orientation	1/2
	<b>Manager/Supervisor Training</b>	
H.22	Explain the importance of manager/supervisor training and development	1/3
H.23	Describe instructional methods used for manager/supervisor training and development	1/2
H.24	Explain the nature of the training and development process	1/2
	<b>Staff Motivation</b>	
H.25	Explain the meaning of the term motivation	1/3
H.26	Describe theories of employee motivation	1/2
H.27	Describe the nature of employee motivators	1/2
	<b>Remedial Action</b>	
H.28	Explain the need for remedial action	1/2
H.30	Explain the guidelines for taking remedial action	1/2
	<b>Handling Employee Complaints</b>	
H.31	Explain the nature of employee complaints	1/2
H.32	Handle employee complaints	2/2
	<b>Building Employee Morale</b>	
H.33	Explain the importance of employee morale	1/3

H.34	Explain the factors which affect employee morale	1/3
H.35	Select ways management can build employee morale	2/3
	<b>Interpreting Business Policies</b>	
H.36	Identify policies affecting customers	2/2
H.37	Identify business policies to customers	2/2
	<b>Risk Management</b>	
H.38	Describe the risk management function in marketing	1/2
H.39	Explain components of a risk management system	1/2
	<b>Communication and Motivation</b>	
H.40	Explain how communication affects employees	1/2
H.41	Discuss methods of communicating with employees	2/2
H.42	Describe guidelines for using communication to motivate employees	1/2
	<b>Managing Diversity in the Workplace</b>	
H.43	Explain the nature of diversity in the workplace	1/2
H.44	Describe considerations in managing diversity in the workplace	1/2
H.45	Demonstrate ways that management can ensure equitable opportunities for employees	2/3

#### DUTY I: Pricing

CODE	TASK	F/C
	<b>Psychological Pricing</b>	
I.01	Explain the psychological significance of price	1/2
I.02	Describe the psychological pricing techniques used by business	1/2
	<b>Pricing</b>	
I.03	Define the marketing function of pricing	2/2
I.04	Explain the role of pricing in marketing	1/3
	<b>Factors Affecting Selling Price</b>	
I.05	Explain the importance of selling price	2/3
I.06	Describe pricing objectives	1/3
I.07	Discuss the factors which affect selling price	1/3

#### DUTY J: Selling

CODE	TASK	F/C
	<b>Addressing Individual Needs</b>	
J.01	Identify types of customer personalities	2/2
J.02	Handle different types of customer personalities	2/3
	<b>Building Clientele</b>	
J.03	Explain the importance of customer/client loyalty	2/3
J.04	Explain sales techniques which build customer loyalty	2/3
	<b>Prospecting</b>	
J.05	Explain the importance of prospecting in selling	2/2
J.06	Discuss methods of prospecting	1/2

J.07	Maintain/use a prospect list	2/2
	<b>Sales Quotas</b>	
J.08	Describe the reasons for using sales quotas	2/2
J.09	Explain types of sales quotas	1/2
	<b>Probing</b>	
J.10	Explain the importance of probing for information	1/2
J.11	Describe probing techniques	1/2
J.12	Probe for information in a sales situation	2/2
	<b>Selling Policies</b>	
J.13	Explain the importance of selling policies	2/3
J.14	Explain factors which determine selling policies	2/2
	<b>Sales Training</b>	
J.15	Explain the importance of sales training	2/3
J.16	Describe the content of sales training programs	1/3
J.17	Explain the administration of sales training programs	1/2
J.18	Describe guidelines for developing a sales training program	1/2

#### **DUTY K: Information Management**

<b>CODE</b>	<b>TASK</b>	<b>F/C</b>
	<b>Marketing-Information Management</b>	
K.01	Explain the importance of marketing information	1/2
K.02	Describe the characteristics of a marketing-information management system	1/2
K.03	Explain the role of marketing-information management in marketing	1/2
	<b>Nature of Sales Forecasts</b>	
K.04	Describe the factors affecting sales forecasts	2/2
K.05	Explain the uses of sales forecasts	2/3