

MARKETING STANDARDS



This document was prepared by:

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Draft for review by the Nevada State Board of Education on
April 26, 2018

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To improve student achievement and educator effectiveness by ensuring opportunities, facilitating learning, and promoting excellence



TABLE OF CONTENTS

Nevada State Board of Education / Nevada Department of Education	iii
Acknowledgements / Standards Development Members / Business and Industry Validation / Project Coordinator	vii
Introduction.....	ix
Content Standard 1.0 – Understand Economic Concepts.....	1
Content Standard 2.0 – Understand Ethical and Legal Issues That Impact Business.....	2
Content Standard 3.0 – Understand the Importance of Customer Relations.....	3
Content Standard 4.0 – Demonstrate Knowledge of Effective Communications.....	4
Content Standard 5.0 – Understand Entrepreneurship	5
Content Standard 6.0 – Understand Finance and Accounting Operations.....	6
Content Standard 7.0 – Understand the Role and Function of Human Resources.....	7
Content Standard 8.0 – Understand the Role and Function of Marketing	8
Content Standard 9.0 – Understand the Role and Function of Management	10
Content Standard 10.0 – Understand the Nature of Product/Service Management	11
Content Standard 11.0 – Understand the Nature and Scope of Pricing	12
Content Standard 12.0 – Understand Concepts and Strategies Relating to Promotion.....	13
Content Standard 13.0 – Understand the Nature and Scope of Selling.....	15
Content Standard 14.0 – Understand Channel Management as a Function of Marketing	16
Crosswalks and Alignments.....	17

ACKNOWLEDGEMENTS

The development of Nevada career and technical standards and assessments is a collaborative effort sponsored by the Office of Career Readiness, Adult Learning & Education Options at the Department of Education and the Career and Technical Education Consortium of States. The Department of Education relies on teachers and industry representatives who have the technical expertise and teaching experience to develop standards and performance indicators that truly measure student skill attainment. Most important, however, is recognition of the time, expertise and great diligence provided by the writing team members in developing the career and technical standards for Marketing.

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BUSINESS AND INDUSTRY VALIDATION

All CTE standards developed through the Nevada Department of Education are validated by business and industry through one or more of the following processes: (1) the standards are developed by a team consisting of business and industry representatives; or (2) a separate review panel was coordinated with industry experts to ensure the standards include the proper content; or (3) the adoption of nationally-recognized standards endorsed by business and industry.

The Marketing standards were validated with the adoption of the nationally recognized standards approved by the MBA Research and Curriculum Center.

PROJECT COORDINATOR

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INTRODUCTION

The standards in this document are designed to clearly state what the student should know and be able to do upon completion of an advanced high school Marketing program. These standards are designed for a three-credit course sequence that prepares the student for a technical assessment directly aligned to the standards.

These exit level standards are designed for the student to complete all standards through their completion of a program of study. These standards are intended to guide curriculum objectives for a program of study.

The standards are organized as follows:

Content Standards are general statements that identify major areas of knowledge, understanding, and the skills students are expected to learn in key subject and career areas by the end of the program.

Performance Standards follow each content standard. Performance standards identify the more specific components of each content standard and define the expected abilities of students within each content standard.

Performance Indicators are very specific criteria statements for determining whether a student meets the performance standard. Performance indicators may also be used as learning outcomes, which teachers can identify as they plan their program learning objectives.

The crosswalk and alignment section of the document shows where the performance indicators support the Nevada Academic Content Standards in Science (based on the Next Generation Science Standards) and in English Language Arts and Mathematics (based on the Common Core State Standards). Where correlation with an academic content standard exists, students in the Marketing program perform learning activities that support, either directly or indirectly, achievement of the academic content standards that are listed.

All students are encouraged to participate in the career and technical student organization (CTSO) that relates to the Marketing program. CTSOs are co-curricular national associations that directly enforce learning in the CTE classroom through curriculum resources, competitive events, and leadership development. CTSOs provide students the ability to apply academic and technical knowledge, develop communication and teamwork skills, and cultivate leadership skills to ensure college and career readiness.

The Employability Skills for Career Readiness identify the “soft skills” needed to be successful in all careers, and must be taught as an integrated component of all CTE course sequences. These standards are available in a separate document.

The **Standards Reference Code** is only used to identify or align performance indicators listed in the standards to daily lesson plans, curriculum documents, or national standards.

Program Name: Marketing Standards Reference Code: **MKTG**

Example: MKTG.2.3.4

Standards	Content Standard	Performance Standard	Performance Indicator
Marketing	2	3	4

CONTENT STANDARD 1.0 : UNDERSTAND ECONOMIC CONCEPTS

PERFORMANCE STANDARD 1.1 : EXPLAIN THE NATURE OF BUSINESS AND ITS CONTRIBUTION TO SOCIETY

- 1.1.1 Explain the role of business in society
- 1.1.2 Describe types of business activities
- 1.1.3 Explain the organizational structure of businesses
- 1.1.4 Describe factors that affect the business environment
- 1.1.5 Explain the relationship between government and business
- 1.1.6 Analyze the global environment in which businesses operate

PERFORMANCE STANDARD 1.2 : EXAMINE ECONOMIC SYSTEMS

- 1.2.1 Explain the types of economic systems
- 1.2.2 Explain the concept of economic resources
- 1.2.3 Describe the concepts of economics and economic activities
- 1.2.4 Explain the principles of supply and demand
- 1.2.5 Compare and contrast economic goods, services, production, scarcity, and opportunity cost
- 1.2.6 Explain the concept of competition and private enterprise

PERFORMANCE STANDARD 1.3 : EXAMINE ECONOMIC INDICATORS AND TRENDS

- 1.3.1 Describe the nature of taxes
- 1.3.2 Analyze impact of specialization/division of labor on productivity
- 1.3.3 Explain the concept of organized labor and business
- 1.3.4 Explain how organizations adapt to today's markets
- 1.3.5 Determine factors affecting business risk
- 1.3.6 Explain the concept of Gross Domestic Product
- 1.3.7 Explain the impact of the law of diminishing returns
- 1.3.8 Describe market structures
- 1.3.9 Explain how scarcity and surplus influence trade between countries
- 1.3.10 Define the relationships of the major trade alliances between countries

CONTENT STANDARD 2.0 : UNDERSTAND ETHICAL AND LEGAL ISSUES THAT IMPACT BUSINESS**PERFORMANCE STANDARD 2.1 : EXPLAIN SOURCES OF LAW FOR LEGAL AND ETHICAL DECISION-MAKING**

- 2.1.1 Describe the connection between law and ethics
- 2.1.2 Compare limited and general partnerships
- 2.1.3 Differentiate between sole proprietorships, partnerships, and corporations
- 2.1.4 Explain ethical characteristics and traits
- 2.1.5 Demonstrate how a rule of law may conflict with moral and ethical decisions
- 2.1.6 Describe legislation related to technology with a focus on electronic transactions, computers, and the internet

PERFORMANCE STANDARD 2.2 : DESCRIBE CONTRACTUAL RELATIONSHIPS

- 2.2.1 Explain the essential elements of a contract
- 2.2.2 Describe ways an offer and a contract come to a conclusion
- 2.2.3 Differentiate between fraud, nondisclosure, misrepresentation, duress, and undue influence
- 2.2.4 Research intellectual property rights

CONTENT STANDARD 3.0 : UNDERSTAND THE IMPORTANCE OF CUSTOMER RELATIONS

PERFORMANCE STANDARD 3.1 : EXPLAIN THE NATURE OF CUSTOMER RELATIONS MANAGEMENT

- 3.1.1 Evaluate the nature of positive customer relations
- 3.1.2 Formulate solutions to customer/client complaints
- 3.1.3 Research business policies to respond appropriately to customer inquiries
- 3.1.4 Describe the use of technology, including social media, in customer relationship management

PERFORMANCE STANDARD 3.2: REINFORCE A COMPANY’S IMAGE TO EXHIBIT BRAND PROMISE

- 3.2.1 Describe a company’s brand promise
- 3.2.2 Determine ways of reinforcing a company’s image through employee performance
- 3.2.3 Explain the role of ethics in customer relationship management

CONTENT STANDARD 4.0 : DEMONSTRATE KNOWLEDGE OF EFFECTIVE COMMUNICATIONS**PERFORMANCE STANDARD 4.1 : APPLY WRITTEN AND VERBAL COMMUNICATIONS TO CONVEY BUSINESS CONCEPTS**

- 4.1.1 Utilize communication styles appropriate to target audience
- 4.1.2 Make a verbal and written presentation in an industry acceptable format
- 4.1.3 Explain uses of social media platforms
- 4.1.4 Utilize appropriate formats for professional communications
- 4.1.5 Analyze company policies and procedures

CONTENT STANDARD 5.0 : UNDERSTAND ENTREPRENEURSHIP

PERFORMANCE STANDARD 5.1 : DESCRIBE TRAITS AND CHARACTERISTICS OF AN ENTREPRENEUR

- 5.1.1 Evaluate the characteristics of a successful entrepreneur
- 5.1.2 Compare social and traditional entrepreneurship
- 5.1.3 Describe entrepreneurial planning considerations
- 5.1.4 Research venture start-up requirements and risks

PERFORMANCE STANDARD 5.2 : EXPLAIN THE ELEMENTS OF A BUSINESS PLAN

- 5.2.1 Identify methods/techniques to generate a product idea
- 5.2.2 Explore the purpose and function of a business plan
- 5.2.3 Identify the target market
- 5.2.4 Describe distribution channels
- 5.2.5 Explain the Lean Canvas model
- 5.2.6 Describe processes used to acquire adequate financial resources for venture creation/start-up
- 5.2.7 Explain factors to consider in determining a venture’s human-resource needs
- 5.2.8 Assess the costs/benefits associated with resources
- 5.2.9 Evaluate an exit strategy
- 5.2.10 Prepare pro forma financial statements for a planned business
- 5.2.11 Explain the financial implications of product cannibalization
- 5.2.12 Identify product opportunities

PERFORMANCE STANDARD 5.3 : EMPLOY STRATEGIES TO GENERATE IDEAS FOR BUSINESS VENTURES

- 5.3.1 Analyze customers’ buying motives and decisions
- 5.3.2 Identify methods/techniques to generate a product idea
- 5.3.3 Research venture start-up requirements and risks
- 5.3.4 Assess global trends and opportunities for business ventures

CONTENT STANDARD 6.0 : UNDERSTAND FINANCE AND ACCOUNTING OPERATIONS**PERFORMANCE STANDARD 6.1 : EXPLAIN PRINCIPLES OF MONEY AND FINANCIAL EXCHANGE**

- 6.1.1 Explain sources, purpose, and function of financial exchange (cash, credit, debit, electronic funds transfer, etc.)
- 6.1.2 Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)
- 6.1.3 Explain the legal responsibilities associated with financial exchanges
- 6.1.4 Describe types of financial service providers
- 6.1.5 Explain the time value of money

PERFORMANCE STANDARD 6.2 : EXAMINE CONCEPTS OF ACCOUNTING AND BUSINESS FINANCE

- 6.2.1 Explain the nature of financial needs
- 6.2.2 Explain warranties and guarantees
- 6.2.3 Compare consumer and business taxes
- 6.2.4 Calculate interest
- 6.2.5 Explain the concepts of profit and loss
- 6.2.6 Describe factors affecting business profitability
- 6.2.7 Analyze budgets, cash flow statements, and financial statements
- 6.2.8 Explain the nature of overhead/operation costs, service and maintenance contracts, and leasing/purchasing of equipment and facility

PERFORMANCE STANDARD 6.3: DESCRIBE BUSINESS FINANCING

- 6.3.1 Evaluate risks associated with obtaining business credit
- 6.3.2 Explain business loan criteria and application processes
- 6.3.3 Describe sources of financing a business

PERFORMANCE STANDARD 6.4 : PROJECT MARKETING COSTS

- 6.4.1 Determine the differences between variable costs and fixed costs
- 6.4.2 Estimate project costs and return on marketing investment (ROMI)
- 6.4.3 Explain the financial implications of product cannibalization
- 6.4.4 Compare the life of the product to the cost of the product

CONTENT STANDARD 7.0 : UNDERSTAND THE ROLE AND FUNCTION OF HUMAN RESOURCES

PERFORMANCE STANDARD 7.1 : EXPLAIN THE ROLE OF HUMAN RESOURCES IN BUSINESS OPERATIONS

- 7.1.1 Explain the role of human resources in business operations
- 7.1.2 Explain the role of ethics in human resources management
- 7.1.3 Compare employee and employer rights
- 7.1.4 Determine staffing based on needs and budget

PERFORMANCE STANDARD 7.2 : DESCRIBE THE HIRING/FIRING PROCESS

- 7.2.1 Describe the hiring/firing process

CONTENT STANDARD 8.0 : UNDERSTAND THE ROLE AND FUNCTION OF MARKETING**PERFORMANCE STANDARD 8.1 : EXPLAIN THE ROLE OF MARKETING IN A GLOBAL ECONOMY**

- 8.1.1 Explain marketing and its importance in a global economy
- 8.1.2 Describe marketing functions and related activities
- 8.1.3 Describe the role of the four P's of marketing: product, price, place, promotion
- 8.1.4 Identify the impact of cultural and social environments on world marketing and trade

PERFORMANCE STANDARD 8.2 : DEMONSTRATE COMPREHENSION OF MARKETING INFORMATION MANAGEMENT

- 8.2.1 Describe the need for marketing information
- 8.2.2 Define marketing research
- 8.2.3 Explain Search Engine Optimization and other online marketing techniques
- 8.2.4 Explain the use of descriptive statistics in marketing decision-making

PERFORMANCE STANDARD 8.3 : DESCRIBE A COMPANY'S UNIQUE SELLING PROPOSITION

- 8.3.1 Identify a company's unique selling proposition
- 8.3.2 Explain the nature of product/service branding
- 8.3.3 Describe brand loyalty and customer retention strategies

PERFORMANCE STANDARD 8.4 : EXPLAIN THE ROLE OF MARKET RESEARCH

- 8.4.1 Identify types of primary marketing research
- 8.4.2 Identify sources of primary and secondary data
- 8.4.3 Describe data collection methods
- 8.4.4 Demonstrate research techniques used in marketing
- 8.4.5 Apply data collection methods to evaluate appropriateness for the research problem or issue
- 8.4.6 Identify the relationship between the research purpose and the marketing research objectives
- 8.4.7 Discuss survey sampling plans
- 8.4.8 Describe survey rating scales
- 8.4.9 Compare and contrast qualitative and quantitative research

PERFORMANCE STANDARD 8.5 : INTERPRET MARKETING INFORMATION TO TEST A HYPOTHESIS OR RESOLVE ISSUES

- 8.5.1 Process and analyze research data
- 8.5.2 Calculate descriptive statistics
- 8.5.3 Prepare a basic marketing report
- 8.5.4 Present report findings and make recommendations
- 8.5.5 Describe the use of marketing research briefs
- 8.5.6 Evaluate questionnaire and research designs
- 8.5.7 Evaluate timeliness of research information
- 8.5.8 Assess appropriateness of research methods for problems/issues

PERFORMANCE STANDARD 8.6 : DEVELOP A MARKETING PLAN

- 8.6.1 Describe the elements of a marketing plan
- 8.6.2 Describe the marketing planning process as it relates to a situational analysis
- 8.6.3 Design and develop a marketing plan

CONTENT STANDARD 9.0 : UNDERSTAND THE ROLE AND FUNCTION OF MANAGEMENT**PERFORMANCE STANDARD 9.1 : EXPLAIN MANAGEMENT’S CONTRIBUTION TO BUSINESS SUCCESS**

- 9.1.1 Explain business operations
- 9.1.2 Create a vision and mission statement
- 9.1.3 Describe factors that influence management
- 9.1.4 Explain management theories and their applications
- 9.1.5 Describe the strategic planning process within an organization
- 9.1.6 Explain the importance of knowledge management strategies

PERFORMANCE STANDARD 9.2 : DESCRIBE THE ROLE OF QUALITY MANAGEMENT

- 9.2.1 Explain the nature of quality management
- 9.2.2 Describe the importance of health and safety regulations in business
- 9.2.3 Identify quality control measures
- 9.2.4 Explain loss prevention policies
- 9.2.5 Discuss the need for continuous improvement of the quality process
- 9.2.6 Describe the concept of business liability and risk management including insurance and settlement

PERFORMANCE STANDARD 9.3 : EXPLAIN THE IMPORTANCE OF INFORMATION MANAGEMENT

- 9.3.1 Explain security issues with technology used to protect consumer information and business data
- 9.3.2 Identify strategies to protect customer transactions
- 9.3.3 Describe the nature of information management
- 9.3.4 Explain legal and ethical issues associated with information management
- 9.3.5 Utilize technology tools to manage information and preform work
- 9.3.6 Explain the tools in a database system used to access information

PERFORMANCE STANDARD 9.4 : DESCRIBE THE FUNCTION OF PROJECT MANAGEMENT

- 9.4.1 Describe elements of a plan
- 9.4.2 Explain the importance of organizing the implementation of the plan
- 9.4.3 Explain the various resources available to accomplish the goal of plan implementation
- 9.4.4 Prepare a project plan
- 9.4.5 Describe the importance of delegation of authority and accountability in plan implementation
- 9.4.6 Evaluate effectiveness of plan implementation

CONTENT STANDARD 10.0 : UNDERSTAND THE NATURE OF PRODUCT/SERVICE MANAGEMENT

PERFORMANCE STANDARD 10.1 : DESCRIBE PRODUCT/SERVICE MANAGEMENT

- 10.1.1 Identify the impact of product life cycles on marketing decisions
- 10.1.2 Describe use of technology in the product/service management functions
- 10.1.3 Explain business ethics in product/service management
- 10.1.4 Discuss the types of product/service management decisions needed to sell a business’s products/services/ideas

PERFORMANCE STANDARD 10.2 : DEMONSTRATE A COMPREHENSION OF PRODUCT MIX

- 10.2.1 Explain the concept of product mix
- 10.2.2 Describe the nature and purpose of product bundling
- 10.2.3 Plan the product mix or determine services to be provided to a customer

PERFORMANCE STANDARD 10.3 : POSITION PRODUCTS/SERVICES AND COMPANY TO ACQUIRE DESIRED BUSINESS IMAGE

- 10.3.1 Describe factors used by marketers to position products/services
- 10.3.2 Explain nature of product/service branding
- 10.3.3 Develop strategies to position products/services
- 10.3.4 Explain the nature and value of corporate branding
- 10.3.5 Describe the factors used by businesses to position corporate brands
- 10.3.6 Develop strategies to position corporate brands

CONTENT STANDARD 11.0 : UNDERSTAND THE NATURE AND SCOPE OF PRICING**PERFORMANCE STANDARD 11.1 : UNDERSTANDING THE PROCESS FOR ESTABLISHING PRICES FOR THE VALUE OF GOODS AND SERVICES**

- 11.1.1 Explain the ethical and legal considerations in pricing
- 11.1.2 Explain the factors that affect pricing decisions
- 11.1.3 Calculate discounts and allowances that can be used to adjust base prices
- 11.1.4 Assess how market prices provide an incentive to produce goods and services
- 11.1.5 Determine product cost
- 11.1.6 Calculate break-even point
- 11.1.7 Determine price sensitivity
- 11.1.8 Describe the function of pricing in various markets
- 11.1.9 Select pricing policies and strategies

CONTENT STANDARD 12.0 : UNDERSTAND CONCEPTS AND STRATEGIES RELATING TO PROMOTION

PERFORMANCE STANDARD 12.1 : EXPLAIN THE CONCEPT OF PROMOTION MIX

- 12.1.1 Determine market segments
- 12.1.2 Develop strategies to position a product
- 12.1.3 Describe the elements of the promotion mix
- 12.1.4 Explain the role of social media in product promotion
- 12.1.5 Explain the nature and significance of word-of-mouth
- 12.1.6 Define buzz-marketing
- 12.1.7 Explain the use of celebrities/influencers as a word-of-mouth strategy
- 12.1.8 Categorize publicity as positive or negative and explain the effects on the business
- 12.1.9 Compare and contrast the differences between employee, customer, community relations, and public relations

PERFORMANCE STANDARD 12.2 : EXPLAIN THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS

- 12.2.1 Analyze the reasons why a company participates in goodwill endeavors with its local community
- 12.2.2 Define public relations and its interaction with customers, media, and government officials
- 12.2.3 Describe the use of crisis management in public relations
- 12.2.4 Develop a public relations plan
- 12.2.5 Explain the duties and responsibilities of public relations specialists
- 12.2.6 Create and prepare a news release for a product and determine the most cost-effective way to publicize it

PERFORMANCE STANDARD 12.3 : DESCRIBE THE CONCEPT AND PURPOSE OF SALES PROMOTION

- 12.3.1 Compare and contrast trade promotions, consumer promotions, sales promotions, and specialty promotions
- 12.3.2 Compare the differences between a lottery, sweepstakes, and a contest
- 12.3.3 Define Cross Marketing
- 12.3.4 Distinguish between visual merchandising and a display
- 12.3.5 Prepare merchandise for display
- 12.3.6 Critique the layout of a local department store in terms of ease of entry, traffic flow, display space, and customer conveniences
- 12.3.7 Develop a sales promotion plan
- 12.3.8 Define and discuss the payment of slotting allowances by manufacturers

PERFORMANCE STANDARD 12.4 : DESCRIBE THE CONCEPT AND PURPOSE OF ADVERTISING

- 12.4.1 Compare/contrast various types of advertising media
- 12.4.2 Summarize the effectiveness of different types of media
- 12.4.3 Describe components of an advertising campaign and how it reaches a target audience
- 12.4.4 Analyze the cost/benefit of various forms of advertising
- 12.4.5 Present an argument that supports justifying money spent on advertising
- 12.4.6 Create an advertising campaign
- 12.4.7 Analyze an advertising campaign

PERFORMANCE STANDARD 12.5 : EXPLAIN THE ROLE OF ENDORSEMENTS AND SPONSORSHIPS IN SPORTS AND ENTERTAINMENT MARKETING

- 12.5.1 Explain the role of endorsements in sports/event marketing
- 12.5.2 Explain the use of naming rights in sports/event marketing
- 12.5.3 Explain the nature of sponsorship in the sports/event industries
- 12.5.4 Describe the importance of maintaining sponsor relationships
- 12.5.5 Describe the characteristics of grant/foundation money

CONTENT STANDARD 13.0 : UNDERSTAND THE NATURE AND SCOPE OF SELLING

PERFORMANCE STANDARD 13.1 : DEMONSTRATE AN UNDERSTANDING OF THE NATURE AND SCOPE OF SELLING

- 13.1.1 Define selling, prospecting, clientele, and e-commerce
- 13.1.2 Analyze the key factors in building a clientele
- 13.1.3 Identify the various sources of prospecting
- 13.1.4 Summarize the impact of e-commerce to the selling function
- 13.1.5 Explain the role of customer service as a component of selling relationships

PERFORMANCE STANDARD 13.2 : DEMONSTRATE THE PROCESS AND TECHNIQUES OF SELLING

- 13.2.1 Analyze consumer buying behaviors
- 13.2.2 Describe the steps of the selling process
- 13.2.3 Evaluate sales follow-up strategies
- 13.2.4 Role-play a sales presentation using a specific product
- 13.2.5 Describe an effective client/customer relationship

PERFORMANCE STANDARD 13.3: DEMONSTRATE AN UNDERSTANDING OF THE RELATIONSHIP BETWEEN KNOWLEDGE OF THE PRODUCT OR SERVICE AND SELLING

- 13.3.1 Define product knowledge and features/benefits
- 13.3.2 Analyze product information to identify product features and benefits
- 13.3.3 Compare and contrast the features versus benefits of a product

PERFORMANCE STANDARD 13.4 : DEMONSTRATE AN UNDERSTANDING OF SUPPORT ACTIVITIES AS THEY RELATE TO SELLING

- 13.4.1 Define cash, credit, debit, and layaway
- 13.4.2 Define returns, exchanges, and store credit
- 13.4.3 Describe the use of technology in the selling function
- 13.4.4 Demonstrate how to complete a sales transaction
- 13.4.5 Demonstrate proper cash control procedures

CONTENT STANDARD 14.0 : UNDERSTAND CHANNEL MANAGEMENT AS A FUNCTION OF MARKETING**PERFORMANCE STANDARD 14.1 : EXPLAIN CHANNEL MANAGEMENT**

- 14.1.1 Explain the nature and scope of channel management
- 14.1.2 Describe the difference between horizontal and vertical distribution
- 14.1.3 Explain the relationship between customer service and channel management
- 14.1.4 Describe the use of technology in the channel management function
- 14.1.5 Explain legal and ethical considerations of channel management

PERFORMANCE STANDARD 14.2 : EXPLAIN TICKET DISTRIBUTION METHODS FOR SPORTS AND ENTERTAINMENT EVENTS

- 14.2.1 Explain seating arrangements and ticketing
- 14.2.2 Explain various ways tickets are delivered to the customer (e.g., online, will call, etc.)
- 14.2.3 Compare and contrast club and VIP seating versus general admission seating
- 14.2.4 Analyze the difference between ticket brokers and ticket scalpers