# Competency Task List – Secondary Component

# Sales, Distribution & Marketing Operations, General CIP 52.1801

# High School Graduation Years 2022, 2023, 2024

## 100 Interpreting Marketing and Business Fundamentals

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| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 101 | Explain the seven functions of marketing. |   |   |
| 102 | Explain economic utilities. |  |  |
| 103 | Explain the components of the marketing mix. |  |  |
| 104 | RESERVED |  |  |
| 105 | Examine the role of marketing and business in society. |  |  |
| 106 | Analyze and assess global trends and opportunities in the marketplace. |  |  |
| 107 | RESERVED |  |  |
| 108 | Explain the concepts of market segmentation and target marketing. |  |  |
| 109 | Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis. |  |  |

## 200 Pricing and Retail Math

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 201 | Process sales documentation and employee records for a business. |   |   |
| 202 | Calculate correct change for customer transaction. |   |   |
| 203 | Calculate sales tax and discounts. |   |   |
| 204 | Perform an opening/closing reconciliation of a cash drawer. |   |   |
| 205 | RESERVED |   |   |
| 206 | Calculate profit, markup, and markdown. |   |   |
| 207 | Calculate prices for merchandise using pricing strategies. |  |  |
| 208 | RESERVED |  |  |
| 209 | Calculate wages, taxes, and deductions. |  |  |

## 300 Exploring Career Development Opportunities

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 301 | Prepare a résumé for a specific job in marketing or business. |  |   |
| 302 | Prepare a letter of application for a specific job in the field of marketing or business. |  |   |
| 303 | Complete a job application for a specific job in the field of marketing or business. |  |  |
| 304 | Prepare for a job interview in the field of marketing or business. |  |  |
| 305 | Research career and educational opportunities in marketing or business. |  |  |
| 306 | Demonstrate professional networking skills.  |  |  |

## 400 Technology Applications

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 401 | Prepare marketing documents and other publications. |  |   |
| 402 | RESERVED |  |   |
| 403 | Create projects using multimedia sources and applications. |  |  |
| 404 | Research trends in marketing technology. |  |  |

## 500 Communications in Marketing

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 501 | RESERVED |   |   |
| 502 | Demonstrate the ability to use professional communication skills. |   |   |
| 503 | Demonstrate the ability to read and comprehend written business communications. |  |  |
| 504 | Create a variety of written business communications utilized in the workplace. |  |  |
| 505 | RESERVED |  |  |
| 506 | RESERVED |  |  |
| 507 | Deliver a marketing related presentation. |  |  |
| 508 | RESERVED |  |  |
| 509 | Interpret nonverbal communications in the business environment. |  |  |

## 600 Reserved

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 601 | RESERVED |   |   |
| 602 | RESERVED |   |   |
| 603 | RESERVED |   |   |
| 604 | RESERVED |   |   |
| 605 | RESERVED |  |  |
| 606 | RESERVED |  |  |
| 607 | RESERVED |  |  |

## 700 Marketing Information Management and Market Planning

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 701 | RESERVED |   |   |
| 702 | Identify and define methods of conducting marketing research. |  |  |
| 703 | Define methods of conducting marketing research. |  |  |
| 704 | Explain the use of technology in customer relationship management. |  |  |
| 705 | Compare primary and secondary marketing research data. |  |  |
| 706 | Collect marketing research data to make recommendations and decisions. |  |  |
| 707 | Explain the importance of marketing information management. |  |  |

## 800 Business Management and Administration

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 801 | Compare the different forms of business ownership. |   |   |
| 802 | Identify safety concerns in the marketing and business industries. |   |   |
| 803 | Analyze the nature of risk management. |   |   |
| 804 | RESERVED |  |  |
| 805 | Explain the nature of business ethics. |  |  |
| 806 | Identify the different levels of management. |  |  |
| 807 | Demonstrate leadership qualities within a team environment. |  |  |
| 808 | Identify the different tasks associated with the levels of management, e.g., interviewing, hiring, firing, promoting, advancement. |  |  |

## 900 Selling Goods and Services

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 901 | Identify the steps of a sale. |   |   |
| 902 | Demonstrate greeting and approaching a customer. |   |   |
| 903 | Create probing questions to determine customer needs and wants. |   |   |
| 904 | Demonstrate feature-benefit selling. |  |  |
| 905 | Demonstrate suggestion selling. |  |  |
| 906 | Demonstrate the ability to close a customer sale. |  |  |
| 907 | Perform a sales presentation for a good or service. |  |  |
| 908 | RESERVED |  |  |
| 909 | RESERVED |  |  |
| 910 | RESERVED |  |  |
| 911 | Interpret company policies for customers. |  |  |
| 912 | Demonstrate handling sales objections. |  |  |
| 913 | Identify strategies to establish and maintain long-term customer relationships. |  |  |
| 914 | Create a customer profile. |  |  |

## 1000 Advertising and Promoting Goods and Services

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| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1001 | Explain the importance of promotion. |   |   |
| 1002 | Design projects that utilize principles of visual merchandising. |   |   |
| 1003 | Compare different types of advertising media. |   |   |
| 1004 | Create a promotional mix. |  |  |
| 1005 | Identify the major elements of a print advertisement. |  |  |
| 1006 | RESERVED |  |  |
| 1007 | RESERVED |  |  |
| 1008 | Write advertising slogans. |  |  |
| 1009 | Differentiate between promotional advertising and institutional advertising. |  |  |
| 1010 | RESERVED |  |  |
| 1011 | Distinguish between advertising and publicity. |  |  |
| 1012 | RESERVED |  |  |
| 1013 | RESERVED |  |  |
| 1014 | Create a promotional project. |  |  |
| 1015 | Evaluate different sales promotion techniques. |  |  |
| 1016 | Identify the major elements of online advertising. |  |  |

## 1100 Providing Personalized Customer Service

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| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1101 | Describe the benefits of customer service. |   |   |
| 1102 | RESERVED |   |   |
| 1103 | Demonstrate ability to communicate with customers professionally.  |   |   |
| 1104 | Demonstrate how to develop a rapport with customers. |  |  |
| 1105 | Solve customer problems. |  |  |
| 1106 | RESERVED |  |  |
| 1107 | Demonstrate how to handle difficult customers. |  |  |
| 1108 | RESERVED |  |  |
| 1109 | RESERVED |  |  |
| 1110 | RESERVED |  |  |
| 1111 | Develop a customer service policy statement. |  |  |

## 1200 Channel Management

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| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1201 | Explain the channels of distribution. |   |   |
| 1202 | Determine a channel of distribution for a product. |   |   |
| 1203 | Evaluate various inventory control management systems.  |   |   |
| 1204 | Describe the basic steps in receiving and inspecting merchandise. |  |  |
| 1205 | Explain the elements of purchasing. |  |  |
| 1206 | Use an inventory control management system. |  |  |

## 1300 Reserved

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| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1301 | RESERVED |   |   |
| 1302 | RESERVED |   |   |
| 1303 | RESERVED |   |   |
| 1304 | RESERVED |  |  |

## 1400 Economics

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1401 | RESERVED |   |   |
| 1402 | Describe economic goods and services. |   |   |
| 1403 | Examine economic resources. |   |   |
| 1404 | Examine supply and demand factors. |  |  |
| 1405 | RESERVED |  |  |
| 1406 | RESERVED |  |  |
| 1407 | Compare types of economic systems. |  |  |
| 1408 | Determine the impact of the business cycle on business activities. |  |  |
| 1409 | Identify economic measurements. |  |  |

## 1500 Product/Service Management

|  |  |  |  |
| --- | --- | --- | --- |
| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1501 | Identify the difference between national and private brands. |   |   |
| 1502 | Explain the nature of product/service branding. |   |   |
| 1503 | Identify the elements of branding and packaging. |   |   |
| 1504 | Develop strategies to position a product/business. |  |  |

## 1600 Social Media

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| Item | Task  | (X) Indicates Proficiency 1 | Secondary Course Crosswalk |
| 1601 | Distinguish the different types of social media. |   |   |
| 1602 | Compare the effectiveness of various social media platforms. |   |   |
| 1603 | Design social media content for different social media platforms. |   |   |
| 1604 | Develop a personal brand. |  |  |

1 Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Student Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_