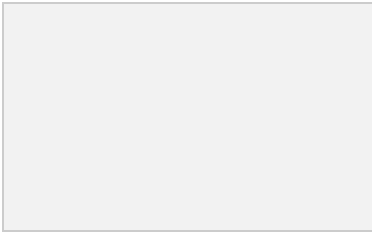


Cover Sheet



Dover Area School District

Curriculum Cover Sheet

CIP Code: 52.1801

CIP Title: Sales, Distribution, & Marketing Operations, General

Planned Hours: 980

CIP Description:

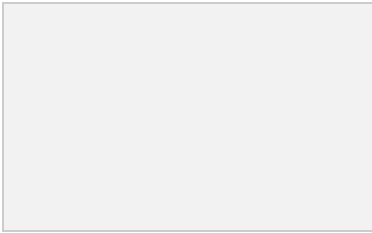
A program that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services, and supervised practical application experiences.

Component Courses:

610 - Financial and Career Explorations (120 hours)

This course consists of two main components: Financial Literacy and Career Explorations. The Financial Literacy component is designed for students to build a strong foundation of personal financial skills to assist in preparation for adulthood. Emphasis will be placed on the following: managing personal spending to meet financial goals, understanding and controlling the use of credit and debt, developing an awareness of the impact of education on earning potential, exploring how money can work for us through saving and investing, using financial services, and the protection of assets through risk management. Students will use real-world examples and take part in activities including goal writing, personal budgets, investing simulations, and checking and savings account applications. The career portion of the class emphasizes the Pennsylvania Academic Standards for Career Education and Work. The class will provide students with the opportunity to begin or continue their examination into the future beyond high school. Students will have the opportunity to identify their personal aptitudes, abilities, and interests and connect those to possible career placements. Satisfactory completion of Smart Futures activities 1, 2, 3, 6, 7, 12, 14, and 15 is required to earn the credit for the course.

645 - AP Business with Personal Finance (120 hours)



Dover Area School District

Curriculum Cover Sheet

AP Business with Personal Finance is a college-level course that introduces students to core business concepts—including entrepreneurship, marketing, management, accounting, and finance—while building essential personal financial literacy skills. Students learn how businesses identify customer needs, compete in markets, make strategic and ethical decisions, and manage operations using real-world case studies and project-based learning. Satisfactory completion of Smart Futures activities 1, 2, 3, 6, 7, 12, 14, and 15 is required to earn the credit for the course. The course also equips students with practical financial skills such as budgeting, saving, borrowing, managing risk, and investing for long-term goals. Major projects include developing a new product through a Business Canvas Project and completing a Financial Advisor Project.

660 - Microsoft Office (120 hours)

Microsoft Office is a comprehensive course designed to teach students intermediate-level software applications using Microsoft Office. This course includes Word, Excel, PowerPoint, and the Internet. In addition, students will complete integrated projects and internet research tasks. Students will have the opportunity to earn a Microsoft Office Specialist credential through Certiport. These software application skills benefit students in all areas of life.

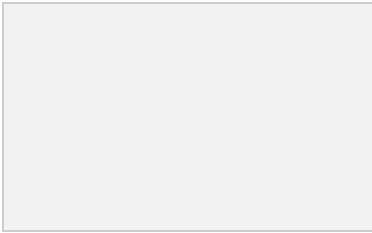
661- Management & Leadership (120 hours)

College in the High School Course

Are you a leader or aspiring leader in our school? Do you want to improve your leadership abilities? The Management & Leadership course introduces students to key leadership and ethical knowledge and skills, including integrity, trust, accountability, transparency, fairness, and respect. Students will use real-world situations to help strengthen their leadership and ethical decision-making skills through the planning, implementation, and evaluation of a class service-learning project. Students may opt to receive college credit for this course through an articulation agreement with York College.

662 - Advanced Microsoft Office (120 hours)

Advanced Microsoft Office is a comprehensive course designed to teach students *advanced-level* applications in *Microsoft Office*. Students will have the opportunity to utilize and develop broader skills learned in Microsoft Office. Emphasis is placed on the following advanced applications: Word, PowerPoint, and Excel. Internet search strategies will be used to gather/collect information from websites to create and enhance student projects. Priority will focus on the integration of software packages and student application projects. Skills learned in the advanced course will benefit students in their academic, personal, and business lives.



Dover Area School District

Curriculum Cover Sheet

664 - School Store (120 hours)

REQUIRED: STUDENTS MUST BE A MEMBER OF DOVER DECA OR ENROLLED IN THE ACCOUNTING, BUSINESS OFFICE MANAGEMENT, OR MARKETING PATHWAY.

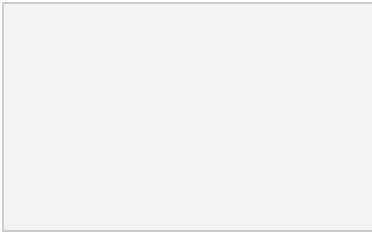
The students in this course assist the managers of the school store in preparing and operating our student-run business, The RED Zone. This course focuses on product and service marketing functions. Students will learn the fundamental elements needed to design and promote a retail store. Students will study market research strategies and consumer behavior and buying patterns. Students will then select product lines, merchandise, order inventory, price, display, advertise, and sell their chosen products. Major areas of study include advertising, visual merchandising/display, and selling. In addition, the basic concepts of employee/employer relationships, leadership models, and fundamental management skills will be explored. Students will receive instruction tied to the National Retail Federation Foundations Customer Service and Operations & Profit certifications. *Students interested in becoming next year's school store managers must successfully complete this course during their junior year and enroll in the Marketing pathway for consideration.*

667 - Sports & Entertainment Marketing (120 hours)

The Sports & Entertainment Marketing course develops student understanding of the sport/event industries and their impact on local communities and products. In addition, instruction includes distribution systems and strategies, pricing considerations, marketing-information management, selling, product-service management, and promotion. Students acquire an understanding and appreciation of the need for planning. Throughout the course, students are presented with problem-solving situations for which they must apply academic and critical thinking skills.

668 - Entrepreneurship (120 hours)

Are you hoping to start your own business one day? Entrepreneurship introduces students to a wide array of entrepreneurial concepts and skills, including the role of entrepreneurship in our economy, entrepreneurial discovery processes, ideation, and preliminary start-up venture planning. Students also develop an appreciation for marketing's pivotal role in the development and success of a new business. They become acquainted with channel management, pricing, product/service management, and promotion. Students conduct thorough market planning for their ventures: selecting target markets; conducting market, SWOT, and competitive analyses; forecasting sales; setting marketing goals and objectives; selecting marketing metrics; and setting a marketing budget. The capstone activity in the course is the development of a start-up business plan and detailed marketing plans for students' businesses.



Dover Area School District Curriculum Cover Sheet

685 - Business & Marketing Essentials/DECA (120 hours)

Are you interested in learning about careers in marketing or business? Are you interested in learning more about DECA? This course is an introductory level course that enables students to acquire a realistic understanding of business practices while introducing them to the opportunities available through the DECA organization. Students will use their creativity to develop business documents, promotional items, and presentations. They will also be presented with ethical dilemmas and problem-solving situations for which they must apply academic and critical-thinking skills. Completion of this course will give students the general knowledge necessary to participate and compete in the district and state DECA conferences if desired.

686 - Social Media in Business and Society (120 hours)

College in the High School

REQUIRED: STUDENTS MUST BE A MEMBER OF DOVER DECA AND/OR ENROLLED IN ONE OF THE BUSINESS PATHWAYS: ACCOUNTING, BUSINESS OFFICE MANAGEMENT, OR MARKETING.

Examination of the strategic use of social media for personal, professional, and business communication, advertising, and marketing. Coursework includes using various social media tools, creating and sharing content, and collaborating on group campaigns using social media for positive change. Includes analysis of current and emerging social media tools from a personal and business perspective. We will be using an online platform and textbook for which each enrolled student is responsible for covering the cost (lab fee). This course will also require access to social media content from Facebook, Instagram, TikTok, Snapchat, Twitter, Pinterest, LinkedIn, and YouTube during the course. Sales, Distribution, & Marketing Operations, General CIP 52.1801

Pacing Guide

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610 - Financial and Career Explorations	Associated Tasks	120 Hours
Unit 1: Financial Goals & Money Management Tools	801	12
Unit 2: Income	N/A	23
Unit 3: Spending & Credit	1205	19
Unit 4: Saving & Investing	N/A	18
Unit 5: Risk & Insurance	803	11
Unit 7: Career Acquisition & Preparation	301-305,307, 1602-1605	18
Unit 8: Career Retention & Advancement	1103-1104	19

645 - AP Business with Personal Finance	Associated Tasks	120 Hours
Unit 1: Businesses, Competition, and New Ideas	105	28 hours
Unit 2: Marketing	101, 103	26 hours
Unit 3 Part 1: Personal Saving and Borrowing	NA	4 hours
Unit 3 Part 2: Business Finance and Accounting	102, 207, 209, 206, 204, 203	22 hours
Unit 4: Management and Strategy	106	22 hours

660 - Microsoft Office	Associated Tasks	120 Hours
Unit 1: Hardware & the Internet	N/A	8 hours

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Unit 2: Word - Flyers, Letters, and Reports	304, 401, 502, 504, 1014	42 hours
Unit 3: Excel - Spreadsheets with Formulas and Charts	206. 209, 502. 504	42 hours
Unit 4: PowerPoint - Presentations with Themes and Graphics	403. 503, 504, 507, 1014	30 hours
Unit 5: Introduction to Simple Databases	707	8 hours

661- Management & Leadership	Associated Tasks	120 Hours
Unit 1- Course Policies, Expectations, and Procedures	NA	11 hours
Unit 2 - Planning & Organizing	503, 504, 507, 802, 803, 1504	30 hours
Unit 3 - Organizational Culture and Managing in a Global Environment	502, 805, 1502	14 hours
Unit 4 - Staffing & Directing	301, 302, 303, 304, 305, 306, 808	35 hours
Unit 5 - Customer Service	1101, 1103, 1104, 1105, 1107,	10 hours
Unit 6 - Leading	509, 801, 806, 807,	20 hours

662 - Advanced Microsoft Office	Associated Tasks	120 Hours
Unit 1: Word - Watermarking, Forms, Merge, Templates	304, 401, 502, 504, 1014	30 hours
Unit 2: Excel - Spreadsheets with Advanced Formulas	206. 209, 502. 504	40 hours hours
Unit 3: PowerPoint - Presentations with Embedded Elements	403. 503, 504, 507, 1014	25 hours

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Unit 4:Databases & Forms	707	25 hours
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664 - School Store	Associated Tasks	120 Hours
Training	201, 202, 203, 204, 901	20 hours
Unit 1 - Market Information & Market Planning	103, 108, 401, 404, 507, 702, 703, 705, 706, 707, 802, 1501, 1502	13 hours
Unit 2 - Product Service Management, Pricing & Distribution	207, 504, 704, 803, 1201, 1202, 1503, 1504	15 hours
Unit 3 - Promotion, Selling & Financial Analysis	209, 306, 403, 502, 509, 1001, 1002, 1003, 1005, 1008, 1009, 1011, 1014	19 hours
Unit 4 - RISE UP Operations & Profit Certification	206, 307, 503, 805, 902, 903, 904, 905, 906, 907, 911, 912, 913, 914, 1101, 1103, 1104, 1105, 1015, 1016, 1107, 1111, 1203, 1204, 1205, 1206	53 hours

667 - Sports & Entertainment Marketing	Associated Tasks	120 Hours
Unit 1 - Course Policies, Expectations & Procedures	NA	7 hours
Unit 2- Fundamentals of Sports & Entertainment Marketing	101, 106, 305, 805,	12 hours
Unit 3- Product/Service Management	103, 1501, 1502, 1503, 1504	16 hours
Unit 4- Marketing Information Management	108, 504, 507, 508, 702, 703, 704, 705, 706, 707,	23 hours
Unit 5- Market Planning	105, 401, 404, 502, 503	5 hours
Unit 6- Pricing	206, 207,	7 hours

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Unit 7- Advertising	403, 904, 1003, 1004, 1005, 1008, 1009, 1011, 1014,	28 hours
Unit 8- Publicity & Public Relations	306, 802, 803,	12 hours
Unit 9- Sales Promotion	905, 1001, 1002,	5 hours
Unit 10- Event Scheduling	1404	5 hours

668 - Entrepreneurship	Associated Tasks	120 Hours
Unit 1- Course Policies, Expectations, and Procedures	101, 205, etc.	5 hours
Unit 2- Entrepreneurship Basics	101, 102, 103, 105, 503, 509,	28 hours
Unit 3- Generating Ideas	305, 805, 1107, 1108, 1402, 1403, 1404, 1407, 1408, 1409, 1501, 1502, 1503, 1504,	24 hours
Unit 4- Determining Feasibility	109, 404,	9 hours
Unit 5- Establishing your Business	306, 401, 504, 806, 1011, 1103, 1004, 1005,	7 hours
Unit 6- Determining a Mission	502,	4 hours
Unit 7- Market Planning	108, 507, 702, 703, 704, 705,	16 hours
Unit 8- Product/Service Management	802, 803,	2 hours
Unit 9- Channel Management	1201, 1202	4 hours
Unit 10- Pricing	206, 207,	6 hours
Unit 11- Promotion	403, 1001, 1002, 1003, 1004, 1005, 1008, 1009, 1011, 1014,	15 hours

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685 - Business & Marketing Essentials/DECA	Associated Tasks	120 Hours
Unit 1&2 - Course Expectations & Intro to DECA	305	16 hours
Unit 3 - Business Communications	306, 502, 503, 504, 509, 1001, 1002, 1003, 1103,	14 hours
Unit 4 - Business & Ethics	704, 805, 1011, 1014,	9 hours
Unit 5 - Economics	102, 106, 404, 1101, 1402, 1403, 1404, 1407,	8 hours
Unit 6 - Marketing	101, 103, 105, 108, 401, 507, 702, 703, 704, 706, 707, 1004, 1005, 1008, 1009, 1502,	24 hours
Unit 7 - Entrepreneurship	201, 206, 207, 801, 1104, 1201, 1202, 1504	14 hours
Unit 8 - Hospitality & Tourism	403, 901, 902, 903, 904, 905,	20 hours
Unit 9 - Leadership & Project Management	1105, 1107, 1111	15 hours

686 - Social Media in Business and Society	Associated Tasks	120 Hours
Unit 1- Introduction to Social Media Marketing	802, 805,	5 hours
Unit 2- Social Media Marketing Strategy	404, 503, 504, 803, 1015, 1502, 1504, 1606,	13 hours
Unit 3- Develop Your Personal Brand	509, 1604,	13 hours
Unit 4- Marketing with TikTok	1016, 1601, 1603, 1605,	9 hours
Unit 5- Marketing with Snapchat	1016, 1601, 1603, 1605	9 hours
Unit 6- Marketing with Facebook & Instagram	1016, 1601, 1603, 1605	9 hours
Unit 7- Marketing with YouTube	1016, 1601, 1603, 1605	9 hours
Unit 8- Marketing with Twitter & Pinterest	1016, 1601, 1603, 1605	5 hours
Unit 9- Marketing with LinkedIn	1016, 1601, 1603, 1605	5 hours

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Unit 10- Blogs, Vlogs, Podcasts, Webinars	1016, 1601, 1603, 1605	13 hours
Unit 11- Social Media Marketing Campaign	502, 507,	9 hours
Unit 12- Influencer Marketing with Social Media	1016, 1601, 1603, 1605	9 hours
Unit 13- Social Media Analytics & Measuring ROI	703, 1601, 1602	9 hours

Task List (Update from KUD Spreadsheet)

Competency Task List – Secondary Component

Sales, Distribution & Marketing Operations, General CIP 52.1801

High School Graduation Years 2025, 2026, 2027

100 Interpreting Marketing and Business Fundamentals

Secondary Course Crosswalk					
Item	Task	Know	Understand	Do	Assessment
101	Explain the seven functions of marketing.	Interpreting Marketing & Business Fundamentals- Marketing Functions: market planning, product and service management, distribution, pricing, promotion, selling, marketing-information management, financing, risk management	Marketing, and its various functions, are an important part of most businesses and organizations	Identify and explain the various functions of marketing. Perform the various functions of marketing.	
102	Explain economic utilities.	Interpreting Marketing & Business Fundamentals- Economic Utilities: form utility, time utility, place utility, possession utility	Marketers use utility to increase customer satisfaction	Explain how marketers use utility to increase customer satisfaction.	
103	Explain the (4 P's) of the marketing mix.	Interpreting Marketing & Business Fundamentals- Marketing Mix: product, price, place, promotion, and people	Effective marketing strategies combine all parts of the marketing mix to satisfy customers	Explain the components of the marketing mix. Create a marketing mix.	
	RESERVED (104)	-			

105	Explain the role of marketing and business in society.	Bus & Mktg Essentials Sports & Entrmt Mktg Entrepreneurship I	Interpreting Marketing & Business Fundamentals- Society Role of Marketing and Business: production, management, accounting/finance, operations	Society benefits significantly from marketing and business	Explain the role of marketing and business in society.	
106	Assess global trends in the marketplace.	Bus & Mktg Essentials Sports & Entrmt Mktg Entrepreneurship I	Interpreting Marketing & Business Fundamentals- Global Trends: environmental scanning, internal environment, external environment	Business and organizations must scan internal and external environments and adapt as necessary or risk failure	Assess environmental scans. Conduct environmental scans-internal and external.	
	RESERVED (107)	-				
108	Explain the concepts of market segmentation and target marketing.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurship I	Interpreting Marketing & Business Fundamentals- Target Marketing and Market Segmentation: target market, market segment/segmentation, geographic, demographic, psychographic, behavioral/product usage, benefit, mass marketing	Market segmentation benefits both business and consumers by allowing for a more focused business strategy	Explain target marketing and market segmentation. Create customer profiles as part of a marketing strategy.	
109	Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis.	Entrepreneurship I	Interpreting Marketing & Business Fundamentals- SWOT Analysis: market analysis, strengths, weaknesses, opportunities, threats	Analyzing the strengths, weaknesses, opportunities, and threats of a business helps to develop an effective marketing strategy	Conduct a SWOT analysis. Use a SWOT analysis to assist in the creation of a marketing strategy.	

200 Pricing and Retail Math

Ite	Task	Secondary	Know	Understand	Do	Assessment
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Course Crosswalk					
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201	Process sales documentation and employee records for a business.	Bus & Mktg Essentials School Store Microsoft Office Advanced Microsoft Office	Pricing & Retail Math- Sales Documentation and Employee Records: operations manual, professional selling	Accuracy in sales documentation and employee records is essential in empowering and recognizing employees leading to successful store operations, outstanding customer service, increased sales, and ultimately, business success	Process sales documentation and employee records.
202	Calculate correct change for a customer transaction.	School Store	Pricing & Retail Math- Calculate Correct Change: making change, count-forward method, manual method	The correct handling of cash affects the store's bottom line.	Calculate correct change for customer transactions.
203	Calculate sales tax and discounts.	School Store	Pricing & Retail Math- Calculate Sales Tax and Discounts: Pennsylvania sales tax, taxable items, non-taxable items, markdowns, discounts, coupons	The correct handling of cash and payment affects the store's bottom line.	Calculate sales tax and discounts.
204	Perform an opening/closing reconciliation of a cash drawer.	School Store Microsoft Office Advanced Microsoft Office	Pricing & Retail Math- Open/Close Cash Register: opening procedures, closing procedures, petty cash, point-of-sale, summary report	The correct handling of cash and payment affects the store's bottom line.	Perform open/closing reconciliation of a cash drawer.
	RESERVED (205)	-			

206	Calculate profit/ loss, profit margins, and markdown.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurship	Pricing & Retail Math- Profit, Markup, and Markdown: determine objectives, study costs, estimate demand, study competition, select strategy, markup, cost-oriented pricing, demand-oriented pricing, competition-oriented pricing	Profit margins play an important role in any business in providing value to the customer and maximizing profits.	Calculate profit, markup, and markdown.	
207	Calculate prices for merchandise using pricing strategies.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurship	Pricing & Retail Math- Pricing Strategies: odd-even, pricing, multiple pricing, promotional pricing, penetration pricing, prestige pricing, price skimming, multiple unit pricing, loss-leader pricing, special event pricing, everyday low pricing	Pricing strategies play an important role in any business in providing value to the customer and maximizing profits.	Calculate prices for merchandise using a variety of pricing strategies.	
	RESERVED (208)	-				
209	Calculate wages, taxes, and deductions.	School Store Microsoft Office Advanced Microsoft Office	Pricing & Retail Math- Wages, Taxes, and Deductions: gross pay, net pay, payroll taxes, federal income taxes, state income taxes, local income taxes, deductions, insurance premiums retirement contributions	How are employees paid and taxes deducted.	Calculate wages, taxes, and deductions.	

300 Exploring Career Development Opportunities

Item	Task	Secondary Course Crosswalk			Do	Assessment
		Know	Understand	Do		

301	Prepare a résumé for a specific job in marketing or business.	Mgmt & Leadership Financial/Career Literacy	Explore Career Development Opportunities- Networking: professional communication, relationship management, professionalism	Networking is a vital component in professional growth and involves reaching out to individuals and/or organizations to aid you professionally.	Demonstrate professional networking skills.	
302	Prepare a cover letter for a specific job in the field of marketing or business.	Mgmt & Leadership Financial/Career Literacy	Explore Career Development Opportunities- adaptability, collaboration, leadership, problem-solving, communication, time management, initiative, attention to detail, teamwork, professionalism	Interviews serve as a bridge between candidates and employers, allowing them to assess each other and make informed choices for jobs, college admission, or other opportunities making it essential for success.	Demonstrate how to successfully interview.	
303	Complete a job application for a specific job in the field of marketing or business.	Mgmt & Leadership Microsoft Office Advanced Microsoft Office Financial/Career Literacy	Explore Career Development Opportunities- Job Application: application, personal information, position availability, education, employment history, references	Job applications are official, consistent forms potential employers ask applicants to complete to learn about a candidate's work history	Complete an application for a job in the marketing or business industry.	
304	Prepare for a job interview in the field of marketing or business.	Mgmt & Leadership Financial/Career Literacy	Explore Career Development Opportunities- Job Interview: preparation, professional dress, body language, opening, rapport building, questioning, closing, follow-up	Interviews are a professional conversation with a potential employer to determine a mutual fit. Candidates are seeking a job offer. Potential employers are seeking to learn the skills, ability, and knowledge, personality, character, and interests of a	Prepare for an interview for a job in the marketing or business industry. Participate in a mock interview event.	

305	Research career and educational opportunities in marketing or business.	Bus & Mktg Essentials Sports & Entrmt Mktg Mgmt & Leadership I Entrepreneurship I Financial/Career Literacy	Explore Career Development Opportunities- Marketing & Business Job Opportunities: career description, duties & responsibilities, traits, technical skills, leadership skills, educational requirements, coursework, post-secondary schooling, advancement opportunities, and professional development	candidate. Numerous career opportunities exist in the field of marketing and business as entry-level employment and in advanced educational experiences.	Research the various job opportunities in the field of marketing or business.	
306	Develop a network of contacts.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership I Entrepreneurship I	Explore Career Development Opportunities- Networking: professional communication, relationship management, professionalism	Networking is a vital component in professional growth and involves reaching out to individuals and/or organizations to aid you professionally.	Demonstrate professional networking skills.	
307	Participate in a job interview.	School Store Financial/Career Literacy	Explore Career Development Opportunities- adaptability, collaboration, leadership, problem-solving, communication, time management, initiative, attention to detail, teamwork, professionalism	Interviews serve as a bridge between candidates and employers, allowing them to assess each other and make informed choices for jobs, college admission, or other opportunities making it essential for success.	Demonstrate how to successfully interview.	

400 Technology Applications

Secondary Course					
Item	Task	Crosswalk	Know	Understand	Do
					Assessment
401	Prepare marketing and business documents.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Microsoft Office Advanced Microsoft Office Entrepreneurshi p I	Technology Applications- Marketing Documents: advertising cards, billboards, business cards, email, fliers, funnel pages, giveaway boxes, mailing campaigns, newspaper advertisement, promotional items, social media channels, video productions, websites, window displays, yard signs	Various documents are created and used in the marketing industry.	Prepare various types of marketing documents.
	RESERVED (402)	-			
403	Create projects using multimedia sources and applications.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Microsoft Office Advanced Microsoft Office Entrepreneurshi p I	Technology Applications- Multimedia Applications: videos, images, audio, presentation, podcasting, web media	Various multimedia applications are used in marketing.	Create projects using multimedia sources and applications.
404	Apply Research trends in marketing technology.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I Social Media	Technology Applications- Marketing Technology: (topics updated each year) artificial intelligence, programmatic advertising, conversational marketing, chatbots, personalization, video marketing, social media messaging, social media stories, push notifications, social	Trends in marketing technology change frequently and should be considered in marketing strategies.	Research the new trends in marketing technology.

			commerce. VR, live stream shopping			
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500 Communications in Marketing

Item	Task	Secondary Course Crosswalk			Assessment
		Know	Understand	Do	
	RESERVED (501)	-			
502	Use professional communication skills.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Microsoft Office Advanced Microsoft Office Entrepreneurship I Social Media	Communications in Marketing- Communication Skills: audience, persuasion, authenticity, engagement, nonverbal, verbal, visual, active listening, collaboration, feedback, public speaking	Effective communication is essential in managing relationship with staff, customers, and stakeholders. Failure to communicate effectively can result in poor relationships, poor reputation, and potentially lost sales.	Use professional communication skills. Send appropriate emails. Make professional phone calls.
503	Read and comprehend written business communications.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Microsoft Office Advanced Microsoft Office Entrepreneurship I Social Media	Communications in Marketing- Read & Comprehend Business Communications: accuracy interpretation, analysis	Effective communication is essential in managing relationship with staff, customers, and stakeholders. Failure to communicate effectively can result in poor relationships, poor reputation, and potentially lost sales.	Read and comprehend business communication.

504	Create a variety of written business communications utilized in the workplace.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Microsoft Office Advanced Microsoft Office Entrepreneurshi p I Social Media	Communications in Marketing- Written Business Communications: clarity, correctness, conciseness, courtesy, concreteness, consideration, completeness	Effective written communication is essential in managing relationship with staff, customers, and stakeholders. Failure to communicate effectively can result in poor relationships, poor reputation, and potentially lost sales.	Create written business communication.	
	RESERVED (505-506)	-				
507	Deliver a marketing related presentation.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Microsoft Office Advanced Microsoft Office Entrepreneurshi p I Social Media	Communications in Marketing- Marketing Presentation: visual, clarity, correctness, conciseness, courtesy, concreteness, consideration, completeness	Effective communication when presenting is essential in managing relationship with staff, customers, and stakeholders. Failure to communicate effectively can result in poor relationships, poor reputation, and potentially lost sales.	Prepare and deliver a marketing related presentation.	
	RESERVED (508)	-				
509	Recognize and respond effectively to nonverbal communication in the business environment.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Microsoft Office Advanced Microsoft Office	Communications in Marketing- Nonverbal Communication: body language, facial expressions, gestures, created space	Effective non-verbal communication is essential in managing relationship with staff, customers, and stakeholders. Failure to communicate effectively can result in poor relationships, poor	Interpret nonverbal communication in business.	

		Entrepreneurship I Social Media		reputation, and potentially lost sales.		
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600 Reserved

700 Marketing Information Management and Market Planning

Secondary Course Crosswalk						
Item	Task	Know			Understand	Do Assessment
	RESERVED (701)	-				
702	Identify and define methods of conducting marketing research.	Bus & Mktg Essentials Sports & Entrtmnt Mktg School Store Entrepreneurship I			A well-organized and efficient marketing information system (MkIS) provides the information needed to make regular, one-time, and new decisions for a business and include various methods to seek that information.	Define the methods used to conduct marketing research.

703	Conduct marketing research.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Microsoft Office Advanced Microsoft Office Entrepreneurshi p I Social Media	Marketing Information Management & Market Planning- Conducting Marketing Research: problem identification, situation analysis, participant selection, data collection, data analysis, result preparation and presentation	A well-organized and efficient marketing information system (MkIS) provides the information needed to make regular, one-time, and new decisions for a business and include various methods to seek that information.	Define the methods used to conduct marketing research.	
704	Explain and/or use technology in customer relationship management.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Marketing Information Management & Market Planning- Technology in CRM: customer-relationship management, target market, individual customer sales records, product requests, returns, adn new market opportunities	Tracking customers by reviewing sales records, product requests, returns, and new market opportunities for target and individual customers improve the effectiveness of the exchange process between a business and its customers.	Explain the various ways in which technology can be used in customer relationship management.	
705	Compare primary and secondary marketing research data.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Marketing Information Management & Market Planning- Compare Primary and Secondary Research: primary data, survey, close-ended questions, open-ended questions, focus group, observations, experiments, test markets, simulations, secondary data, internal information, reports, performance information, external information, government reports, trade and professional associations, business	Information from primary and secondary data sources is designed to help make regular, one-time, and new decisions for a business and include various methods to seek that information.	Compare primary and secondary marketing data.	

			publications, commercial data and information services			
706	Collect marketing research data to make recommendations and decisions.	School Store	Marketing Information Management & Market Planning- Collect Primary and Secondary Research: problem identification, situation analysis, participant selection, data collection, data analysis, result preparation and presentation	Information from primary and secondary data sources is designed to help make regular, one-time, and new decisions for a business and include various methods to seek that information.	Collect, analyze, and make recommendations using marketing data.	
707	Explain the importance of marketing information management.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurship I	Marketing Information Management & Market Planning- Marketing-Information Management: marketing research, primary data, secondary data, population, sample, random sampling	A well-organized and efficient marketing information system (MkIS) provides the information needed to make regular, one-time, and new decisions for a business and include various methods to seek that information.	Explain the function of marketing-information management.	

800 Business Management and Administration

Secondary Course Crosswalk						
Item	Task	Know			Understand	Do Assessment
801	Identify and compare the different forms of business ownership.	Bus & Mktg Essentials Mgmt & Leadership	Business Management & Administration- Business Ownership: franchise, existing business, family business, sole proprietorship, partnership, corporation, S Corporation,	Selecting an appropriate form of business ownership is an essential step in early business formation.	Identify the pros and cons of various forms of business ownership.	

			Limited Liability Company (LLC)				
802	Identify safety concerns in the marketing and business industries.	Sports & Entrmt Mktg School Store Mgmt & Leadership Entrepreneurshi p I Social Media	Business Management & Administration- Safety Concerns: distribution- (products, buildings, equipment, marketing)- (recognition, prevention, awareness, policies), insurance	Marketers consider safety risks for each marketing mix element to assist in decision making and help a business be obtain success.	Identify safety concerns in marketing and business.		
803	Examine and make recommendations based on risk management scenarios.	Sports & Entrmt Mktg School Store Mgmt & Leadership Entrepreneurshi p I Social Media	Business Management & Administration- Risk Management:	Providing security and safety for products, personnel, and customers and reducing the risk associated with marketing decisions and activities is essential for business success.	Analyze the nature of risk management.		
	RESERVED (804)	-					
805	Explain business ethics.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Entrepreneurshi p I Social Media	Business Management & Administration- Business Ethics: ethics, code of ethics, social responsibility marketer responsibilities as it pertains to product development and management, promotions, distribution, pricing, and marketing research	Marketers should operate ethically and consider the influence a company has on society, culture, and environment in which it does business.	Explain business ethics.		
806	Identify levels of management.	Mgmt & Leadership	Business Management & Administration- Management Levels: top management, middle management, first-line management, financial	Management structure and responsibility inside a company must be understood as an employee and to those aspiring for a leadership	Identify the different management levels.		

			manager, operations manager, marketing manager, human resource manager, administrative manager	role.		
807	Demonstrate leadership within a team environment.	Mgmt & Leadership	Business Management & Administration- Leadership Qualities: conceptual skills, analytic skills, interpersonal skills, technical skills, communication skills	Aspiring leaders and managers should develop and practice variety of skills including conceptual, analytic, interpersonal, technical, and communication skills.	Identify leadership qualities. Demonstrate and develop leadership qualities.	
808	Identify the different tasks associated with the levels of management, e.g., interviewing, hiring, firing, promoting, training.	Mgmt & Leadership	Business Management & Administration- Management Levels: interviewing, hiring, firing, promoting, advancing	Managers make key personnel decisions including the interviewing, hiring of new employees and the firing, promoting, and advancing of current employees.	Identify tasks associated with the levels of management. Perform tasks associated with levels of management.	

900 Selling Goods and Services

Secondary Course						
Item	Task	Crosswalk	Know	Understand	Do	Assessment
901	Identify the steps of a sale.	Bus & Mktg Essentials School Store	Selling Goods & Services- Steps of a Sale: prepare for the sale, greet customer, determine needs, present products/services, handle questions and objections, close the sale, suggestion selling, follow up	To optimize selling, the professional selling process should be used by salespeople to directly interact with customers & encourage them to purchase a company's products or services.	Explain the selling process.	

902	Greet and approach a customer.	Bus & Mktg Essentials School Store	Selling Goods & Services- Greeting/Approaching Customer: greeting approach, merchandise approach, service approach	A general greeting (hello), merchandise approach (talk about product or service), or service approach (how can I help you) can be used with a customer to begin the selling process.	Demonstrate greeting and approaching a customer.	
903	Create probing questions to determine customer needs and wants.	Bus & Mktg Essentials School Store	Selling Goods & Services- Probing Questions: question, listen, observe	An important step in the Professional Selling Process is to ask probing questions of the customer, listen to responses, and observe reactions before presenting product options.	Create questions to help determine customer needs.	
904	Perform feature-benefit selling.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store	Selling Goods & Services- Feature-Benefit Selling: features, benefits	Salespeople should know the features of their products/services but convert them to benefits, specifically show how a product/service solve a problem.	Demonstrate feature-benefit selling.	
905	Perform suggestive selling techniques.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store	Selling Goods & Services- Suggestion Selling: add-ons, cross-selling, upselling, complementary item	Salespeople should know the effectiveness of suggestion selling as a customer purchasing a product is likely to willingly purchase a complementary item(s) resulting in increased sales.	Demonstrate suggestion selling.	

906	Close a customer sale.	School Store	Selling Goods & Services- Close a Sale: close, follow up	A sale does not close until the customer confirms the desire to purchase a product or service and an essential follow up (phone call, email, etc) creates customers for life.	Effectively close a customer sale.	
907	Perform a sales presentation for a good or service.	School Store	Selling Goods & Services- Sales Presentations: pitch, introduction, problem identification, solution of product/service, data backup, questions	Sales presentations are essential pitches which allows a salesperson to introduce themselves and provide a solution to a problem backed with data. The presentation should also provide the opportunity for customers to ask questions and receive quality responses.	Give a sales presentation for a good or service.	
	RESERVED (908-910)	-				
911	Interpret company policies for customers.	School Store	Selling Goods & Services- Company Policies: product/service/company knowledge, policies, operations manual	During the first step of the Professional Selling Process, salespeople should familiarize themselves with all company policies so they can be accurately communicated to the customer.	Interpret company policies for customers.	
912	Handle sales objections.	School Store	Selling Goods & Services- Handling Sales Objections: product/service knowledge	Providing an opportunity for questions and objections and having a	Demonstrate handling sales objections.	

				knowledgeable response helps to close a sale.		
913	Establish and maintain long-term customer relationships.	School Store	Selling Goods & Services- Long-term Customer Relationships: follow up	The follow-up process (email, phone call, informal interaction in store) can help to create customers for life.	Identify strategies to establish and maintain long-term customer relationships.	
914	Create a customer profile.	School Store	Selling Goods & Services- Customer Profile: demographics, geographics, psychographics, behavior-based, preferred channels	While preparing for the sale during the Professional Selling Process, salespeople should be knowledgeable of their customers through the creation of customer profiles.	Create a customer profile.	

1000 Advertising and Promoting Goods and Services

Secondary Course Crosswalk						
Item	Task	Know			Do	Assessment
1001	Explain the goals and benefits of promotion.	Bus & Mktg Essentials Sports & Entrtmnt Mktg School Store Entrepreneurship I	Advertising & Promoting Goods & Services- Promotion: promotional mix, advertising, direct marketing, sales promotion, professional selling, PR	Promotion is an essential element of the Marketing Mix and a primary function of marketing where a company's good/service is effectively communicated to customers/potential customers through a variety of methods.	Explain the importance of promotion.	

1002	Design projects that utilize principles of visual merchandising.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Visual Merchandising: visual merchandising, display, promotional display, institutional display, decorative props, open display, closed display	Visual merchandising ties the store image components together and different display styles are more effective for particular types of merchandise.	Create projects that implement visual merchandising principles.	
1003	Compare and contrast different types of advertising media.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Advertising Media: internet, TV, radio, newspapers, magazines, billboards	A variety of advertising media (paid) types are available to reach a customer base.	Compare different types of advertising media.	
1004	Create a promotional mix for a product or service.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Promotional Mix: advertising, direct marketing, sales promotion, professional selling, PR	A combination of advertising, direct marketing, sales promotion, professional selling and PR is needed to reach an intended market and reach promotional goals all with a uniform theme and message.	Create a promotional mix.	
1005	Identify the major elements of a print advertisement.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Print Advertisements: dominate headline, dominate design element, simple layout, complete & specific information, distinct visuals, business name/website	Effective print advertisements include a unique, dominate headline and image, are simple in their layout, and provide complete information.	Identify the major elements of print advertisements. Create print advertisements.	
	RESERVED (1006-1007)	-				

1008	Create advertising slogans.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Advertising Slogans: rhyme, recognizable, target market, timeliness, uniqueness, consistent, catchy	Effective advertising slogans typically have identifying elements, are timeliness, and make the brand easily recognizable.	Evaluate advertising slogans. Write advertising slogans.	
1009	Differentiate between promotional advertising and institutional advertising.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Promotional Advertising vs. Institutional Advertising: Promotional advertising, institutional advertising	Promotional advertising promotes a specific product(s) or service(s) while institutional advertising promotes the company as a whole.	Determine the difference between promotional advertising and institutional advertising.	
	RESERVED (1010)	-				
1011	Distinguish between advertising and publicity.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Advertising vs. Publicity: advertising, publicity	Advertising is a paid form of communication to a customer where publicity is an unpaid mention of a company/product/service by an outside source, typically news media. Both are essential components of the promotional mix.	Determine the differences between advertising and publicity.	
	RESERVED (1012-1013)	-				
1014	Create a promotional project.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Advertising & Promoting Goods & Services- Promotional Project: promotional plan, target market, objectives, budget, promotional mix	In a promotional project, the marketer researches and analyzes the market, selects the target market, identifies promotional objectives, sets a promotional budget, develops a	Create a promotional project.	

				promotional mix, implements the plan and evaluates the results.		
1015	Identify and evaluate different sales promotion techniques.	Social Media & Marketing	Advertising & Promoting Goods & Services- Sales Promotion Techniques: sales promotion, short-term incentive, price promotions- sales, coupons, rebates, limited-time models, free product features, add-ons, giveaways- sweepstakes, contests, free product samples	As part of the promotional mix, sales promotion techniques are used to provide a short-term incentive for customers to make a purchase.	Evaluate different sales promotion techniques.	
1016	Identify the major elements of online advertising.	Social Media & Marketing	Advertising & Promoting Goods & Services- Online Advertising: search engine optimization, pay-per-click, social media marketing, content marketing, email marketing, mobile marketing, marketing analytics, affiliate marketing	In today's society, the internet is used frequently, sometimes exclusively, in promotion of a product/service/company.	Identify the major elements of online advertising. Create online advertisements.	

1100 Providing Personalized Customer Service

Secondary Course Crosswalk				
Item	Task	Know	Understand	Do
				Assessment

1101	Describe the benefits of customer service.	Bus & Mktg Essentials School Store Mgmt & Leadership Entrepreneurship I	Providing Personalized Customer Service- Customer Service: customer service, customer survey, word of mouth communication	Strong customer service is good for the business in maintaining a positive environment, good for the customer in making sure they are happy/return, and good for the employee as it gives them control of the situation. Customer service should meet and exceed expectations.	Explain the benefits of strong customer service.	
	RESERVED (1102)	Bus & Mktg Essentials School Store Mgmt & Leadership Entrepreneurship I				
1103	Demonstrate positive communicate with customers.	Bus & Mktg Essentials School Store Mgmt & Leadership Entrepreneurship I	Providing Personalized Customer Service- Communicating w/ Customers: professionalism, rapport building, active listening, policies, disputes/problems	Understanding how customer expectations affect the perception of customer service will help retailers provide appropriate levels of customer service.	Demonstrate appropriate communication with customers.	
1104	Develop a rapport with customers.	Bus & Mktg Essentials School Store Mgmt & Leadership Entrepreneurship I	Providing Personalized Customer Service- Customer Rapport: rapport, audience	Understanding how customer expectations affect the perception of customer service will help retailers provide appropriate levels of customer service.	Demonstrate rapport building with customers.	
1105	Solve customer problems.	Bus & Mktg Essentials School Store	Providing Personalized Customer Service- Customer Problems: slow,	Responding appropriately to customer problems is	Demonstrate how to solve customer problems.	

		Mgmt & Leadership Entrepreneurship I	suspicious, dishonest	important- even if the customer is wrong, they are the reason the business exists.		
	RESERVED (1106)	-				
1107	Manage and solve difficult scenarios with consumers.	Bus & Mktg Essentials School Store Mgmt & Leadership Entrepreneurship I	Providing Personalized Customer Service- Difficult Customers: Disagreeable, domineering, suspicious, slow, dishonest	Understanding how customer expectations affect the perception of customer service will help retailers provide appropriate levels of customer service.	Demonstrate appropriate ways to approach a difficult customer.	
	RESERVED (1108-1110)	-				
1111	Develop a customer service policy.	Bus & Mktg Essentials School Store Entrepreneurship I	Providing Personalized Customer Service- Customer Service Policy Statement: customer service policy	Developing a clear, concise, positive, honest, fair, and realistic customer service policy is essential and should be shared with staff and customers.	Create and implement a customer service policy statement.	

1200 Channel Management

Secondary Course Crosswalk						
Item	Task	Know			Understand	Do
		Assessment				
1201	Explain channels of distribution.	Bus & Mktg Essentials School Store Entrepreneurship I	Channel Management- Channels of Distribution: direct channel, indirect channel, channel captain	Channels of distribution are developed to perform many of the marketing functions that must be accomplished any time an exchange takes place with a final consumer.	Explain the various channels of distribution.	

1202	Determine a channel of distribution for a product.	Bus & Mktg Essentials School Store Entrepreneurship I	Channel Management- Determine Channel of Distribution: producers, retailers, consumers	The use of other businesses improves the efficiency and effectiveness of the exchange process between a producer and its consumers.	Select the appropriate channel of distribution for a product.	
1203	Identify various inventory control management systems.	School Store	Channel Management- Inventory Control Management: order processing, inventory control, stock turnover	Physical distribution systems assure that supply matches demand.	Evaluate various inventory control management systems for pros and cons.	
1204	Describe the basic steps in receiving and inspecting merchandise.	School Store	Channel Management- Receiving and Inspecting Merchandise: receiving, purchase order, invoice, packing slip	Receiving merchandise properly ensures the right merchandise and quantities are in stock.	Explain how to receive and inspect merchandise. Receive and inspect merchandise.	
1205	Explain the elements of purchasing.	School Store	Channel Management- Elements of Purchasing: merchandise plan, planned sales, planned stock, planned reductions, planned purchases	Creating a plan for purchasing helps to meet inventory and sales goals.	Explain the elements of purchasing. Purchase product.	
1206	Describe the different types of inventory control management systems.	School Store	Channel Management- Inventory Control Management System: physical inventory system, visual inventory, annual inventory, perpetual inventory system	Inventory control ensures proper merchandise levels to help a retail business reach its sales goals.	Implement an inventory management system.	

1400 Economics

Secondary Course					
Item	Task	Crosswalk	Know	Understand	Do
	RESERVED (1401)	-			Assessment
1402	Describe economic goods and services.	Bus & Mktg Essentials Entrepreneurship I	Economics- Goods and Services: goods, services	Goods and services satisfy wants and needs of consumers and businesses must determine what and how much to produce.	Differentiate between goods and services.
1403	Examine economic resources.	Bus & Mktg Essentials Entrepreneurship I	Economics- Economic Resources: factors of production, land and natural resources, labor, capital, entrepreneurship	Factors of production are the economic resources necessary to produce goods and services.	Examine economic resources.
1404	Examine supply and demand factors.	Bus & Mktg Essentials Sports & Entrmt Mktg Entrepreneurship I	Economics- Supply and Demand Factors: supply, demand, market price	Together, supply and demand determine the price of goods/services available in a given market.	Explain the factors related to supply and demand.
	RESERVED (1405-1406)	Entrepreneurship I			
1407	Compare and contrast types of economic systems.	Entrepreneurship I	Economics- Economic Systems: economics, microeconomics, macroeconomics, economy, capitalism, market economy, capitalism, mixed economy, consumer products, command economy, socialism. communism	Wealth is created and distributed differently in various types of economic systems.	Compare the different types of economic systems.

1408	Determine the impact of the business cycle on business activities.	Entrepreneurship I	Economics- Impact of Business Cycle: business cycle, recession, depression, monetary policies, fiscal policies,federal deficit, national debt	The Business Cycle is used to forecast the direction of the economy, and therefore, business decisions.	Evaluate various components of a business cycle on activities.	
1409	Identify economic measurements.	Entrepreneurship I	Economics- Economic Measurements: productivity, Gross Domestic Product (GDP), inflation, deflation, unemployment rate, consumer price index, producer price index	Economic measures are used to gauge the economic health of the nation and influence business decisions.	Identify elements to measure the economy.	

1500 Product/Service Management

Secondary Course Crosswalk						
Item	Task	Know			Do	Assessment
1501	Identify the difference between national and private brands.	Sports & Entrmt Mktg School Store Entrepreneurship I	Product/Service Management- National vs. Private Brands: national brand, private (store) brand	Both national brands (prominent/established products) and private/store brands are sold by retailers and have their advantages.	Distinguish between a national brand and a private brand.	
1502	Explain product/service branding.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Mgmt & Leadership Entrepreneurship I Social Media	Product/Service Management- Product/Service Branding: brand, brand development, trademark, brand loyalty, logo, slogan, colors, identifying elements, non-recognition,	Brands help customers make choices and are effective in establishing brand loyalty.	Explain product/service branding. Develop a brand for a product/service.	

			recognition, preference, insistence, licensed brand			
1503	Identify the elements of branding and packaging.	Bus & Mktg Essentials Sports & Entrmt Mktg School Store Entrepreneurshi p I	Product/Service Management- Branding and Packaging: packaging, ease of use, safety, attraction, handling, environment	Packaging offers satisfaction to the customer and helps to attract buyers/provides uniqueness.	Identify the elements of branding and packing. Create a brand and package.	
1504	Develop strategies to position a product/business.	Sports & Entrmt Mktg School Store Mgmt & Leadership Entrepreneurshi p I Social Media	Product/Service Management- Positioning a Product/Business: market position, attribute, price, quality, use/application, user, classification, competitor	A company's product should have a unique image that appeals to consumers and differs from competitors' products.	Develop a strategy to position a product/business.	

1600 Social Media

Secondary Course Crosswalk						
Item	Task	Know			Do	Assessment
1601	Distinguish the different types of social media.	Social Media	Social Media- Types of Social Media: Facebook, Instagram, Twitter, Snapchat, Pinterest, YouTube, TikTok, LinkedIn	Different types of social media channels exist and have various costs and benefits for use in business and personal realms.	Explain the different types of social media.	
1602	Compare various social media platforms as a marketing tool.	Social Media	Social Media- Social Media Platforms: goals, objectives, metrics, content strategy	Select the best tool to create effective messages for an intended audience.	Compare the effectiveness of various social media platforms based upon intended goal and audience.	

1603	Design content for different social media platforms.	Social Media	Social Media- Design Social Media Content: target market, personas, audit, goals, objectives, metrics, resources, roles, responsibilities, tone of voice, platform, distribution strategy, content strategy, content calendar, scheduling posts, track, analyze, tune, advertising strategy	Designing effective social media content is essential to reach customers and potential customers.	Create social media content for various platforms.	
1604	Develop a personal brand.	Social Media	Social Media- Personal Brand: audit, develop, etiquette, consistency, personality, values, theme	A personal brand is a way to market yourself and your professional accomplishments by sharing your values, have a consistent theme, and highlight uniqueness.	Create and maintain a personal brand.	
1605	Demonstrate professionalism while using social media platforms.	Social Media	Social Media- professionalism, social media etiquette	Maintaining a professional presence and interactions on social media is essential to a positive, interactive, and healthy social environment.	Demonstrate professionalism when using social media.	
1606	Distinguish between paid, owned and earned media.	Social Media	Social Media- paid media, owned media, earned media	Distinguishing between paid, owned, and earned media helps digital marketers to develop a balanced media strategy to engage and retain customers effectively.	Develop and recognize the difference between paid, owned, and earned media.	