Marketing Career Cluster

1. Describe the impact of economics, economics systems and entrepreneurship on marketing.

**MK 1.1:** Describe fundamental economic concepts used in marketing.
Sample Indicators:
- Distinguish between economic goods and services.
- Explain the concept of economic resources.
- Describe the concepts of economics and economic activities.
- Determine economic utilities created by business activities.
- Explain the principles of supply and demand.
- Describe the functions of prices in markets.

**MK 1.2:** Explain economic systems in which marketing activities are performed.
Sample Indicators:
- Explain the concept of private enterprise.
- Identify factors affecting a business's profit.
- Determine factors affecting business risk.
- Explain the concept of competition.
- Describe market structures.

**MK 1.3:** Acquire knowledge of the impact of government on business activities to make informed economic decisions.
Sample Indicators:
- Determine the relationship between government and business.
- Describe the nature of taxes.
- Discuss the supply and demand for money.
- Describe the effects of fiscal and monetary policies.

**MK 1.4:** Describe economic indicators that can impact marketing activities.
Sample Indicators:
- Describe the concept of price stability as an economic measure.
- Discuss the measure of consumer spending as an economic indicator.
- Discuss the impact of a nation's unemployment rates.
- Explain the concept of Gross Domestic Product.
- Describe the economic impact of inflation on business.
- Explain unemployment and inflation trade-offs.
- Explain the economic impact of interest-rate fluctuations.
- Determine the impact of business cycles on business activities.
- Describe the impact of global trade on marketing activities.
MK 1.5: Describe marketing’s role and function in business.
Sample Indicators:
- Explain marketing and its importance in a global economy.
- Describe marketing functions and related activities.

MK 1.6: Apply knowledge of business ownership to establish and continue business operations
Sample Indicators:
- Explain types of business ownership.
- Select form of business ownership.

MK 1.7: Explain production’s role and function in marketing business.
Sample Indicators:
- Explain the concept of production.
- Describe production activities.

MK 1.8: Explain commerce laws and regulations that affect marketing businesses.
Sample Indicators:
- Explain the nature of trade regulations.
- Describe the impact of anti-trust legislation.

2. Implement marketing research to obtain and evaluate information for the creation of a marketing plan.

MK 2.1: Acquire a foundational knowledge of finance to understand its nature and scope.
Sample Indicators:
- Explain the role of finance in business.
- Discuss the role of ethics in finance.
- Explain legal considerations for finance.

MK 2.2: Implement accounting procedures to track money flow and to determine financial status.
Sample Indicators:
- Explain the concept of accounting.
- Prepare cash flow statements.
- Explain balance sheets.
- Describe the nature of income statements.

MK 2.3: Analyze cost/profit relationships to guide business decision-making.
Sample Indicators:
- Explain the concept of productivity.
- Explain the impact of the law of diminishing returns.
Set financial goals.
Explain the purposes and importance of obtaining business credit.
Explain the nature of overhead/operating costs.

MK 2.4: Determine needed resources for a new marketing project or business venture.
Sample Indicators:
- Describe processes used to acquire adequate financial resources for venture creation/start-up.
- Select sources to finance venture creation/start up.
- Assess the costs/benefits associated with resources.
- Determine financing needed for business operations.
- Explain the nature of capital investment.

MK 2.5: Manage financial resources to ensure solvency.
Sample Indicators:
- Determine relationships among total revenue, marginal revenue, output and profit.
- Forecast sales.
- Describe the nature of cost-benefit analysis.
- Develop and monitor the budget of the company/department.
- Interpret financial statements.
- Calculate financial ratios.
- Identify risks associated with business activities.
- Negotiate service and maintenance contracts.
- Develop expense control plans.

MK 2.6: Assess marketing strategies to improve return on marketing investment (ROMI).
Sample Indicators:
- Translate performance measures into financial outcomes.
- Assess cost-effectiveness of measurement tools.
- Conduct marketing audits.

3. Plan, monitor, manage and maintain the use of financial resources for marketing activities.

4. Plan, monitor and manage the day-to-day activities required for continued marketing business operations.

MK 4.1: Describe operation's role and function in business.
Sample Indicators:
- Explain the nature of operations.
- Discuss the role of ethics in operations.
- Describe the use of technology in operations.
- Describe current business trends.
MK 4.2: Implement quality-control processes to minimize errors and to expedite workflow.  
Sample Indicators:
- Identify quality-control measures.
- Utilize quality-control methods at work.
- Describe crucial elements of a quality culture.
- Describe the role of management in the achievement of quality.
- Establish efficient operating systems.
- Monitor internal records for business information.

MK 4.3: Implement purchasing activities to obtain business supplies, equipment and services.  
Sample Indicators:
- Explain the nature and scope of purchasing.
- Place orders/reorders.
- Maintain inventory of supplies.
- Manage the bid process in purchasing.
- Select vendors.
- Evaluate vendor's performance.

MK 4.4: Maintain business records to facilitate marketing operations.  
Sample Indicators:
- Describe the nature of business records.
- Maintain customer records.
- Maintain inventory control records.

MK 4.5: Maintain property and equipment to facilitate ongoing business activities.  
Sample Indicators:
- Identify routine activities for maintaining business facilities and equipment.
- Plan maintenance program.

MK 4.6: Implement security policies/procedures to minimize chance for loss.  
Sample Indicators:
- Explain routine security precautions.
- Follow established security procedures/policies.
- Protect company information and intangibles.

MK 4.7: Explain human resource laws and regulations to facilitate business operations.  
Sample Indicators:
- Identify human resource regulations.
- Explain workplace regulations such as OSHA, ADA, etc.
- Discuss employment relationships.
MK 4.8: Explain marketing research activities to develop or revise marketing plan.

Sample Indicators:
- Explain types of marketing research.
- Explain data-collection methods.
- Interpret marketing research data.
- Evaluate marketing research procedures and findings.
- Utilize marketing information obtained through research to develop marketing plan.

MK 4.9: Utilize marketing information to manage and perform marketing responsibilities.

Sample Indicators:
- Obtain information from databases to aid in product planning and control.
- Evaluate quality and source of information.
- Interpret statistical findings.
- Develop/revise marketing plan and strategies based on available marketing information.

5. Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.

MK 5.1: Acquire self-development skills for success in marketing careers.

Sample Indicators:
- Maintain appropriate personal appearance.
- Demonstrate systematic behavior.
- Set personal goals.
- Use feedback for personal growth.
- Assess personal strengths and weaknesses.

MK 5.2: Develop personal traits to foster career advancement in marketing.

Sample Indicators:
- Identify desirable personality traits important to business.
- Exhibit a positive attitude.
- Exhibit self-confidence.
- Demonstrate interest and enthusiasm.
- Demonstrate initiative.
- Foster positive working relationships.

MK 5.3: Participate in career planning in marketing.

Sample Indicators:
- Assess personal interests and skills needed for success in business.
- Analyze employer expectations in the business environment.
- Explain the rights of workers.
- Identify sources of career information.
• Identify tentative occupational interest.
• Explain employment opportunities in business.

**MK 5.4:** Implement job-seeking skills to obtain employment in marketing.

*Sample Indicators:*
- Utilize job-search strategies.
- Complete a job application.
- Interview for a job.
- Write a follow-up letter after job interviews.
- Write a letter of application.
- Prepare a résumé.
- Use networking techniques to identify employment opportunities.

**MK 5.5:** Utilize career-advancement activities to enhance professional development in marketing careers.

*Sample Indicators:*
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships).
- Explain the need for ongoing education as a worker.
- Explain possible advancement patterns for jobs.
- Identify skills needed to enhance career progression.
- Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows and mentors).
- Describe certifications available for marketing careers.

**MK 5.6:** Employ entrepreneurial discovery strategies in marketing.

*Sample Indicators:*
- Discuss entrepreneurial processes.
- Assess opportunities for venture creation.
- Describe idea-generation methods.
- Use components of business plan to define venture idea.

6. **Select, monitor and manage sales and distribution channels.**

**MK 6.1:** Acquire foundational knowledge of channel management to understand its role in marketing.

*Sample Indicators:*
- Explain the nature and scope of distribution.
- Explain the relationship between customer service and channel management.
- Explain the nature of channels of distribution.
- Describe the use of technology in the channel management function.
- Explain legal considerations in channel management.
• Describe ethical considerations in channel management.

**MK 6.1:** Manage channel activities to minimize costs and to determine distribution strategies.
*Sample Indicators:*
- Coordinate channel management with other marketing activities.
- Explain the nature of channel-member relationships.
- Explain the nature of channel strategies.
- Select channels of distribution.
- Evaluate channel members.

**7. Determine and adjust prices to maximize return while maintaining customer perception of value.**

**MK 7.1:** Develop a foundational knowledge of pricing to understand its role in marketing.
*Sample Indicators:*
- Explain the nature and scope of the pricing function.
- Describe the role of business ethics in pricing.
- Explain the use of technology in the pricing function.
- Explain legal considerations for pricing.
- Explain factors affecting pricing decisions.

**8. Obtain, develop, maintain and improve a product or service mix in response to market opportunities.**

**MK 8.1:** Acquire a foundational knowledge of product/service management to understand its nature and scope.
*Sample Indicators:*
- Explain the nature and scope of the product/service management function.
- Identify the impact of product life cycles on marketing decisions.
- Describe the use of technology in the product/service management function.
- Explain business ethics in product/service management.

**MK 8.2:** Generate product ideas to contribute to ongoing business success.
*Sample Indicators:*
- Identify product opportunities.
- Identify methods/techniques to generate a product idea.
- Generate product ideas.
- Determine initial feasibility of product idea.
- Adjust idea to create functional product.
- Identify champion to push ideas through to fruition.
• Create processes for ongoing opportunity recognition.

**MK 8.3:** Apply quality assurances to enhance product/service offerings.
*Sample Indicators:*
  • Describe the uses of grades and standards in marketing.
  • Explain warranties and guarantees.
  • Identify consumer protection provisions of appropriate agencies.
  • Evaluate customer experience.

**MK 8.4:** Employ product-mix strategies to meet customer expectations.
*Sample Indicators:*
  • Explain the concept of product mix.
  • Describe the nature of product bundling.
  • Identify product to fill customer need.
  • Plan product mix.
  • Determine services to provide customers.

**MK 8.5:** Position products/services to acquire desired business image.
*Sample Indicators:*
  • Describe factors used by marketers to position products/services.
  • Explain the nature of product/service branding.
  • Explain the role of customer service in positioning/image.
  • Develop strategies to position products/services.
  • Build product/service brand.

**MK 8.6:** Position company to acquire desired business image.
*Sample Indicators:*
  • Explain the nature of corporate branding.
  • Describe factor used by businesses to position corporate brands.

9. **Communicate information about products, services, images and/or ideas to achieve a desired outcome.**

**MK 9.1:** Acquire a foundational knowledge of promotion to understand its nature and scope.
*Sample Indicators:*
  • Explain the role of promotion as a marketing function.
  • Explain the types of promotion.
  • Identify the elements of the promotional mix.
  • Describe the use of business ethics in promotion.
  • Describe the use of technology in the promotion function.
  • Describe the regulation of promotion.
MK 9.2: Describe promotional channels used to communicate with targeted audiences.
Sample Indicators:
- Explain types of advertising media.
- Describe word-of-mouth channels used to communicate with targeted audiences.
- Explain the nature of direct marketing channels.
- Identify communications channels used in sales promotion.
- Explain communications channels used in public relations activities.

MK 9.3: Explain the use of an advertisement's components to communicate with targeted audiences.
Sample Indicators:
- Explain components of advertisements.
- Explain the importance of coordinating elements in advertisements.

MK 9.4: Discuss the use of public relations activities to communicate with targeted audiences.
Sample Indicators:
- Identify types of public relations activities.
- Discuss internal and external audiences for public relations activities.

MK 9.5: Explain the use of trade shows/expositions to communicate with targeted audiences.
Sample Indicators:
- Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences.
- Explain considerations used to evaluate whether to participate in trade shows/expositions.

MK 9.6: Manage promotional activities to maximize return on promotional efforts.
Sample Indicators:
- Explain the nature of a promotional plan.
- Coordinate activities in the promotional mix.

MK 9.7: Evaluate long-term and short-term results of promotional efforts.
Sample Indicators:
- Identify metrics to assess results of promotional efforts.
- Implement metrics to assess results of promotional efforts.

10. Use marketing strategies and processes to determine and meet client needs and wants.

MK 10.1: Acquire a foundational knowledge of selling to understand its nature and scope.
Sample Indicators:
- Explain the nature and scope of the selling function.
- Explain the role of customer service as a component of selling relationships.
- Explain key factors in building a clientele.
- Explain company selling policies.
- Explain business ethics in selling.
- Describe the use of technology in the selling function.
- Describe the nature of selling regulations.

**MK 10.2:** Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.

*Sample Indicators:*
- Acquire product information for use in selling.
- Analyze product information to identify product features and benefits.

**MK 10.3:** Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

*Sample Indicators:*
- Explain the selling process.
- Discuss motivational theories that impact buying behavior.

**MK 10.4:** Utilize marketing information to develop a marketing plan.

*Sample Indicators:*
- Identify market segments.
- Select target market.
- Conduct market analysis.
- Conduct SWOT analysis for use in the marketing planning process.
- Set marketing goals and objectives.
- Develop marketing plan.

**MK 10.5:** Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

*Sample Indicators:*
- Explain customer/client/business buying behavior.
- Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.).
- Identify company’s unique selling proposition.
- Identify internal and external service standards.

**MK 10.6:** Apply ethical actions in obtaining and providing information to acquire the confidence of others.

*Sample Indicators:*
- Respect the privacy of others.
- Explain ethical considerations in providing information.
- Protect confidential information.
Marketing Communications Career Pathway (MK-COM)

1. **Apply techniques and strategies to convey ideas and information through marketing communications.**

   **MK-COM 1.1:** Write effectively in marketing communications.
   
   *Sample Indicators:*
   - Prepare contact reports.
   - Write white papers.
   - Write pitch/sales letters.
   - Write new-business pitches.
   - Write content for use on the web.
   - Write management reports.
   - Describe methods used to protect intellectual property.

   **MK-COM 1.2:** Communicate with marketing communications staff to clarify objectives.
   
   *Sample Indicators:*
   - Participate in problem-solving groups.
   - Conduct creative briefing.
   - Conduct planning meetings.

   **MK-COM 1.3:** Use communication skills in marketing communications.
   
   *Sample Indicators:*
   - Apply ethics to online communications.
   - Gain commitment from client.
   - Explain the nature of contract exclusivity.
   - Obtain buy-in to strategic thinking.

   **MK-COM 1.4:** Manage stressful marketing communications situations.
   
   *Sample Indicators:*
   - Maintain composure when receiving/delivering bad news.
   - Resolve problems with work flow.
   - Manage crisis in client relationships.

   **MK-COM 1.5:** Manage internal and external business relationships in marketing communications.
   
   *Sample Indicators:*
   - Determine and respond appropriately to personality types.
   - Foster client-agency relationship.
   - Build rapport with suppliers.
   - Act as a liaison (e.g., between agency and others).
2. Plan, manage and monitor day-to-day activities of marketing communications operations.

**MK-COM 2.1:** Explain security issues with technology to protect customer information and corporate image.

*Sample Indicators:*
- Explain security considerations in the marketing communications.
- Maintain data security.
- Identify strategies for protecting a business's web site.
- Identify strategies to protect online customer transactions.

**MK-COM 2.2:** Implement organizational skills in marketing communications to improve efficiency and work flow.

*Sample Indicators:*
- Develop schedule for marketing communications assignment.
- Develop action plan to carry out marketing communications assignment.

**MK-COM 2.3:** Analyze vendor performance to choose vendors providing the best service materials for use in marketing communications.

*Sample Indicators:*
- Evaluate vendors' services.
- Negotiate terms with vendors.

**MK-COM 2.4:** Apply techniques to monitor production of marketing communications materials.

*Sample Indicators:*
- Monitor production of marketing communications materials.

**MK-COM 2.5:** Implement expense-control strategies to manage a client's budget.

*Sample Indicators:*
- Explain the need to manage a client's budget.
- Manage client's budget.

**MK-COM 2.6:** Manage financial resources in marketing communications.

*Sample Indicators:*
- Estimate project costs.
- Set/monitor promotional budget.
- Verify accuracy of bills.
- Control marketing budget.
- Determine pricing for marketing communication services.
3. Access, evaluate and disseminate information to enhance marketing decision-making processes.

**MK-COM 3.1:** Plan marketing research activities to ensure appropriateness and adequacy of data-collection efforts.
*Sample Indicators:*
- Analyze media research tools.
- Select appropriate research techniques.

**MK-COM 3.2:** Design qualitative marketing research study to ensure appropriateness of data-collection efforts.
*Sample Indicators:*
- Design qualitative research study.
- Develop a discussion guide for a qualitative marketing research study.
- Develop screener for a qualitative marketing research study.
- Determine sample for qualitative marketing research study.

**MK-COM 3.3:** Collect marketing information to ensure accuracy and adequacy of data for decision-making in marketing communications.
*Sample Indicators:*
- Gather brand information.
- Conduct pre-campaign testing.
- Track performance of promotional activities.
- Track trends (e.g., social, buying, advertising agency, etc.).
- Analyze consumer behavior (e.g., media-consumption, buying, etc.).
- Conduct idea-generation session.
- Moderate research groups.

**MK-COM 3.4:** Utilize marketing information to plan marketing communications activities.
*Sample Indicators:*
- Identify ways to segment markets for marketing communications.
- Describe the nature of target marketing in marketing communications.
- Describe current issues/trends in marketing communications.
- Evaluate market opportunities.

**MK-COM 3.5:** Utilize information-technology tools to manage and perform marketing communications responsibilities.
*Sample Indicators:*
- Explain the capabilities of tools used in web site creation.
- Discuss considerations in using mobile technology for promotional activities.
- Demonstrate use of software applications to prepare professional looking materials.
• Explain ways that technology impacts marketing communications.

4. Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.

**MK-COM 4.1:** Explain product/service management activities in marketing communications.
*Sample Indicators:*
  • Explain the concept of product in marketing communications.
  • Describe services offered by the marketing communications industry.

**MK-COM 4.2:** Generate product ideas to contribute to ongoing marketing communications success.
*Sample Indicators:*
  • Generate marketing communications ideas.
  • Screen marketing communications ideas.
  • Develop a creative concept.

**MK-COM 4.3:** Employ product-mix strategies to meet customer expectations.
*Sample Indicators:*
  • Explain the nature of product extension in services marketing.
  • Identify product extensions that can be used in marketing communications.

**MK-COM 4.4:** Position products/services to acquire desired business image.
*Sample Indicators:*
  • Explain equity positioning.
  • Evaluate effectiveness of marketing communications services.
  • Determine strategies for balancing standardization and personalization of services.

**MK-COM 4.5:** Evaluate the effectiveness of the marketing communications mix to make product-mix decisions.
*Sample Indicators:*
  • Identify techniques that can be used to evaluate product-mix effectiveness.
  • Modify product mix.

5. Communicate information about products, services, images and/or ideas to achieve a desired outcome.

**MK-COM 5.1:** Describe promotion activities to show an in-depth understanding of their nature and scope.
*Sample Indicators:*
  • Explain considerations affecting global promotion.
  • Explain the marketing communications development process.
MK-COM 5.2: Utilize word-of-mouth strategies to build brand and to promote products.
Sample Indicators:
- Explain the nature of word-of-mouth (WOM) strategies.
- Select word-of-mouth strategies appropriate for promotional objectives.
- Explain the nature of buzz marketing.
- Explain considerations in developing viral marketing campaigns.
- Develop viral marketing strategies.
- Describe considerations in developing customer evangelists.
- Create customer evangelist strategy.
- Explain the use of celebrities/influencers as a WOM strategy.
- Select celebrity/influencer to deliver promotional message.
- Describe referral programs that can be used to build brand/promote products.
- Develop referral program to build brand/promote products.
- Explain the use of product placement.
- Identify opportunities for product placement.

MK-COM 5.3: Use direct marketing strategies to attract attention and build brand.
Sample Indicators:
- Discuss types of direct-marketing strategies.
- Explain the role of media in delivering direct-marketing messages.

MK-COM 5.4: Explain the use of social media in marketing communications to obtain customer attention and/or to gain customer insight.
Sample Indicators:
- Describe the use of corporate blogging.
- Explain the use of RSS feeds.
- Discuss the use of podcasts.
- Describe the use of advergaming.
- Discuss the use of tagging.
- Explain the use of social bookmarking.

MK-COM 5.5: Describe types of digital advertising strategies that can be used to achieve promotional goals.
Sample Indicators:
- Explain the nature of online advertisements.
- Explain the nature of e-mail marketing strategies.
- Describe mobile advertising strategies.
- Discuss the use of search-engine optimization strategies.
MK-COM 5.6: Evaluate advertising copy strategies that can be used to create interest in advertising messages.
Sample Indicators:
- Identify effective advertising headlines.
- Describe copy strategies.
- Discuss the nature of effective direct-marketing copy.
- Describe the nature of effective Internet ad copy.
- Explain the nature of effective mobile ad copy.
- Identify promotional messages that appeal to targeted markets.
- Evaluate direct-marketing copy.
- Assess content in digital media.

MK-COM 5.7: Explain design principles to communicate needs to designers.
Sample Indicators:
- Describe the use of color in advertisements.
- Describe the elements of design.
- Explain the use of illustrations in advertisements.
- Discuss the nature of typography.
- Explain type styles used in advertisements.
- Describe effective advertising layouts.
- Identify types of drawing media.
- Explain the impact of color harmonies on composition.
- Describe digital color concepts.

MK-COM 5.8: Assess advertisements to ensure achievement of marketing communications goals/objectives.
Sample Indicators:
- Check advertising proofs.
- Evaluate storyboards.
- Assess collateral pieces for direct marketing.
- Critique advertisements.
- Evaluate targeted e-mails.
- Assess e-newsletters.

MK-COM 5.9: Explain how a web site presence can be used to promote business/product.
Sample Indicators:
- Explain the web site development process.
- Identify strategies for attracting targeted audience to web site.
- Describe technologies to improve web site ranking/positioning on search engines/directories.
- Explain web site linking strategies.
- Identify web site design/components.
MK-COM 5.10: Manage media planning and placement to enhance return on marketing investment.
Sample Indicators:
- Determine advertising reach of media.
- Read media schedule.
- Calculate media costs.
- Select advertising media.
- Choose appropriate media outlets.
- Negotiate terms with media owner.
- Schedule ads and commercials.
- Select placement of advertisements.
- Buy ad space/time.
- Identify techniques to increase ad response time.

MK-COM 5.11: Develop an advertising campaign to achieve marketing communications objectives.
Sample Indicators:
- Determine advertising campaign objectives.
- Select advertising strategies for campaign.
- Coordinate advertising research.
- Set media buying objectives.
- Plan strategy to guide media-buying process.
- Prepare advertising budget.
- Develop a media plan (includes budget, media allocation and timing of ads).

MK-COM 5.12: Execute an advertising campaign to achieve marketing communications objectives.
Sample Indicators:
- Implement advertising strategies for campaign.
- Follow up with media on make-good advertisements.

MK-COM 5.13: Evaluate effectiveness of advertising strategies to determine return on marketing investment.
Sample Indicators:
- Evaluate effectiveness of advertising.
- Evaluate media's contribution to campaign's effectiveness.
- Evaluate digital marketing efforts.
- Analyze costs/benefits of direct marketing.
- Assess direct-marketing strategy.

MK-COM 5.14: Utilize publicity to inform stakeholders of business activities.
Sample Indicators:
- Write a press release.
- Create a public-service announcement.
Create a press kit.
Coordinate press releases.
Cultivate media relationships.
Obtain publicity.

**MK-COM 5.15:** Utilize publicity/public-relations activities to create goodwill with stakeholders.
**Sample Indicators:**
- Analyze costs/benefits of company participation in community activities.
- Explain current issues/trends in public relations.
- Describe the use of crisis management in public relations.
- Create a public relations campaign.
- Develop a public relations plan.

**MK-COM 5.16:** Employ sales promotions activities to inform or remind customers of business/product
**Sample Indicators:**
Create promotional signage.
- Collaborate in the design of slogans/taglines.
- Set and develop strategy for brand identifiers (e.g., marks, characters, etc.).
- Collaborate in the design of collateral materials to promote frequency/loyalty program.
- Explain considerations in designing a frequency/loyalty marketing program.
- Develop frequency/loyalty strategy.
- Analyze use of specialty promotions.
- Participate in the design of collateral materials to promote special event.
- Develop strategy for creating a special event.
- Set up cross-promotions.
- Participate in trade shows/expositions.
- Develop a sales promotion plan.

**MK-COM 5.17:** Develop marketing/creative briefs to appraise staff and client of promotional strategy.
**Sample Indicators:**
- Discuss the use of marketing/creative briefs.
- Prepare marketing/creative briefs.

**MK-COM 5.18:** Manage promotional activities to maximize return on promotional investments.
**Sample Indicators:**
- Establish promotional mix.
- Use past advertisements to aid in promotional planning.
- Evaluate creative work.
- Measure results of promotional mix.
- Determine appropriateness of promotional strategy across product lines.
- Prepare promotional budget.
- Manage promotional allowances.
- Develop promotional plan for a business.

**MK-COM 5.19:** Work with advertising agency to create marketing communications.
*Sample Indicators:*
- Explain the use of advertising agencies.
- Select advertising agency.
- Evaluate advertising agency work.

**MK-COM 5.20:** Utilize processes and techniques to determine and satisfy customer needs.
*Sample Indicators:*
- Acquire knowledge of client's products/brands.
- Pitch marketing communications idea to client.
- Present an advertising campaign to clients.
- Provide service after the sale.

**MK-COM 5.21:** Explain the relationship between marketing and marketing communications.
*Sample Indicators:*
- Differentiate between service marketing and product marketing.
- Discuss the relationship between advertising and marketing.

**Marketing Management Career Pathway (MK-MGT)**

1. **Plan, organize and lead marketing staff to achieve business goals.**

**MK-MGT 1.1:** Implement organizational skills to facilitate work efforts.
*Sample Indicators:*
- Determine internal/external resource requirements and responsibilities for projects.

**MK-MGT 1.2:** Utilize techniques to staff an organization or a department within an organization.
*Sample Indicators:*
- Evaluate adequacy of staffing levels.
- Staff key marketing positions.

**MK-MGT 1.3:** Manage staff growth and development to increase productivity and employee satisfaction.
*Sample Indicators:*
- Ensure staff understanding of responsibilities, duties, functions and authority levels.
- Supervise marketing positions.
- Determine adequacy of training courses.
- Assess marketing personnel’s ability to react to market developments.
MK-MGT 1.4: Guide sales staff to improve their success rate and to minimize staff turnover.

Sample Indicators:
- Explain the nature of the sales staff's induction program.
- Conduct knowledge gap analysis of sales staff.
- Analyze sales staff activity and results.
- Assess sales staff’s compensation package.

2. Plan, manage and monitor day-to-day marketing management operations.

MK-MGT 2.1: Analyze security issues to protect employees and to minimize loss.

Sample Indicators:
- Maintain data security.
- Explain security considerations in marketing management.
- Develop strategies to protect digital data.

MK-MGT 2.2: Implement organizational skills to improve efficiency and work flow.

Sample Indicators:
- Coordinate activities with those of other departments.
- Manage cross-functional projects.
- Assign work to external partners.
- Develop an operational plan of marketing activities/initiatives.
- Use software to automate services.

MK-MGT 2.3: Utilize business systems to expedite workflow and enhance a business's image.

Sample Indicators:
- Define uniform marketing processes to streamline communications.
- Manage system for housing marketing assets (e.g., marketing collateral, promotional items, graphics, letterhead, logos).
- Standardize/automate marketing work flows.

MK-MGT 2.4: Implement expense-control strategies to enhance a business’s financial well-being.

Sample Indicators:
- Track invoices.
- Track marketing budgets.
- Adjust marketing budget in response to new market opportunities.
- Calculate return on marketing investment (ROMI).
- Measure cost-effectiveness of marketing expenditures.
- Determine product-line profitability.
3. Plan, manage and organize to meet the requirements of the marketing plan.

**MK-MGT 3.1:** Utilize planning tools to guide organization's/marketing department's activities.

*Sample Indicators:*
- Align marketing activities with business objectives.
- Provide input into strategic planning.
- Conduct gap analysis to determine organization's capability.
- Develop departmental structure.
- Determine strategic marketing planning structure.
- Develop company goals/objectives.
- Define business mission.
- Conduct an organizational SWOT.
- Develop business plan.
- Identify and benchmark key performance indicators.

**MK-MGT 3.2:** Control an organization's/marketing department's activities to encourage growth and development.

*Sample Indicators:*
- Show the effect of marketing strategy on marketing goals/objectives.
- Monitor achievement of marketing objectives.
- Set marketing policies.
- Establish a marketing cost-control system.
- Select metrics for measuring success.
- Design a marketing performance measurement system.
- Modify marketing strategies based on performance results.

**MK-MGT 3.3:** Utilize channel-management strategies to minimize costs.

*Sample Indicators:*
- Establish distribution points.
- Develop and monitor performance standards for suppliers.
- Develop and assess channels for products/services.
- Develop collaborative relationships with channel members.
- Develop channel-management strategies.
- Conduct total cost analysis of channel.

4. Access, evaluate and disseminate information to aid in making marketing management decisions.

**MK-MGT 4.1:** Assess marketing information needs to develop a marketing information management system.

*Sample Indicators:*
• Assess marketing information needs.
• Identify issues and trends in marketing information management.
• Develop marketing information management system.

MK-MGT 4.2: Analyze marketing information to make informed marketing decisions.
Sample Indicators:
• Identify industry/economic trends that will impact business activities.
• Analyze market needs and opportunities.
• Anticipate market changes.
• Determine current market position.
• Estimate market share.
• Prepare trend analyses.

MK-MGT 4.3: Utilize marketing information to determine consumer behavior.
Sample Indicators:
• Predict demand patterns.
• Conduct demand analysis.
• Forecast changes in customer expectations.
• Evaluate product usage.
• Analyze purchasing behavior.
• Estimate repeat purchase rate.
• Estimate purchase cycle.
• Determine attitudes towards products and brands.
• Conduct customer-satisfaction studies.
• Analyze service sensitivity.

MK-MGT 4.4: Apply marketing information to facilitate product/service management decisions.
Sample Indicators:
• Conduct product analysis.
• Conduct product/brand situation analysis.
• Conduct service-quality studies.
• Predict brand share.
• Conduct brand audit.

MK-MGT 4.5: Utilize marketing information to assess promotional activities.
Sample Indicators:
• Measure media audience.
• Evaluate promotional activity.

MK-MGT 4.6: Assess quality of marketing research activities to determine needed improvements.
Sample Indicators:
• Evaluate quality of marketing research studies (e.g., sampling, validity/reliability, bias, etc.).
• Assess quality of contracted research firms.

5. Determine and adjust prices to maximize return and meet customers' perceptions of value.

MK-MGT 5.1: Employ pricing strategies to determine optimal prices.
Sample Indicators:
• Determine cost of product (breakeven, ROI, markup).
• Calculate break-even point.
• Establish pricing objectives.
• Select pricing policies.
• Determine discounts and allowances that can be used to adjust base prices.
• Determine terms of trading.
• Set prices.
• Adjust prices to maximize profitability.
• Determine price sensitivity.

MK-MGT 5.2: Assess pricing strategies to identify needed changes and to improve profitability.
Sample Indicators:
• Ensure price fairness.
• Evaluate pricing decisions.
• Assess changes in price structure.
• Analyze variances to planned pricing.

6. Obtain, develop, maintain and improve a product or service mix in response to market opportunities.

MK-MGT 6.1: Employ product-development processes to maintain up-to-date product pipeline.
Sample Indicators:
• Explain new product-development processes
• Determine product-development objectives
• Evaluate and process innovations

MK-MGT 6.2: Employ product-mix strategies to meet customer expectations.
Sample Indicators:
• Analyze product needs and opportunities
• Adapt product range to needs of targeted market segments
• Develop product search methods
• Determine product priorities
• Monitor market innovations
MK-MGT 6.3: Plan product/service management activities to facilitate product development.
Sample Indicators:
- Create a product/brand plan
- Plan/Manage product/brand lifecycle
- Develop new-product launch plan
- Coordinate product launches

MK-MGT 6.4: Assess product/service management activities to increase profitability.
Sample Indicators:
- Evaluate alternative marketing techniques and procedures for achieving product development objectives
- Evaluate product mix
- Assess product-development activities
- Evaluate product/service launches
- Conduct product/brand audit

MK-MGT 6.5: Assess product packaging to improve its function and to improve its brand recognition.
Sample Indicators:
- Assess product-packaging requirements
- Evaluate graphic design on packages
- Evaluate adequacy of product packaging
- Conduct reviews of product packaging

MK-MGT 6.6: Position products/services to acquire desired business image.
Sample Indicators:
- Develop positioning concept for a new product idea
- Communicate core values of product/service
- Identify product’s/service’s competitive advantage
- Leverage product’s/service’s competitive advantage

7. Communicate information about products, services, images and/or ideas.

MK-MGT 7.1: Participate in company's community outreach involvement to foster a positive company image.
Sample Indicators:
- Explain the importance of company involvement in community activities.
- Propose community issues for company involvement.
- Participate in community outreach activities.

MK-MGT 7.2: Plan promotional activities to maximize return on promotional efforts.
Sample Indicators:
Develop communications objectives.
Develop promotional mix activities.
Develop advertising plans to achieve communications objectives.
Develop sales promotion plan to achieve communications objectives.
Develop public relations/publicity plan to achieve communications objectives.

MK-MGT 7.3: Utilize outside agency/consultant to aid in promotional planning and development.
Sample Indicators:
- Create written briefs for outside agencies/consultants
- Assess outside agency/consultant relationships

MK-MGT 7.4: Utilize metrics to measure effectiveness of marketing communications.
Sample Indicators:
- Identify ways to track marketing communications activities.
- Select metrics to measure effectiveness of marketing communications.
- Apply metrics to measure effectiveness of marketing communications.
- Evaluate allocation of promotional effort.

MK-MGT 7.5: Explain design principles used in advertising layouts to communicate needs to designers.
Sample Indicators:
- Describe the use of color in advertisements.
- Describe the elements of design.
- Explain the use of illustrations in advertisements.
- Discuss the nature of typography.
- Explain type styles used in advertisements.
- Describe effective advertising layouts.
- Identify types of drawing media.
- Explain the impact of color harmonies on composition.
- Describe digital color concepts.

Marketing Research Career Pathway (MK-RES)

1. Plan, organize and manage day-to-day marketing research activities.

MK-RES 1.1: Implement security precautions to protect marketing research.
Sample Indicators:
- Explain security considerations in the marketing research.
- Maintain data security.
- Develop strategies to protect digital data.
MK-RES 1.2: Implement procedures to assure confidentiality and security of respondents.

Sample Indicators:
- Interpret laws and regulations that impact research as it pertains to respondent and data.
- Decide appropriate actions to assure clients and respondents are treated with respect beyond the minimum expectations of the law.

MK-RES 1.3: Understand the legal environmental and language factors of countries and cultural units involved in research activities.

Sample Indicators:
- Determine legal and environmental requirements of local, regional, state, federal and other countries involved.
- Identify cultural expectations of the potential respondents.
- Utilize language and procedures that will address cross cultural activities.

MK-RES 1.4: Utilize planning tools to guide the organization's/marketing research department activities.

Sample Indicators:
- Provide input into strategic planning.

2. Design and conduct research activities to facilitate marketing business decisions.

MK-RES 2.1: Design quantitative marketing research activities to ensure accuracy, appropriateness and adequacy of data collection efforts.

Sample Indicators:
- Explain the nature of actionable research.
- Compare business objectives with the expected use of the marketing research outcomes.
- Select appropriate research techniques.
- Identify the marketing research problem/issue.
- Determine research approaches (e.g., observation, survey, experiment) appropriate to the research problem.
- Select data collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).
- Evaluate the relationship between the research purpose and the marketing research objectives.
- Estimate the value of research information.
- Develop sampling plans (i.e., who, number, selection process).
- Prepare research briefs and proposals.
- Control sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).
- Develop rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.).
- Prepare diaries (e.g., product, media-use, contact).
• Create simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout).

MK-RES 2.2: Design qualitative marketing research study to ensure appropriateness of data-collection efforts.
Sample Indicators:
• Design qualitative research study.
• Develop discussion guide for a qualitative marketing research study.
• Develop screener for a qualitative marketing research study.
• Determine sample for qualitative marketing research study.

MK-RES 2.3: Implement primary marketing research strategy to test hypothesis and/or to resolve issues.
Sample Indicators:
• Administer questionnaires.
• Conduct telephone interviews.
• Employ techniques to assess ongoing behavior (e.g., business records, manual record sheets, electronic recording devices for telephone, personal and computer interviewing, smart cards, audio-visual equipment).
• Conduct in-depth interviews.
• Conduct focus groups.
• Conduct continuous panel research.
• Conduct test markets.
• Conduct experiments (e.g., lab and field experiments).

MK-RES 2.4: Report findings to communicate research information to others.
Sample Indicators:
• Set confidence levels.
• Test for significant differences.
• Test for relationships.
• Test for associations.
• Use statistical inferences to make estimates or to test hypotheses.
• Identify types of modeling techniques.
• Apply mathematical modeling techniques.
• Use statistical software systems (e.g., SPSS, Excel, Access, etc.).

MK-RES 2.5: Interpret research data into information for decision-making.
Sample Indicators:
• Interpret descriptive statistics for marketing decision-making.
• Interpret correlations.
MK-RES 2.6: Assess quality of marketing research activities to determine needed improvements.

Sample Indicators:
- Evaluate quality of marketing research studies (e.g., timeliness, speed, sampling, validity/reliability, bias, etc.).
- Assess satisfaction with contracted research firms.
- Measure the impact of marketing research.
- Suggest improvements to marketing research activities.

MK-RES 2.7: Compare marketing research proposals to select agency providing the most value.

Sample Indicators:
- Evaluate proposed research methodology.

MK-RES 2.8: Utilize statistical and mathematical tools and software systems to aid in data interpretation.

Sample Indicators:
- Determine appropriate tool to use for data collection.
- Use statistical software systems (e.g., SPSS, Excel, Access, etc.).
- Test for significant differences, relationships and associations.
- Use statistical inferences to make estimates or to test hypotheses.
- Identify types of modeling techniques.
- Apply mathematical modeling techniques.

3. Use information systems and tools to make marketing research decisions.

MK-RES 3.1: Assess marketing information needs to develop a marketing information management system.

Sample Indicators:
- Assess marketing information needs.
- Identify issues and trends in marketing research.
- Develop marketing information management system.

MK-RES 3.2: Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making.

Sample Indicators:
- Obtain information from customer databases.
- Obtain marketing information from online sources (e.g., search engines, online databases, blogs, listservs, etc.).
- Data mine web log for marketing information.
- Track environmental changes that impact marketing (e.g., technological changes, consumer trends, economic changes, regulatory changes, etc.).
- Monitor sales data (by volume, product, territory, channel, time period, etc.).
• Identify transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishment systems, electronic data interchange [EDI] and reader-sorters).
• Measure market size and composition.

MK-RES 3.3: Process data to translate marketing information into useful insights/knowledge.
Sample Indicators:
• Edit research data.
• Group and score research data.
• Conduct error detection/edit routines.
• Tabulate data.
• Create data matrix.
• Select and use appropriate data support systems.
• Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches).
• Interpret research data into information for decision-making.

MK-RES 3.4: Manage marketing information to facilitate pricing strategies that maximize return and meet customers' perceptions of value.
Sample Indicators:
• Determine price sensitivity.

MK-RES 3.5: Manage marketing information to predict/analyze consumer behavior.
Sample Indicators:
• Predict demand patterns.
• Conduct demand analysis.
• Evaluate product usage.
• Analyze purchasing behavior.

MK-RES 3.6: Manage marketing information to facilitate product/service management decisions.
Sample Indicators:
• Conduct product analysis.
• Conduct customer satisfaction studies.
• Conduct service quality studies.
• Identify new product opportunities.
• Test product concepts.
• Design and conduct product tests.
• Determine attitudes towards products and brands.
• Provide information to launch new products.
• Estimate repeat purchase rate.
• Estimate purchase cycle.
• Predict brand share.
• Estimate market share.
• Prepare trend analyses.
• Monitor inventory data.
• Track cost data.
• Collect product quality data.
• Conduct segmentation studies to understand how to segment products.
• Track brand health.

MK-RES 3.7: Manage marketing information to facilitate promotional activities.

Sample Indicators:
• Pre-test promotional campaign (e.g., advertising, direct marketing, etc.).
• Conduct advertising tracking studies.
• Measure media audience.
• Measure response rates.

Marketing Merchandising Career Pathway (MK-MER)

1. Plan, organize and lead merchandising staff to enhance selling and merchandising skills.

MK-MER 1.1: Manage growth and development of retail staff to increase productivity and employee satisfaction.

Sample Indicators:
• Conduct product "show and tell."
• Conduct contests to motivate employees.
• Foster right environment for employees.
• Hold special events for employees.
• Involve staff in company activities.

MK-MER 1.2: Guide sales staff to improve their success rate and to minimize staff turnover.

Sample Indicators:
• Provide information about incoming merchandise to sales staff.
• Monitor on-floor selling activities.

MK-MER 1.3: Monitor sales activities to meet sales goals/objectives.

Sample Indicators:
• Establish sales goals/objectives.
• Analyze sales performance.
2. **Plan, manage and monitor day-to-day merchandising activities.**

**MK-MER 2.1:** Implement security issues to minimize loss.

*Sample Indicators:*
- Explain policies/procedures for handling shoplifters.
- Devise/enact merchandise security measures to minimize inventory shrinkage.

**MK-MER 2.2:** Implement organizational skills to improve efficiency and work flow.

*Sample Indicators:*
- Follow up orders.
- Coordinate activities with those of other departments/stores.

**MK-MER 2.3:** Prepare registers/terminals for sales operations.

*Sample Indicators:*
- Prepare cash drawers/banks.
- Open/close register/terminal.

3. **Move, store, locate and/or transfer ownership of retail goods and services.**

**MK-MER 3.1:** Acquire foundational knowledge of distribution to understand its role in retailing.

*Sample Indicators:*
- Explain distribution issues and trends.
- Discuss the use of electronic data interchange (EDI).

**MK-MER 3.2:** Utilize order-fulfillment processes to move product through the supply chain.

*Sample Indicators:*
- Explain the relationship between customer service and distribution.
- Use an information system for order fulfillment.
- Fulfill orders.
- Analyze capabilities of electronic business systems to facilitate order fulfillment.
- Assess order fulfillment processes.

**MK-MER 3.3:** Implement receiving processes to ensure accuracy and quality of incoming shipments.

*Sample Indicators:*
- Explain the receiving process.
- Explain stock-handling techniques used in receiving deliveries.
- Process incoming merchandise.
- Resolve problems with incoming shipments.
- Establish receiving schedules.
MK-MER 3.4: Utilize stock-handling procedures to process incoming merchandise.
Sample Indicators:
- Attach source and anti-theft tags.
- Price mark merchandise.
- Make and record price changes.
- Identify hangtag needs.
- Assign codes to each product item.
- Route stock to sales floor.
- Rotate stock.
- Process returned/damaged product.
- Transfer stock to/from branches.
- Enter product descriptions into a Point of Sale (POS) system.
- Manage markdown process.

MK-MER 3.5: Utilize warehousing procedures to store merchandise until needed.
Sample Indicators:
- Explain storing considerations.
- Explain the nature of warehousing.
- Store merchandise.
- Select appropriate storage equipment.
- Plan storage space.

MK-MER 3.6: Employ transportation processes to move products through the supply chain.
Sample Indicators:
- Explain shipping processes.
- Identify factors considered when selecting best shipping method.

MK-MER 3.7: Utilize inventory-control methods to minimize costs and to meet customer demand.
Sample Indicators:
- Maintain inventory levels.
- Report out-of-stocks.
- Complete inventory counts.
- Monitor merchandise classification system.
- Allocate merchandise to stores/regions.
- Track stock by location for department/class/vendor level.
- Describe inventory control systems.
- Explain types of unit inventory-control systems.
- Determine inventory shrinkage.
- Maintain inventory-control systems.
- Implement category management process.
- Plan merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.).
• Develop inventory-control systems.

**MK-MER 3.8**: Manage distribution activities to minimize costs and to determine distribution strategies.

*Sample Indicators:*
  - Ensure timely delivery of advertised merchandise.
  - Allocate shelf space.
  - Develop collaborative relationships with channel members.
  - Interpret channel strategies.
  - Establish system for processing dead/excess merchandise.

**MK-MER 3.9**: Assess distribution strategies to improve their effectiveness and to minimize their costs.

*Sample Indicators:*
  - Evaluate buyer-seller relationships.
  - Identify new vendors.
  - Evaluate channel members.
  - Assess sales and stock performance.
  - Conduct inventory valuation (LIFO, FIFO).
  - Evaluate inventory status/performance (stock turnover, gross margin, return on inventory, open to buy, etc.).

4. Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.

**MK-MER 4.1**: Utilize marketing information to drive merchandising activities.

*Sample Indicators:*
  - Analyze information from suppliers.
  - Scan marketplace to identify factors that could influence merchandising decisions.
  - Analyze competitors' offerings.
  - Reconcile marketing plans with assortment and financial plans.
  - Assess trading area.
  - Determine price sensitivity.

**MK-MER 4.2**: Utilize marketing information to determine and meet customer needs.

*Sample Indicators:*
  - Profile target customer.
  - Determine market needs.
  - Determine customer demand for merchandise.
5. Determine and adjust prices to maximize return and meet customers’ perceptions of value.

**MK-MER 5.1:** Employ pricing strategies to determine prices.
*Sample Indicators:*
- Select approach for setting a base price (cost, demand, competition).
- Determine cost of product (break-even, ROI, markup).
- Calculate break-even point.
- Describe pricing strategies.
- Select pricing strategies.
- Set prices.
- Adjust prices to maximize profitability.
- Develop seasonal pricing strategies.

**MK-MER 5.2:** Assess pricing strategies to identify needed changes and to improve profitability.
*Sample Indicators:*
- Ensure price fairness.
- Assess changes in price structure.
- Analyze variances to planned pricing.
- Evaluate pricing decisions.

6. Obtain, develop, maintain and improve a product or service mix to respond to market opportunities.

**MK-MER 6.1:** Utilize assortment-mix strategies to create maximum mix of products at minimum cost.
*Sample Indicators:*
- Obtain samples.
- Determine quality of merchandise to offer.
- Determine width and depth of assortment strategies.
- Select mix of brands.
- Plan merchandise assortment (e.g., styling, sizes, quantities, colors).
- Identify new private brand opportunities.
- Develop seasonal assortment strategies.
- Develop style out strategy.

**MK-MER 6.2:** Develop merchandise plans (budgets) to guide selection of retail products.
*Sample Indicators:*
- Explain the nature of merchandise plans (budgets).
- Calculate open-to-buy.
- Create/maintain daily sales plan.
- Identify emerging trends.
• Plan stock.
• Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages).
• Plan purchases.
• Compare and contrast buying from domestic sources with that of foreign sources.
• Determine final cost of purchases from domestic and international sources.
• Plan gross margin.
• Prepare merchandising plans (budgets).

MK-MER 6.3: Perform buying activities to obtain products for resale.

Sample Indicators:
• Write purchase orders.
• Analyze the use of central buying.
• Determine stock turnover.
• Determine what to buy/reorder.
• Determine quantities to buy/reorder.
• Determine when to buy/reorder.
• Establish reorder points.
• Obtain product exclusives.

MK-MER 6.4: Analyze vendor performance to choose vendors and merchandise.

Sample Indicators:
• Evaluate vendors’ merchandise.
• Choose vendors.
• Negotiate terms with vendors.

7. Communicate information about products, services, images and/or ideas to achieve a desired outcome.

MK-MER 7.1: Advertise to communicate promotional messages to targeted audiences.

Sample Indicators:
• Proof ads.
• Analyze ad performance.

MK-MER 7.2: Utilize special events to increase sales.

Sample Indicators:
• Plan special events.
• Prepare store/department for special event.

MK-MER 7.3: Employ visual merchandising techniques to increase interest in product offerings.

Sample Indicators:
• Explain the use of visual merchandising in retailing.
• Distinguish between visual merchandising and display.
• Place merchandise for impact.
• Determine on-floor assortments.
• Use cross-merchandising techniques.
• Read/implement planograms.
• Create planograms.

MK-MER 7.4: Implement display techniques to attract customers and increase sales potential.

Sample Indicators:
• Explain types of display arrangements.
• Maintain displays.
• Dismantle/store displays, display fixtures and forms.
• Create promotional signs.
• Select and use display fixtures/forms.
• Use lighting to highlight products.
• Set up point-of-sale displays and handouts.
• Create displays.

MK-MER 7.5: Manage promotional activities to maximize return on promotional efforts.

Sample Indicators:
• Develop promotional calendar.
• Plan/schedule displays/themes with management.
• Execute seasonal vendor co-op participation plans.
• Develop visual presentation guidelines.
• Plan promotional strategy (promotional objectives, budget, promotional mix, etc.).
• Measure success of promotional efforts.

8. Create and manage merchandising activities that provide for client needs and wants.

MK-MER 8.1: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Sample Indicators:
• Explain the use of brand names in selling.

MK-MER 8.2: Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Sample Indicators:
• Establish relationship with customer/client.
• Determine customer/client needs.
• Recommend specific product.
• Demonstrate good/service.
• Convert customer/client objections into selling points.
• Close the sale.
• Demonstrate suggestion selling.
• Plan follow-up strategies for use in selling.

MK-MER 8.3: Implement support activities to facilitate the selling process.
Sample Indicators:
• Arrange delivery of purchases.
• Pack and wrap purchases.
• Process special orders.
• Sell gift certificates.
• Process telephone orders.
• Process returns/exchanges.
• Process sales documentation.

MK-MER 8.4: Collect payment from customer to complete customer transaction.
Sample Indicators:
• Calculate miscellaneous charges.
• Process sales transactions.
• Accept checks from customers.
• Operate register/terminal.

Professional Sales Career Pathway (MK-SAL)

1. Access, evaluate and disseminate sales information

MK-SAL 1.1: Process marketing information to test hypotheses and/or to resolve issues.
Sample Indicators:
• Analyze market information.

MK-SAL 1.2: Employ marketing information to plan marketing activities.
Sample Indicators:
• Describe the use of target marketing in professional selling.
• Utilize technologies or methods for maintaining customer information.

2. Apply sales techniques to meet client needs and wants.

MK-SAL 2.1: Describe the nature and scope of sales activities.
Sample Indicators:
- Explain the impact of sales cycles.

**MK-SAL 2.2:** Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

*Sample Indicators:*

- Differentiate between consumer and organizational buying behavior.
- Identify emerging trends.
- Explain the importance of knowing the features of the product or service selling.
- Identify resources available to learn about product features.
- Explain customer benefits in terms of product features.
- Describe merchandise and explain use, operation, and care of merchandise to customers.

**MK-SAL 2.3:** Perform pre-sales activities to facilitate sales presentation.

*Sample Indicators:*

- Explain the use of marketing research information in professional selling.
- Prospect for customers.
- Qualify customers/clients.
- Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors and competitors’ offerings).
- Determine sales strategies.
- Book appointments with prospective clients.
- Prepare sales presentation.
- Create a presentation software package to support sales presentation.

**MK-SAL 2.4:** Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

*Sample Indicators:*

- Establish relationship with client/customer.
- Address needs of individual personalities.
- Determine customer/client needs.
- Qualify customer’s buying motives for use in selling.
- Facilitate customer buying decisions.
- Assess customer/client needs.
- Recommend specific product.
- Demonstrate product.
- Prescribe solution to customer/client needs.
- Convert customer/client objections into selling points.
- Close the sale.
- Demonstrate suggestion selling.
- Negotiate sales terms.
- Maintain sales standards.
• Sell good/service/idea to individuals.
• Sell good/service/idea to groups.

**MK-SAL 2.5:** Process the sale to complete the exchange.
*Sample Indicators:*
  • Calculate miscellaneous charges.
  • Process special orders.
  • Process telephone orders.
  • Process sales documentation.

**MK-SAL 2.6:** Conduct post-sales follow-up activities to foster ongoing relationships with customers.
*Sample Indicators:*
  • Plan follow-up strategies for use in selling.
  • Prepare sales reports.
  • Provide post-sales service.
  • Gather customer/client feedback to improve service.
  • Conduct self-assessment of sales performance.

**MK-SAL 2.7:** Plan sales activities to increase sales efficiency and effectiveness.
*Sample Indicators:*
  • Plan strategies for meeting sales quotas.
  • Develop strategies to win back former customers.
  • Develop a sales-call pattern.
  • Establish sales terms.
  • Explain the nature of key account management.
  • Identify key accounts.
  • Design/implement a key account plan.
  • Prepare and implement sales plans.
  • Maintain records related to sales.

3. **Apply sales techniques to meet client needs and wants.**

**MK-SAL 3.1:** Guide sales staff to improve their success rate and to minimize staff turnover.
*Sample Indicators:*
  • Explain the nature of sales management.
  • Adapt leadership style for salesperson.
  • Identify sales-training needs.
  • Conduct sales training.
  • Determine strategies to motivate sales staff.
  • Conduct field accompaniments.
- Conduct sales meetings.

**MK-SAL 3.2:** Control sales activities to meet sales goals/objectives.
*Sample Indicators:*
- Set sales quotas.
- Analyze sales reports.
- Monitor sales performance.
- Manage salesperson's underperformance.
- Design incentive programs.
- Control sales plans.

**MK-SAL 3.3:** Staff sales force to meet customer and organizational objectives.
*Sample Indicators:*
- Determine structure of sales department/unit.
- Determine sales force size.
- Recruit/hire salespeople.
- Establish sales territories.

**MK-SAL 3.4:** Practice customer service and sales techniques to build customer relationships.
*Sample Indicators:*
- Maintain ethical and professional conduct in business relationships with customers, suppliers, colleagues and the public.
- Implement company policies pertaining to customers.
- Provide ongoing support to customer.
- Demonstrate customer service that meets customer needs and satisfaction.
- Respond to specific customer behaviors.