

**Florida Department of Education
CLUSTER CURRICULUM FRAMEWORK**

Cluster Title: **Marketing and Sales Cluster**
 Cluster Type: Job Preparatory
 Occupational Area: Marketing Education
 Components: Core, Seven Programs, and Eight Occupational Completion Points

	<u>Secondary</u>	<u>PSAV</u>
CIP Number:	02080700CL	02080700CL
Grade Level:	9-12, 30, 31	30, 31
Facility Code:	222	222
CTSO:	DECA	Delta Epsilon Chi
Coop Method:	Yes	Yes
Apprenticeship:	No	No

- I. **PURPOSE:** The purpose of the programs in this cluster is to prepare students for employment or advanced training in the marketing and sales industry. This cluster of programs focuses on broad, transferable skills and stresses understanding and demonstration of the following elements of the marketing industry: planning, management, finance, technical and production skills, underlying principles of technology, labor issues, community issues, and health, safety, and environmental issues.

- II. **CLUSTER STRUCTURE:** This cluster is a planned sequence of instruction consisting of a core, seven programs, and eight occupational completion points. When the recommended sequence is followed, the structure will allow students to complete specified portions of the program for employment or remain for advanced training. A student who completes the applicable competencies at any occupational completion point may either continue with the training program or become an occupational point completer.

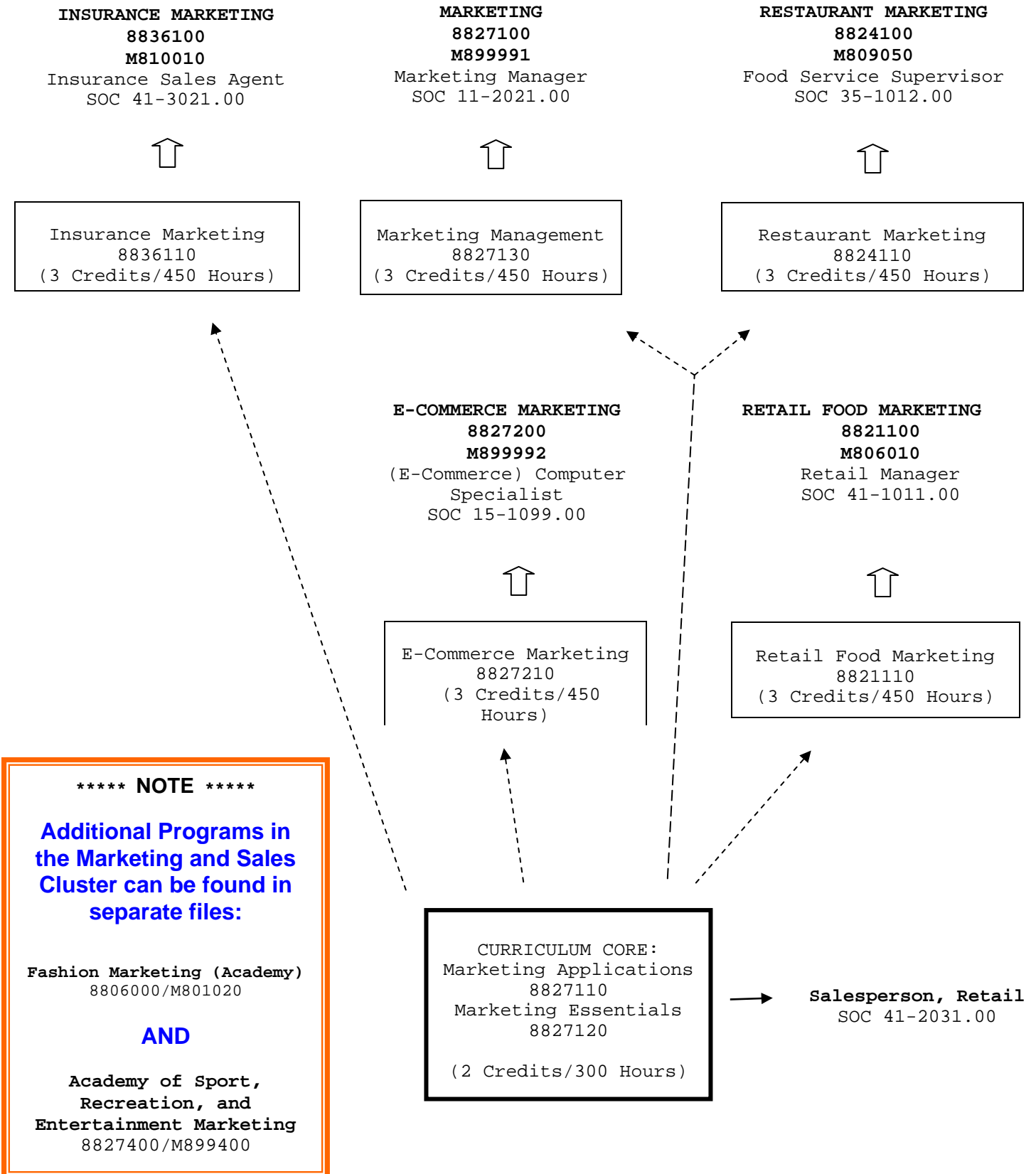
It is recommended that students complete the core, or demonstrate the mastery of skills standards contained in the core, before advancing in any of the programs:

- Academy of Fashion Marketing*
- Academy of Sport, Recreation, and Entertainment Marketing*
- Insurance Marketing
- E-Commerce Marketing (formerly Internet Marketing)
- Marketing (Management)
- Restaurant Marketing
- Retail Food Marketing

* Student Performance Standards located in separate document.

The following diagram illustrates:

MARKETING AND SALES CLUSTER



When offered at the secondary level, the programs in this cluster consist of the two core courses and a course specializing in the particular area of study:

CORE: 8827110 - Marketing Essentials
8827120 - Marketing Applications

SPECIALIZATIONS:

Insurance Marketing - 8836100/M810010
CORE Plus 8836110 - Insurance Marketing Operations

E-Commerce Marketing (formerly Internet Marketing) - 8827200/M899992
CORE Plus 8827210 - E-commerce Marketing (formerly Internet Marketing)
*this program can be taught by Business Technology Education teachers with the certification: BUS ED 1 @2 @4

Marketing - 8827100/M899991
CORE Plus 8827130 - Marketing Management

Restaurant Marketing - 8824100/M809050
CORE Plus 8824110 - Restaurant Marketing Operations

Retail Food Marketing - 8821100/M806010
CORE Plus 8821110 – Retail Food Marketing

Academy of Fashion Marketing* - 8806000/M801020
8806010 - Fashion Essentials
8806020 - Fashion Applications
8806030 - Fashion Marketing Management

Academy of Sport, Recreation, and Entertainment Marketing** - 8827400/M899400
8827410 - Sport, Recreation, and Entertainment Essentials
8827420 - Sport, Recreation, and Entertainment Applications
8827430 - Sport, Recreation, and Entertainment Marketing Management

* The fashion emphasis in this program necessitates different course numbers for the core. The competencies are similar to the core for the other programs.

** The sport, recreation, and entertainment emphasis in this program necessitates different course numbers for the core. The competencies are similar to the core for the other programs.

- III. **LABORATORY ACTIVITIES:** Laboratory activities are an integral part of this cluster. Equipment and supplies should be provided to enhance hands-on experiences for students in the chosen occupation.
- IV. **SPECIAL NOTES:** DECA, “An Association of Marketing Students” (secondary), and Delta Epsilon Chi, “An Association of Marketing Students” (postsecondary), are the appropriate career student organizations for providing leadership training and for reinforcing specific career skills.

Career Student Organizations, when provided, shall be an integral part of the career and technical instructional program, and the activities of such organizations are defined as part of the curriculum in accordance with Rule 6A-6.065 (8), FAC.

Cooperative training (OJT), 8800410/M899990/02089999CP, or Guided Workplace-Learning, 8300430/D886300/10988630CP, are highly recommended for use with this program as a work-based learning experience. When OJT is offered, each student is required to have a training agreement and a training plan, signed by the student, parent/guardian, teacher/coordinator, and employer. The training plan shall include a diverse list of instructional objectives and on-the-job and in-school learning experiences. The workstation shall reflect equipment, skills, and tasks relevant to the occupation the student has chosen as a career goal. **The student must receive compensation for work performed.**

When Guided Workplace-Learning is offered, the student is allowed to work a maximum of 450 hours and must participate, with the work-based learning site supervisor, in a preplacement conference. A work-based learning plan must be developed to include the learning objectives, methods of learning, activities/responsibilities, time required, provisions for supervision, and method(s) of student evaluation. Students must also meet a minimum of once per week for the purpose of related instruction and developmental activity. **Employment may be either paid or unpaid.** (For additional information consult the Guided Workplace- Learning framework.)

It is highly recommended that for every 20 students (or portion thereof) enrolled in Marketing OJT and/or Guided Workplace- Learning, the teacher/coordinator be given a minimum of one hour of OJT-coordination release time per day for the purposes of visiting students on the job and managing the cooperative method of instruction.

The teacher/coordinator should visit each training site for the purpose of observation a minimum of once during each grading period, preferably while the student is actually working. A second contact each grading period for the purpose of evaluating the student's progress in attaining the competencies listed in the work-based learning/training plan is highly recommended.

On-the-job activities may be continued as a summer learning experience without classroom instruction for students who participated in the program during the school year immediately preceding the summer assignment.

The OJT course may be taken by a student for one or more semesters at the secondary level enabling the student to earn multiple credits. The specific student performance standards, which the student must achieve to earn credit, must be specified in the OJT training plan.

In accordance with Rule 6A-10.040, FAC., the minimum basic skills grade levels required for postsecondary adult career and technical students to exit the programs (of 450 hours in length or more) in this cluster are listed at the program level or at the occupational completion points within the program. These grade level numbers correspond to a grade equivalent score obtained on one of the state designated basic skills examinations. If a student does not meet the basic skills level required for completion of the program, remediation should be provided concurrently through Vocational Preparatory Instruction (VPI). Please refer to the Rule for exemptions.

Federal and state legislation requires the provision of accommodations for students with disabilities to meet individual needs and ensure equal access. Adult students with disabilities must self-identify and request such services. Students with disabilities may need accommodations in such areas as instructional methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

SCANS Competencies: Instructional strategies for this program must include methods that require students to identify, organize, and use resources appropriately; to work with each other cooperatively and productively; to acquire and use information; to understand social, organizational, and technological systems; and to work with a variety of tools and equipment. Instructional strategies must also incorporate methods to improve students' personal qualities, higher-order critical thinking skills, and problem-solving, technical, and literacy skills.

To be transferable statewide between institutions, this program/course must have been reviewed, and a "transfer value" assigned the curriculum content by the appropriate Statewide Course Numbering System discipline committee. This does not preclude institutions from developing specific program or course articulation agreements with each other.

When offered at the postsecondary adult career and technical level, this program may be offered in courses. Career and technical credit shall be awarded to the student on a transcript in accordance with Section 1001.44 (3)(b) F. S.

July 2007

Florida Department of Education
STUDENT PERFORMANCE STANDARDS
CORE OF MARKETING AND SALES CLUSTER

Course Title: **Marketing Essentials**
Course Number: 8827110
Course Credit: 1

COURSE DESCRIPTION:

The purpose of this course is to develop the competencies essential to marketing. These competencies include human relations, employability, communication, math, and economic skills. The fundamentals of marketing and selling are also included. There is not an occupational completion point after the completion of this course.

- 01.0 Demonstrate employability skills.
- 02.0 Demonstrate human relations skills necessary for success in marketing occupations.
- 03.0 Demonstrate proficiency in applying communication and technology skills.
- 04.0 Demonstrate proficiency in applying math skills unique to marketing.
- 05.0 Identify economic principles.
- 06.0 Identify marketing and business fundamentals.
- 07.0 Identify effective selling techniques and procedures.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS CORE**

Cluster Title: Marketing and Sales
 Course Title: **Marketing Essentials**
 Course Number: 8827110
 Course Credit: 1

- 01.0 DEMONSTRATE EMPLOYABILITY SKILLS--The student will be able to:
- 01.01 Identify and utilize resources used in a job search (e.g., networking, newspaper, Internet). LA.A.1.4, LA.A.2.4 LA.B.1.4, LA.B.2.4., LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.3.4.2, SC.H.3.4.5, SC.H.3.4.6, SS.D.1.4.1
 - 01.02 Discuss importance of drug tests and criminal background checks in identifying possible employment options. LA.A.1.4, LA.B.1.4.1, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.1, SC.H.3.4.3, SS.A.5.4.7
 - 01.03 Identify steps in the job application process including arranging for references and proper documentation (e.g., green card). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6
 - 01.04 Identify procedures and documents required when applying for a job (e.g., application, W-4, I-9). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.5.4.1, SC.H.3.4.6, SS.A.5.4.7
 - 01.05 Prepare a resume (electronic and written), letter of application, follow-up letter, acceptance/rejection letter, letter of resignation, and letter of recommendation. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.3, LA.B.2.4.4, MA.A.1.4.1, SC.H.3.4.2
 - 01.06 Identify and demonstrate appropriate dress and grooming for employment. LA.A.2.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.C.3.4.3 SC.H.3.4.3
 - 01.07 Identify and demonstrate effective interviewing skills (e.g., behavioral). LA.A.1.4.3, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.D.1.4, LA.D.2.4.1, MA.A.1.4.1, MA.A.1.4.3, SC.H.3.4.3, SS.C.2.4.3
 - 01.08 Describe methods for handling illegal interview and application questions. LA.A.1.4.2, LA.A.1.4.3, LA.A.2.4.2, LA.A.2.4.4, LA.A.2.4.5, LA.A.2.4.8, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.3, LA.B.2.4.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.2, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.4, LA.C.3.4.5, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4, SC.H.3.4.1, SS.A.5.4.7
 - 01.09 Discuss state and federal labor laws regulating the workplace (e.g., Child Labor Law, sexual harassment, EEOC, ADA, FMLA, OSHA). LA.A.1.4, LA.B.1.4, LA.B.2.4.2, LA.B.2.4.4, LA.C.1.4.1, LA.C.1.4.3, LA.C.3.4, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.D.2.4.4, LA.D.2.4.5, SS.C.2.4.3, SC.H.3.4.4
 - 01.10 Identify positive work attitudes and behaviors such as honesty, compassion, respect, responsibility, fairness, trustworthiness, and caring. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
 - 01.11 Identify ways to work cooperatively in a business situation with diverse populations and the physically challenged. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
 - 01.12 Describe importance of producing quality work and meeting performance standards. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.2

- 01.13 Identify personal and business ethics (e.g., preventing theft, pilfering, and unauthorized discounting). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, MA.A.1.4, SC.H.3.4.3, SS.C.2.4.3, SS.C.2.4.6
 - 01.14 Demonstrate orderly and systematic behavior by creating and maintaining a monthly planner. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.D.1.4, LA.D.2.4, LA.E.2.4.4, LA.E.2.4.6, LA.E.2.4.8, MA.A.5.4.1, MA.B.1.4.2
 - 01.15 Identify qualities typically required for promotion (e.g., productivity, dependability, responsibility). LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.3
 - 01.16 Identify how to prepare for job separation and re-employment. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6, SC.H.3.4.5
 - 01.17 Create and maintain a portfolio of documents for job placement (e.g., resume, letters of recommendation, awards, evidence of participation in school/community/volunteer activities, employer evaluations). LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4.2, LA.B.2.4.3, MA.A.1.4.1, MA.A.1.4.4, SC.H.3.4.5, SC.H.3.4.6
 - 01.18 Identify and practice stress management and relaxation techniques. LA.A.1.4, LA.A.2.4, LA.B.1.4, LA.B.2.4, LA.C.1.4.3, LA.C.1.4.4, LA.C.2.4.1, LA.D.1.4.2, LA.D.1.4.3, LA.D.2.4.1, LA.E.2.4.6
 - 01.19 Discuss importance of practicing positive customer service skills. LA.A.1.4.3, LA.B.1.4, LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.4, LA.C.3.4.1, LA.C.3.4.2
- 02.0 DEMONSTRATE HUMAN RELATIONS SKILLS NECESSARY FOR SUCCESS IN MARKETING OCCUPATIONS--The student will be able to:
- 02.01 Demonstrate ability to work cooperatively with team members, supervisors, and customers from diverse cultural backgrounds. LA.A.1.4.3, LA.C.3.4.2, LA.D.1.4
 - 02.02 Define and discuss issues involving gender equity, disability, and age. LA.B.2.4, LA.C.3.4, LA.D.1.4
 - 02.03 Demonstrate interpersonal skills (e.g., courtesy, loyalty, being a team player). LA.C.1.4.3
 - 02.04 Identify and define friendliness, adaptability, empathy, and politeness as relates to business. LA.B.2.4, LA.C.3.4
 - 02.05 Explain concepts of integrity, credibility, reliability, and perseverance. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 02.06 Demonstrate personality traits important to business (e.g., interest, enthusiasm, honesty, responsibility, flexibility).
 - 02.07 Maintain professional personal appearance and attitude.
 - 02.08 Demonstrate ability to use creative problem solving, decision-making, and critical thinking strategies. LA.A.2.4.7, LA.A.2.4.8
 - 02.09 Demonstrate self-management, initiative, and multi-tasking.
 - 02.10 Explain concepts of self-understanding, self-esteem, and self-image. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 02.11 Demonstrate professional behavior and etiquette. LA.D.1.4.2
 - 02.12 Demonstrate respect for the opinions, customs, and individual differences of others. LA.D.1.4.2, LA.D.1.4.3
 - 02.13 Set personal and career goals and develop a plan of action to achieve those goals. LA.B.2.4.2, LA.A.2.4.4
 - 02.14 Identify areas where personal and professional change and adjustment may be necessary. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 02.15 Demonstrate ability to offer and accept feedback. LA.C.3.4.2
 - 02.16 Identify and practice stress management and relaxation techniques.
 - 02.17 Maintain confidentiality of business matters.
 - 02.18 Support and follow company policies and procedures (e.g.attendance, tardiness, returns).

- 02.19 Develop and demonstrate human relations skills needed for successful entry and progress in occupation selected by the student as a career objective. LA.C.1.4.3, LA.C.3.4.2, LA.D.1.4.2
- 03.0 DEMONSTRATE PROFICIENCY IN APPLYING COMMUNICATION AND TECHNOLOGY SKILLS--The student will be able to:
- 03.01 Identify and apply effective workplace communication skills (e.g., verbal, nonverbal, written, electronic). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.02 Describe effective staff communication and its uses (e.g., inter-personal, departmental, inter-departmental, company). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.03 Demonstrate ability to read and comprehend written communications.
- 03.04 Identify a variety of forms of written business communications utilized in the workplace. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.05 Prepare a business letter, memorandum, fax, and e-mail. LA.A.1.4.3, LA.B.1.4, LA.B.2.4.1, LA.B.2.4
- 03.06 Demonstrate ability to speak effectively to customers/clients, co-workers, supervisors, and vendors using appropriate grammar and terminology. LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.07 Discuss importance of developing networking skills to expand business contacts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.08 Prepare and deliver a business-related presentation. LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4
- 03.09 Demonstrate active listening strategies that improve understanding and performance. LA.C.1.4.1, LA.C.1.4.2, LA.C.1.4.3, LA.C.1.4.4
- 03.10 Describe positive customer relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 03.11 Demonstrate conflict and dispute resolution techniques. LA.A.1.4.3, LA.E.2.4.1
- 03.12 Identify means of nonverbal communication. LA.A.1.4.3, LA.C.2.4.1, LA.C.2.4.2
- 03.13 Demonstrate effective telephone and e-mail techniques and etiquette/netiquette in a business situation. LA.B.2.4.4, LA.C.1.4.3, LA.C.3.4.2
- 03.14 Discuss methods of resolving customer complaints. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.1, LA.E.2.4.2
- 03.15 Interpret business policies to customers/clients. LA.A.2.4.7, LA.A.2.4.8
- 03.16 Discuss importance of providing clear directions, descriptions, and explanations. LA.A.1.4.3, LA.A.2.4.1, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 03.17 Demonstrate ability to locate, understand, interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, and Internet resources. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8, LA.B.2.4.4, LA.C.3.4.3, MA.A.4.4.1
- 03.18 Identify types of technology/equipment used in the workplace. LA.B.2.4.4
- 03.19 Define hypertext, URL, links, Internet Service Provider (ISP), bulletin board service (BBS), electronic storefront, e-mail, newsgroups, flames. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 04.0 DEMONSTRATE PROFICIENCY IN APPLYING MATH SKILLS UNIQUE TO MARKETING--The student will be able to:
- 04.01 Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to industry. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.02 Apply problem solving techniques to sales related transactions including cash, checks, debit cards, credit cards, discounts, layaway, C. O. D., returns, gift certificates, and automatic fee withdrawals. MA.A.1.4, MA.A.2.4.2, MA.A.5.4.1
- 04.03 Interpret quantitative information from tables, charts, and graphs as related to the workplace. LA.A.1.4.3, MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.04 Demonstrate ability to make change correctly. MA.A.1.4, MA.A.2.4.2, MA.B.3.4.1

- 04.05 Calculate tax, gratuity, commission, and miscellaneous charges. MA.A.1.4.1, MA.A.1.4.2, MA.A.1.4.3, MA.A.2.4.2, MA.B.3.4.1
- 04.06 Demonstrate ability to collect, organize, and interpret data, and predict outcomes relative to opening and closing procedures for a sales terminal. MA.E.1.4.1
- 04.07 Collect and analyze sales information to determine stock turnover and stock-sales ratio. MA.E.1.4.1, MA.B.1.4.3
- 04.08 Apply standard industry formula to determine markup and markdown on merchandise. MA.A.5.4.1
- 04.09 Apply mathematical concepts to completing purchase orders, invoices, packing slips, and shipping and handling charges. MA.A.1.4.1, MA.A.1.4.3, MA.A.1.4.2, MA.A.1.4.4, MA.A.2.4.2
- 04.10 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4.1
- 04.11 Identify components of a break-even analysis. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 04.12 Compute and analyze a break-even point.
- 04.13 Operate 10-key keypad. MA.A.1.4, MA.B.1.4.3, MA.B.3.4.1, MA.E.1.4
- 04.14 Read and interpret a lease agreement. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.15 Read and interpret a contract for purchase of real estate. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.16 Read and complete an application for a bank loan. LA.A.1.4.2, LA.A.2.4.2, LA.A.2.4.5, LA.A.2.4.8, MA.B.3.4.1
- 04.17 Calculate the areas of surface and complete an accurate estimate of the costs of materials for covering those surfaces, including applicable taxes. MA.B.1.4.1, MA.B.1.4.3
- 04.18 Use ratios, proportions, and scales to calculate distance on a map and calculate the square footage of rooms in a building using a scaled plan. MA.B.1.4.1, MA.B.1.4.3, MA.B.3.4.1

- 05.0 IDENTIFY ECONOMIC PRINCIPLES--The student will be able to:
 - 05.01 Explain concept of economics and economic activities. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
 - 05.02 Explain concept of economic goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
 - 05.03 Explain concept of economic resources. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
 - 05.04 Explain concept of utility (form, place, time, possession, information). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
 - 05.05 Explain concept of "supply and demand." LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.2
 - 05.06 Explain concept of price. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
 - 05.07 Identify, compare, and contrast major types of economic systems. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1, SS.D.2.4.6
 - 05.08 Explain relationship between government and business. LA.A.1.4.3, LA.B.1.4.1, A.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
 - 05.09 Explain concept of private enterprise and business ownership. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
 - 05.10 Explain role of profit motive. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
 - 05.11 Explain concept of risk. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
 - 05.12 Explain concept of competition. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.1.4.1,
 - 05.13 Explain concept of productivity. LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
 - 05.14 Identify components of gross national product (GNP) and gross domestic product (GDP). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5

- 05.15 Explain function of the Federal Reserve Board. LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.5
- 06.0 IDENTIFY MARKETING AND BUSINESS FUNDAMENTALS--The student will be able to:
- 06.01 Define marketing and its role. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.02 Explain purpose of marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.4
- 06.03 Identify and explain the four foundations of marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.04 Identify and explain differences between indirect and direct marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.05 Identify and explain the functions of and differences between marketing and merchandising. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.06 Explain relationship of marketing to business and the economy (e.g., SWOT analysis--strength, weakness, opportunity, threat). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.07 Explain importance and methods of conducting market research (e.g., sampling, surveys, focus groups, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.08 Discuss major fields of business activity (extractive, subcontracting, manufacturing, wholesaling, retailing, services, cottage industries, urban street sales). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.09 Identify, explain, compare, and contrast the different types of business ownership (sole proprietorship, partnership, corporation, franchise, licensing). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, LA.E.2.4.7
- 06.10 Explain concept of marketing strategies. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.11 Explain concept of market segmentation and demographics. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.12 Explain importance and techniques of offering the right merchandising blend. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.13 Explain nature of channels of distribution. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.14 Explain elements that allow development of a marketing plan (e.g., research, advertising, public relations, direct and indirect marketing, promotions, merchandising, distribution, etc.). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.15 Explain factors affecting pricing decisions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.16 Differentiate among the three basic categories of consumer goods (convenience, shopping, and specialty). LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.17 Discuss role e-commerce will play in the marketing of goods and services. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.18 Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 06.19 Discuss the role of federal regulatory agencies [e.g., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)]. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4, SS.D.2.4.3
- 07.0 IDENTIFY EFFECTIVE SELLING TECHNIQUES AND PROCEDURES--The student will be able to:
- 07.01 Explain purpose, principles, and importance of selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.02 Identify qualities of a professional sales associate. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 07.03 Identify an effective sales presentation for a target market, including steps of a sale; consumer buying motives; approaches through greeting, merchandise, and service; proper time to approach a customer to open sale; feature-benefit analysis; building and closing the sale; and suggestion and substitution selling. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.04 Handle different customer types, such as the casual looker, the decided customer, the undecided customer, and the difficult customer.
- 07.05 Discuss importance of meeting specialized sales needs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 07.06 Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after sale; and thanking the customer and inviting them to return.
- 07.07 Discuss reasons for maintaining a client file. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

July 2007

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Cluster Title: Marketing and Sales
Course Title: **Marketing Applications**
Course Number: 8827120
Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for employment in a wide variety of marketing occupations. After successful completion of the core (Marketing Essentials and Marketing Applications) students will have met Occupational Completion Point - Data Code A, Salesperson, Retail - SOC 41-2031.00.

- 08.0 Select a marketing industry for career planning.
- 09.0 Demonstrate applications of distribution to the selected marketing industry.
- 10.0 Demonstrate applications of financing to the selected marketing industry.
- 11.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 12.0 Demonstrate applications of marketing-information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the uses of technology in marketing.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS CORE**

Cluster Title: Marketing and Sales
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Course Number: 8827120
Course Credit: 1

- 08.0 SELECT A MARKETING INDUSTRY FOR CAREER PLANNING--The student will be able to:
- 08.01 Identify current employment opportunities in marketing related fields.
 - 08.02 Identify sources of information for career planning including the Internet. LA.B.2.4.4
 - 08.03 Conduct in-depth career research including requirements for entry and advancement, career ladders, and opportunities related to the career field. LA.B.2.4.4
 - 08.04 Explain duties, responsibilities, and needed skills and knowledge of a particular career. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 08.05 Identify advantages and disadvantages of a particular career. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 08.06 Complete self-assessments and analysis of life-style goals and career aspirations. LA.A.1.4.4, LA.B.2.4.3
 - 08.07 Develop an individualized education and career plan related to a major marketing field. LA.A.2.4.4, LA.A.2.4.6
 - 08.08 Write a job description for a selected marketing occupation. LA.B.1.4, LA.B.2.4
- 9.0 DEMONSTRATE APPLICATIONS OF DISTRIBUTION TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 09.01 Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 09.02 Explain concepts of physical distribution and transportation systems related to the industry. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 09.03 Identify and analyze appropriate transportation services for the industry. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 09.04 Develop appropriate plans utilizing the channels of distribution for the selected marketing industry. LA.A.2.4.4, LA.A.2.4.6
 - 09.05 Demonstrate skills required for materials and service management.
 - 09.06 Analyze information related to routing and tracking merchandise. LA.A.2.4.7, LA.A.2.4.8
 - 09.07 Explain the relationship between customer service and distribution. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 10.0 DEMONSTRATE APPLICATIONS OF FINANCING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 10.01 Explain financial concepts used in making business decisions. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 10.02 Explain concept of financial administration. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 10.03 Explain difference between income (credit) and expense (debit). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 10.04 Describe and prepare a cash-flow statement. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 10.05 Identify various types of credit policies and procedures. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 10.06 Explain purposes and importance of credit. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 10.07 Identify the positive and negative impacts of using credit in marketing situations. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.A.4.4.1, MA.E.1.4, SS.D.1.4.2
- 10.08 Compare and contrast the use of different credit applications. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.7, MA.A.4.4.1, MA.E.1.4
- 10.09 Analyze industry concepts of price, profit, competition, and productivity. LA.A.1.4.3, LA.A.1.4.4, LA.A.2.4.7, LA.A.2.4.8, LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.E.1.4.1, MA.E.1.4.2
- 10.10 Calculate exchange rates. MA.B.2.4.2, MA.B.3.4.1
- 11.0 DEMONSTRATE APPLICATIONS OF PRODUCT/SERVICE PLANNING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 11.01 Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.02 Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, and evaluation). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.03 Explain importance of product and service technology as it relates to customer satisfaction. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
- 11.04 Identify sources of product knowledge. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.05 Demonstrate awareness of impact of both current and emerging technology on life-roles, life-styles, careers, and marketing occupations. LA.B.2.4.4
- 11.06 Explain product and service quality as applicable to grades and industry standards. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.07 Discuss product-liability risks. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.1.4.3, LA.C.3.4
- 11.08 Explain warranties and guarantees. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.09 Develop a product/service plan for a marketing area.
- 11.10 Describe factors used by marketers to position products/ business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 11.11 Identify stages of and discuss impact of product life cycle. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 12.0 DEMONSTRATE APPLICATIONS OF MARKETING-INFORMATION MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 12.01 Explain concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 12.02 Explain process of marketing-information management. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 12.03 Explain nature and scope of marketing operations. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 12.04 Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
 - 12.05 Identify procedures for gathering information using technology. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 12.06 Utilize appropriate marketing-information management forms. LA.B.1.4.3, LA.B.2.4.4
- 13.0 DEMONSTRATE PRICING APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 13.01 Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
 - 13.02 Explain pricing objectives, policies, and strategies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.A.1.4, MA.E.1.4
 - 13.03 Explain price-marking techniques. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.A.1.4
 - 13.04 Explain procedures for changing prices. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.A.1.4
 - 13.05 Demonstrate decision-making skills required for determining pricing relative to the competition. LA.A.2.4.4, LA.C.3.4.2, MA.A.1.4, MA.E.1.4
 - 13.06 Demonstrate problem-solving skills required when considering profit and price. LA.A.2.4.4, LA.C.3.4.2, MA.E.1.4
- 14.0 DEMONSTRATE PROMOTION APPLICATIONS FOR THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 14.01 Explain the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 14.02 Identify types of promotion used in the industry. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 14.03 Discuss importance of advertising media. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 14.04 Explain purposes and elements of advertising and display as related to the industry. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.5
 - 14.05 Explain the impact on and uses of the Internet and Intranet in marketing products and services. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
 - 14.06 Use advertising guidelines to design appropriate media sample ads, i.e., print, radio, television, Internet, and others. LA.B.1.4, LA.B.2.4
 - 14.07 Use design principles in preparing such merchandise/service displays as windows, endcaps, kiosks, and point of sale. LA.B.1.4.1
 - 14.08 Create an example of a non-personal sales technique such as use of magnets, buttons, T-shirts, or point-of-sale signs. LA.B.1.4.1
 - 14.09 Write a promotional message to appeal to a target market. LA.A.2.4.3, LA.B.1.4, LA.B.2.4
 - 14.10 Develop a sales promotion plan for a marketing organization. LA.B.1.4, LA.B.2.4.2
 - 14.11 Demonstrate public relations techniques as used in the marketing industry. LA.C.3.4.4
 - 14.12 Design a web site to promote a product/service. LA.B.2.4.4
- 15.0 DEMONSTRATE PURCHASING APPLICATIONS TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 15.01 Explain relationship between stock turnover and purchasing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, MA.D.1.4.1
 - 15.02 Demonstrate proper purchasing procedures.

- 15.03 Explain types of purchasing situations. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 15.04 Demonstrate techniques used to obtain the best terms when negotiating a purchase. LA.C.3.4.4
 - 15.05 Demonstrate use of forms required for purchasing. LA.B.1.4.2, LA.B.1.4.3
 - 15.06 Evaluate merchandise or services using industry standards or company assessments. LA.A.2.4.7, LA.A.2.4.8
- 16.0 DEMONSTRATE APPLICATIONS OF SAFETY AND RISK MANAGEMENT TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 16.01 Explain how lack of knowledge and skill can cause accidents and health hazards in the workplace. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SC.F.1.4.1, SC.F.1.4.7, SC.H.1.4.7, SC.H.3.4.3
 - 16.02 List reasons how anger, worry, drugs, alcohol, fatigue, and illness can cause accidents. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SC.F.1.4.1
 - 16.03 Describe actions that various agencies take to prevent accidents on the job. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 16.04 Demonstrate an understanding of environmental problems that impact health and safety. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SC.F.1.4.7, SC.H.3.4.6
 - 16.05 Explain procedures for handling and reporting accidents. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 16.06 Identify security procedures for the marketing industry. LA.A.1.4.3, LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 16.07 Identify techniques for preventing security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 16.08 Identify procedures used by industry to prevent internal theft and embezzlement. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 17.0 DEMONSTRATE APPLICATIONS OF SELLING TO THE SELECTED MARKETING INDUSTRY--The student will be able to:
- 17.01 Explain concepts and actions needed to determine client needs and wants and develop a personalized communication that will influence purchase decisions and enhance future business opportunities. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 17.02 Describe the appropriate relationship between buyer and seller. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.E.2.4.2
 - 17.03 Demonstrate sales knowledge of industry, company, products, and competition. LA.C.3.4.2
 - 17.04 Analyze potential prospects and customer buying behavior.
 - 17.05 Analyze importance of communication and listening in creating a positive buying climate. LA.C.1.4.1
 - 17.06 Identify sales techniques to aid customers/clients in making buying decisions. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 17.07 Prepare a list of skills necessary to maintain sales accounts. LA.B.2.4.1
 - 17.08 Create a sales presentation using presentation software. LA.B.2.4.4, LA.C.3.4.4
 - 17.09 Identify strategies to build and maintain a clientele. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 18.0 DEMONSTRATE AN UNDERSTANDING OF ENTREPRENEURSHIP--The student will be able to:
- 18.01 Define "entrepreneurship." LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.5

- 18.02 Discuss role of the entrepreneur in the domestic and global economy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.1, SS.D.2.4.6
 - 18.03 Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, and skills necessary to be a successful entrepreneur). LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.04 Identify economic principles of entrepreneurship. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
 - 18.05 Discuss the four parts of a business (production, finance, marketing, customer service). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.06 Analyze current entrepreneurial trends in the marketplace. LA.A.2.4.6, LA.A.2.4.8, SS.D.2.4.6
 - 18.07 Discuss importance of ethics in business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.08 Identify strategies and methods for generating a business idea. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.09 Outline steps in planning a new business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.10 Identify types and sources of government regulations and taxation that may affect a business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 18.11 Identify communication and technology skills used in entrepreneurship. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 19.0 IDENTIFY THE USE OF TECHNOLOGY IN MARKETING--The student will be able to:
- 19.01 Explain importance and uses of computers and the Internet in marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, LA.D.2.4.5, SC.H.3.4.5
 - 19.02 Utilize word processing software to create a career/ industry related document. LA.B.2.4.4
 - 19.03 Perform data entry procedures, i.e., payroll, inventory control, etc. LA.B.2.4.4
 - 19.04 Perform merchandising math data entry procedures such as-stock turnover, mark-up, mark-down, open-to-buy, pricing, invoicing, etc. LA.B.2.4.4, MA.E.1.4
 - 19.05 Demonstrate marketing spreadsheet data entry and output procedures. LA.C.3.4.3, MA.E.1.4
 - 19.06 Utilize spreadsheet software to enhance decision-making skills. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.A.1.4.1, MA.E.1.4.2, MA.E.1.4.3
 - 19.07 Utilize integrated software programs to generate marketing reports and solve marketing problems. LA.B.2.4.4, LA.D.2.4.4, LA.D.2.4.5, MA.E.1.4
 - 19.08 Identify technology appropriate for marketing functions and practices related to a selected marketing career field. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.4, SC.H.3.4.5
 - 19.09 Select and use a variety of electronic media, such as the Internet, information services, and desktop-publishing software programs, to create, revise, and verify information. LA.D.2.4.4

**Florida Department of Education
Student Outcomes**

Program Title:	Insurance Marketing	
	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8836100	M810010
CIP Number:	0208100100	0208100100
SOC Code:	41-3021.00	41-3021.00
Grade Level:	9-12, 30,31	30,31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 INSURANCE @7 G MKTG MGMT @7 G	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 INSURANCE @7 G MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

MAJOR CONTENT: Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 - Marketing Essentials
- 8827120 - Marketing Applications
- 8836110 - Insurance Marketing Operations

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - SOC 41-2031.00

- | | | |
|----------------------------|--|---------|
| CORE: Marketing Essentials | 8827110 | M899991 |
| 01.0 | Demonstrate employability skills. | |
| 02.0 | Demonstrate human relations skills necessary for success in marketing occupations. | |
| 03.0 | Demonstrate proficiency in applying communication skills. | |
| 04.0 | Demonstrate proficiency in applying math skills unique to marketing. | |
| 05.0 | Identify economic principles. | |
| 06.0 | Identify marketing and business fundamentals. | |
| 07.0 | Identify effective selling techniques and procedures. | |
| Marketing Applications | 8827120 | M899991 |
| 08.0 | Select a marketing industry for career planning. | |
| 09.0 | Demonstrate applications of distribution to the selected marketing industry. | |

- 10.0 Demonstrate applications of financing to the selected marketing industry.
- 11.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 12.0 Demonstrate applications of marketing information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B
INSURANCE SALES AGENTS - SOC 41-3021.00

- 20.0 Apply economic principles to insurance industry.
- 21.0 Demonstrate merchandising skills appropriate for insurance marketing.
- 22.0 Apply proficiency in applying higher level mathematical skills unique to insurance marketing.
- 23.0 Understand importance of insurance marketing operations.
- 24.0 Describe how a typical property or liability insurance contract is structured to offer coverage against hazards or perils.
- 25.0 Develop a framework for analysis of liability insurance contracts.
- 26.0 Explain the difference between inland and ocean marine insurance.
- 27.0 Describe the major types of surety bonds and their usage.
- 28.0 Summarize the protection provided by the boiler and machinery coverage endorsements.
- 29.0 Describe the different forms of automobile policies used to provide coverage to individuals and businesses.
- 30.0 Explain the nature and scope of the Florida Joint Underwriting Association and its impact on the insurance industry.
- 31.0 Demonstrate knowledge of workers' compensation and workplace safety.
- 32.0 Describe and explain the declarations, common policy, and general provisions of a crime insurance policy.
- 33.0 Explain why homeowners and commercial lines insurance are marketed as package policies.
- 34.0 Demonstrate knowledge of aviation insurance.
- 35.0 Explain how life insurance coverage is determined.
- 36.0 Demonstrate knowledge of the general policy provisions of health insurance.
- 37.0 Develop an understanding of the licensing process in the insurance industry.
- 38.0 Describe the nature and scope of pricing in the insurance industry.
- 39.0 Understand the role of the manager in an insurance agency.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

CLUSTER TITLE: Marketing and Sales
 COURSE TITLE: **Insurance Marketing Operations**
 COURSE NUMBER: 8836110
 COURSE CREDIT: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of insurance marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for advancement to middle level management employment in a wide variety of insurance marketing occupations. After successful completion of the core and this course, the students will have attained **Occupational Completion Point - Data Code B**, Insurance Sales Agent SOC 41-3021.00

20.0 APPLY ECONOMIC PRINCIPLES TO INSURANCE INDUSTRY--The student will be able to:

- 20.01 Discuss origin of insurance and its development up to the present time. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.02 Explain why the institution of insurance is needed by society. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.03 State and explain differences between insurance and gambling. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.04 Define technical terms used in the insurance business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.05 Understand and explain applications to insurance of the "law of large numbers" and the "theory of probability." LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.06 Explain characteristics of an insurable hazard. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.07 List and discuss alternate methods of dealing with risk. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.08 List and explain characteristics of the insurance contract. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.09 List prerequisites to an enforceable contract. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.10 Define and understand applications of the doctrines peculiar to the insurance contract. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.11 List and discuss different types of insurance carriers. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.12 Explain background of insurance regulation and its development up to the present time. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.13 Explain why economic sources of risks are becoming increasingly more important to the risk manager. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

21.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR INSURANCE MARKETING--The student will be able to:

- 21.01 Explain role of buying/purchasing/selling in merchandising of insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 21.02 Discuss role of the computer and the Internet in merchandising insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 21.03 Describe importance of inventory control. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 21.04 Demonstrate an understanding of industry safety requirements.
- 22.0 APPLY PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO INSURANCE MARKETING--The student will be able to:
- 22.01 Perform addition, subtraction, multiplication, division, ratios, and percentages as they relate to the insurance industry.
 - 22.02 Calculate actual cash value.
 - 22.03 Calculate loss payments.
 - 22.04 Calculate premium discounts.
 - 22.05 Calculate the limits for insurance coverage.
 - 22.06 Collect payments and disburse monies for all insurance services.
 - 22.07 Complete an invoice.
 - 22.08 Convert numerical operations into graphs for presentation purposes.
- 23.0 UNDERSTAND IMPORTANCE OF INSURANCE MARKETING OPERATIONS--The student will be able to:
- 23.01 List and discuss various functions of an insurance company. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 23.02 Explain organization and workings of the underwriting function. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 23.03 Explain underwriting function as it influences other functions. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 23.04 Discuss agency policy of insurance companies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 24.0 DESCRIBE HOW A TYPICAL PROPERTY OR LIABILITY INSURANCE CONTRACT IS STRUCTURED TO OFFER COVERAGE AGAINST HAZARDS OR PERILS--The student will be able to:
- 24.01 Explain terms, conditions, and coverages found in the standard fire policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.02 List and explain purposes of the forms that can be added to the standard fire policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.03 Understand and discuss standard clauses found in various fire and allied forms. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.04 List and explain various dwelling coverage forms available. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.05 List and explain various commercial coverage forms available. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.06 Understand and discuss different types of insurance contracts available to cover consequential and contingent losses. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.07 Understand and discuss procedure followed in the rating of fire and allied lines insurance contracts and demonstrate this understanding. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 24.08 Explain purpose and scope of the special flood and windstorm programs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 24.09 Discuss principles and application of the law of negligence. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 24.10 Discuss comprehensive glass policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 24.11 Demonstrate an understanding of procedure followed in the rating of plate glass insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 25.0 DEVELOP A FRAMEWORK FOR ANALYSIS OF LIABILITY INSURANCE CONTRACTS--
The student will be able to:
 - 25.01 List and discuss broad division of general liability insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.02 Discuss different personal liability coverages and explain differences among them. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.03 Discuss different commercial liability coverages and explain the application to practical situations. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.04 Understand and discuss procedure followed in the rating of general liability insurance and demonstrate this understanding. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 26.0 EXPLAIN THE DIFFERENCE BETWEEN INLAND AND OCEAN MARINE INSURANCE--
The student will be able to:
 - 26.01 Discuss origin and development of inland marine insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.02 Understand and discuss basic inland marine policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.03 List major types of personal inland marine coverages and explain their uses and differences. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.04 List major types of commercial inland marine coverages and explain their use and purpose. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.05 Demonstrate an understanding of the procedures followed in the rating of inland marine insurance contracts.
 - 26.06 Discuss origin of ocean marine insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.07 List and discuss divisions of ocean marine insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.08 List and define implied warranties in ocean marine insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.09 Explain liability of an ocean carrier for the property of others. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.10 List and explain nature of the insurable interests in an ocean marine venture. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.11 Define common ocean marine terms associated with the settlement of losses. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.12 List and understand ocean marine perils. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.13 Explain purpose of basic ocean marine clauses. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 26.14 Discuss coverages afforded by ocean marine policies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 26.15 Understand and discuss procedure followed in the rating of ocean marine contracts and demonstrate this understanding. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.0 DESCRIBE THE MAJOR TYPES OF SURETY BONDS AND THEIR USAGE--The student will be able to:
- 27.01 Explain purposes of fidelity bonds. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.02 Define certain basic terms used in the fidelity field. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.03 List and discuss different types of fidelity bonds. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.04 Demonstrate an understanding of procedures followed in the rating of fidelity bonds. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.05 Explain differences between suretyship and insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.06 List and identify parties to a surety bond. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.07 List and discuss different types of surety bonds. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 27.08 Demonstrate an understanding of procedures followed in the rating of surety bonds. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 28.0 SUMMARIZE THE PROTECTION PROVIDED BY THE BOILER AND MACHINERY COVERAGE ENDORSEMENTS--The student will be able to:
- 28.01 Discuss nature of the boiler and machinery hazard. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 28.02 List and explain basic coverages found in boiler and machinery policies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 28.03 Explain use and purpose of the various boiler and machinery endorsements. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 28.04 Discuss various policy provisions found in boiler and machinery policies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 28.05 Understand and discuss procedure followed in the rating of boiler and machinery insurance and demonstrate this understanding. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 29.0 DESCRIBE THE DIFFERENT FORMS OF AUTOMOBILE POLICIES USED TO PROVIDE COVERAGE TO INDIVIDUALS AND BUSINESSES--The student will be able to:
- 29.01 Discuss negligence liability of automobile owners and operators. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 29.02 Explain various automobile liability insurance plans. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 29.03 Compare and contrast automobile insurance policies and explain their differences. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 29.04 List and explain different types of automobile coverage. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 29.05 Understand and discuss procedure followed in the rating of automobile insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 29.06 Describe five kinds of protection that a business auto policy permits an insured to purchase. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 30.0 EXPLAIN THE NATURE AND SCOPE OF THE FLORIDA JOINT UNDERWRITING ASSOCIATION AND ITS IMPACT ON THE INSURANCE INDUSTRY--The student will be able to:
- 30.01 Discuss purpose and operation of the Florida Joint Underwriters Association (FJUA). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 30.02 Explain Florida Automobile Reparation Reform Act (Personal Injury Protection-PIP). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 30.03 Discuss negligence liability of employers. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.0 DEMONSTRATE KNOWLEDGE OF WORKERS' COMPENSATION AND WORKPLACE SAFETY--The student will be able to:
- 31.01 Discuss origin and development of Workers' Compensation. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.02 Discuss coverages, endorsements, conditions, and exclusions found in Workers' Compensation policies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.03 Demonstrate an understanding of the workings of the various Workers' Compensation retrospective rating plans. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.04 Demonstrate an understanding of the procedures followed in the rating of Workers' Compensation insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.05 Describe components of a return to work program. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 31.06 Discuss purpose and operation of the assigned risk plan. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 32.0 DESCRIBE AND EXPLAIN THE DECLARATIONS, COMMON POLICY, AND GENERAL PROVISIONS OF A CRIME INSURANCE POLICY--The student will be able to:
- 32.01 Define basic crime terms. LA.A.1.4.3
- 32.02 Identify and discuss a variety of personal crime policies. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 32.03 List and discuss basic and miscellaneous commercial crime coverage forms. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 32.04 Explain purposes, advantages, and disadvantages of crime deductibles. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 32.05 Demonstrate an understanding of procedures followed in the rating of crime insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.0 EXPLAIN WHY HOMEOWNERS AND COMMERCIAL LINES INSURANCE ARE MARKETED AS PACKAGE POLICIES--The student will be able to:
- 33.01 Discuss development of the homeowners policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.02 Determine types of risks that are eligible for the homeowners program. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 33.03 State limits of liability required under the various homeowners forms. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.04 List and discuss basic homeowners coverage forms. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.05 Discuss various optional homeowners coverage forms. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.06 Explain application of the mandatory homeowners deductibles and discuss the optional deductibles available. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.07 Demonstrate an understanding of procedure followed in the rating of homeowners contracts. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.08 Discuss history and concept of commercial multiple-line insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.09 Define above coverage risk and explain how this is reflected in the rate. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.10 List and discuss advantages of packaging. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.11 List and discuss various commercial multiple-line programs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 33.12 Demonstrate an understanding of the procedures followed in the rating of commercial multiple-line programs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 34.0 DEMONSTRATE KNOWLEDGE OF AVIATION INSURANCE--The student will be able to:
 - 34.01 Explain requirements necessary to underwrite and sell aviation insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 34.02 Describe coverages that are available to a consumer in this field. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 35.0 EXPLAIN HOW LIFE INSURANCE COVERAGE IS DETERMINED--The student will be able to:
 - 35.01 Explain how price of life insurance is determined. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.02 Discuss origin of life insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.03 Explain why life insurance is needed by our society. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.04 Define terms used in life insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.05 Identify and explain various types of life insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.06 Explain the basic life insurance policy and its provisions. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.07 Identify and explain payment procedures and options for life insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 35.08 Explain Florida's rules and regulations relative to life insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 36.0 DEMONSTRATE KNOWLEDGE OF THE GENERAL POLICY PROVISIONS OF HEALTH INSURANCE--The student will be able to:
 - 36.01 Define health insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 36.02 Explain importance of the health insurance application form. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.03 Identify and explain difference between individual and group health insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.04 Discuss importance of uniform provisions in a health insurance policy. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.05 Explain the rating system of health insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.06 Discuss deductibles and co-insurance clauses in health insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.07 Explain the marketing concepts for the health insurance market as they affect the various age and economic levels of society. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.08 Discuss importance of proper completion of an accident insurance application. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.09 Discuss reasons for deductibles and co-insurance clauses of accident insurance. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 36.10 Discuss emergence of HMO's as a non-insurance alternative for dealing with health care costs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 37.0 DEVELOP AN UNDERSTANDING OF THE LICENSING PROCESS IN THE INSURANCE INDUSTRY--The student will be able to:
- 37.01 Demonstrate knowledge of qualifications required for a General Lines License, a Customer Representative License, and a Limited Customer Representative License. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 38.0 DESCRIBE THE NATURE AND SCOPE OF PRICING IN THE INSURANCE INDUSTRY--The student will be able to:
- 38.01 Describe principle rating procedures used to determine insurance premiums: individual rating, class rating, and modification rating. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 38.02 Describe two loading methods used to get general rate levels: the pure premium method and the loss ratio method. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 38.03 Describe how state law and business considerations affect insurance pricing and rating procedures. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 39.0 UNDERSTAND THE ROLE OF THE MANAGER IN AN INSURANCE AGENCY--The student will be able to:
- 39.01 List and discuss various functions performed by an insurance agency. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 39.02 Explain the personnel management of an insurance agency. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 39.03 Discuss different ways functions can be divided in an insurance agency. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 39.04 Discuss how functions are coordinated in an insurance agency. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 39.05 Explain nature and scope of the Child Labor Law and its impact on employee placement responsibilities. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

39.06 Discuss impact of the Internet on insurance marketing management. LA.A.1.4.3,
LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

Florida Department of Education
INTENDED OUTCOMES

Program Title: **E-Commerce Marketing** (formerly Internet Marketing)

	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8827200	M899992
CIP Number:	0208089901	0208089901
SOC Code:	15-1099.00	15-1099.00
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G TEACH CDE @7 DIST ED @7 MKTG 1 MKTG MGMT @7 G BUS ED 1 @2 @4	RETAILING @7 G TEACH CDE @7 DIST ED @7 MKTG 1 MKTG MGMT @7 G BUS ED 1 @2 @4
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

MAJOR CONTENT: Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 - Marketing Essentials
- 8827120 - Marketing Applications
- 8827210 - E-commerce Marketing (formerly Internet Marketing)

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - SOC 41-2031.00

CORE: Marketing Essentials	8827110	M899991
01.0	Demonstrate employability skills.	
02.0	Demonstrate human relations skills necessary for success in marketing occupations.	
03.0	Demonstrate proficiency in applying communication skills.	
04.0	Demonstrate proficiency in applying math skills unique to marketing.	
05.0	Identify economic principles.	
06.0	Identify marketing and business fundamentals.	
07.0	Identify effective selling techniques and procedures.	
Marketing Applications	8827120	M899991
08.0	Select a marketing industry for career planning.	
09.0	Demonstrate applications of distribution to the selected marketing industry.	
10.0	Demonstrate applications of financing to the selected marketing industry.	

- 11.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 12.0 Demonstrate applications of marketing information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

(E-Commerce) COMPUTER SPECIALIST - SOC 15-1099.00

- 20.0 Discuss the Internet as a marketing tool.
- 21.0 Conduct a marketing analysis.
- 22.0 Develop a marketing oriented website.
- 23.0 Identify and implement marketing support activities.
- 24.0 Manage an internet marketing campaign.
- 25.0 Apply entrepreneurial concepts to internet marketing.
- 26.0 Analyze global trends in the internet marketing industry.
- 27.0 Apply a career plan to internet marketing.

Florida Department of Education
STUDENT PERFORMANCE STANDARDS

Cluster Title: Marketing and Sales
 Course Title: **E-Commerce Marketing** (formerly **Internet Marketing**)
 Course Number: 8827210
 Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with general knowledge of the use of the World Wide Web as a marketing tool including the development of a web site and supporting marketing activities including the management of an internet marketing campaign. After completion of the core and this course, the student will have attained **Occupational Completion Point - Data Code B**, (E-Commerce) COMPUTER SPECIALIST - SOC 15-1099.00.

20.0 DISCUSS THE INTERNET AS A MARKETING TOOL--The student will be able to:

- 20.01 Define the Internet and industry related terms (e.g., protocol, ISP, URL, WWW, bandwidth). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.02 Identify services the Internet provides (e.g., file transfer protocol, newlists, e-mail). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.03 Identify advantages and disadvantages of marketing on the Internet (e.g., cost, accessibility). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.04 Identify forms of communication (e.g., website, e-mail, newsgroups, chat rooms). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.05 Identify the differences between unsolicited commercial messages and opt-in e-mail. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.06 Discuss political, ethical and legal issues of using the Internet. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.07 Define and discuss netiquette. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.08 Discuss history and emerging trends. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.09 Discuss security issues (e.g., firewalls, hacking, viruses, e-commerce). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.10 Discuss social impact of the Internet (e.g., commerce, relationships, gathering personal research, validity of data). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.11 Discuss demographics of Internet users. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.12 Demonstrate principles of navigating a browser (e.g., Netscape, Internet Explorer).
- 20.13 Discuss search engines (e.g., Yahoo, Excite). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.14 Discuss criteria for selecting an Internet Service Provider (ISP) (e.g., bandwidth, hard drive space). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.15 Identify process for securing a domain name. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 20.16 Discuss copyright and registered trademark issues in securing a domain name. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

21.0 CONDUCT A MARKETING ANALYSIS--The student will be able to:

- 21.01 Compare and contrast marketing options for a variety of products. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.02 Assess current product marketing efforts (e.g., direct marketing, cable, print, media, newspaper). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.03 Develop product business plan (e.g., sales revenue projection, expenses, cash flow, profit). LA.B.1.4, LA.B.2.4
- 21.04 Identify products best suited for internet marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.05 Identify target market for a selected product. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.06 Develop message for target market (e.g., niche market). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.07 Determine optimum message delivery method.
- 21.08 Research and analyze current marketing methods including those of the competition.
- 21.09 Determine legal issues that may affect on-line marketing (e.g., where a sale is located, privacy issues, collecting and paying sales tax across state or international borders, emerging Internet laws).
- 21.10 Compare and contrast Internet law with traditional business law. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 21.11 Conduct a cost analysis.
- 21.12 Select optimum internet marketing method(s).
- 21.13 Conduct a formal presentation of a market analysis and recommended solutions (e.g., to supervisor, to client).

- 22.0 DEVELOP A MARKETING ORIENTED WEBSITE--The student will be able to:
- 22.01 Research and analyze software and hardware requirements [e.g., Java, Hypertext Markup Language (HTML), Cold Fusion, and Flash]. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 22.02 Develop and test market storyboard for the message (e.g. interpret test market results and modify design changes).
- 22.03 Design text and corresponding multi-media elements required by a storyboard (e.g., graphics, audio-visual).
- 22.04 Create website content.
- 22.05 Test website for effectiveness (e.g., loading, graphics, view from different browsers, link integrity).
- 22.06 Establish security measures (e.g., firewalls, backups, virus protection).
- 22.07 Analyze e-commerce solutions (e.g., shopping cart software, electronic malls, order entry systems, smart cards).
- 23.0 IDENTIFY AND IMPLEMENT MARKETING SUPPORT ACTIVITIES--The student will be able to:
- 23.01 Identify role of website in marketing mix (e.g., marketing department, human resources, public relations, customer service and support, database references, file transfer protocol, sales, newsletters). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 23.02 Develop potential customer database (e.g., demographic, purchase preferences, address, e-mail).
- 23.03 Identify products or services appropriate for push-technology advertising. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 23.04 Subscribe to outside groups to enhance presence (e.g., usegroups, listservers, newsgroups, databases).
- 23.05 Identify sites for linking strategy and determine associated costs.
- 23.06 Identify steps for establishing e-commerce (e.g., securing credit card services, implementing security, database, setting up shopping cart software and electronic malls). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 23.07 Identify processes to improve visibility in search engines. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 23.08 Establish means to identify your customer base and marketing profile (e.g., surveys, hit counters, on-site registration, log-in data analysis).
- 24.0 MANAGE AN E-COMMERCE MARKETING CAMPAIGN--The student will be able to:
- 24.01 Determine methods for promoting a universal resource locator (URL) (e.g., search engines, link management, push technology).
 - 24.02 Determine appropriate search engines for listing URL (e.g., industry specific, news group related, general).
 - 24.03 Determine methods to register with a selected search engine (e.g., manual, securing a service).
 - 24.04 Discuss strategies for improving visibility in search engines (e.g., metatags, titling, keyword repetition).
 - 24.05 Establish and manage links with other sites.
 - 24.06 Discuss viability of banner advertising. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 24.07 Determine methods to generate hit analysis data.
 - 24.08 Calculate and analyze site effectiveness (e.g., statistical hits, click-throughs).
 - 24.09 Compose updates based upon analysis results (e.g., streamline graphics, add metatags).
 - 24.10 Publicize E-commerce Marketing through non-Internet means(e.g., mail, press releases, letters, TV, networking).
 - 24.11 Express importance of establishing customer service guidelines (e.g., communication skills, tech support, follow through, seeking prospects). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 25.0 APPLY ENTREPRENEURIAL CONCEPTS TO E-COMMERCE MARKETING--The student will be able to:
- 25.01 Describe importance of entrepreneurship to related industries. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.02 Discuss the impact of Internet entrepreneurs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.03 Conduct an interview with an individual involved with internet marketing.
 - 25.04 List advantages and disadvantages of ownership of an Internet business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.05 Identify risks involved in ownership of an Internet related business. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 25.06 Develop a business plan to establish an Internet related business or develop a creative marketing research project (see DECA Guide).
- 26.0 ANALYZE GLOBAL TRENDS IN THE E-COMMERCE MARKETING (formerly INTERNET MARKETING) INDUSTRY--The student will be able to:
- 26.01 Identify global marketing trends in the Internet Marketing industry (E-Commerce). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.02 Analyze impact of global internet marketing on traditional marketing methods. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.03 Analyze multicultural influences on global Internet marketing trends. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.04 Discuss the risks of marketing across international borders (e.g., legal, distribution issues). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.05 Discuss impact of electronic data interchange (EDI) on e-commerce. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 26.06 Discuss impact of e-commerce on business world and job market (e.g., automatic sourcing, EDI). LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 26.07 Explain impact of the shifting of the purchasing function from the supplier to the purchaser. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

- 27.0 APPLY A CAREER PLAN TO E-COMMERCE MARKETING --The student will be able to:
 - 27.01 Develop a plan for pursuing a specific career in Internet marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career.
 - 27.02 Demonstrate competencies required at the career sustaining level in a chosen marketing position.
 - 27.03 Demonstrate proficiency in software and hardware related to the student's selected marketing career plan.
 - 27.04 Develop forms of documentation for inclusion in a marketing career portfolio.
 - 27.05 Discuss the changing hardware and software environment as it applies to internet marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4

**Florida Department of Education
INTENDED OUTCOMES**

Program Title:	Marketing	
	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8827100	M899991
CIP Number:	02089999SP	02089999SP
SOC Code:	11-2021.00	11-2021.00
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 MKTG MGMT @7 G ADVR PROM @7 G	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 MKTG MGMT @7 G ADVR PROM @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

MAJOR CONTENT: Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 — Marketing Essentials
- 8827120 — Marketing Applications
- 8827130 — Marketing Management

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT — DATA CODE A
SALESPERSON, RETAIL — SOC 41-2031.00

CORE: Marketing Essentials	8827110	M899991
01.0	Demonstrate employability skills.	
02.0	Demonstrate human relations skills necessary for success in marketing occupations.	
03.0	Demonstrate proficiency in applying communication skills.	
04.0	Demonstrate proficiency in applying math skills unique to marketing.	
05.0	Identify economic principles.	
06.0	Identify marketing and business fundamentals.	
07.0	Identify effective selling techniques and procedures.	
Marketing Applications	8827120	M899991
08.0	Select a marketing industry for career planning.	
09.0	Demonstrate applications of distribution to the selected marketing industry.	
10.0	Demonstrate applications of financing to the selected marketing industry.	

- 11.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 12.0 Demonstrate applications of marketing information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT — DATA CODE B

MARKETING MANAGERS — SOC 11-2021.00

- 20.0 Apply economic principles to marketing.
- 21.0 Apply product and service technology.
- 22.0 Demonstrate merchandising skills appropriate for marketing.
- 23.0 Implement marketing operational techniques.
- 24.0 Demonstrate proficiency in applying higher level mathematical skills unique to marketing.
- 25.0 Apply promotional planning techniques and procedures to product marketing.
- 26.0 Apply entrepreneurial concepts to marketing.
- 27.0 Apply marketing management principles to a business.
- 28.0 Analyze global trends in marketing.
- 29.0 Demonstrate applications of technology to marketing.
- 30.0 Apply a career plan to marketing.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Cluster Title: Marketing and Sales
 Course Title: **Marketing Management**
 Course Number: 8827130
 Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the industry. The content includes applied skills related to the marketing functions including employment skills required for success in marketing and career planning as related to a marketing industry. After successful completion of the core and this course, the student will have attained **Occupational Completion Point — Data Code B, Marketing Managers —SOC 11-2021.00**

- 20.0 APPLY ECONOMIC PRINCIPLES TO MARKETING—The student will be able to:
- 20.01 Explain economic trends as they relate to marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
 - 20.02 Explain role of the profit motive in the marketing of products. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.1.4.1
 - 20.03 Explain role of marketing in a free enterprise system. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.1
 - 20.04 Describe channels of distribution for marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 20.05 Apply economic concepts to marketing including pricing, risk, productivity, competition, and cycles. LA.A.2.4.7, LA.A.2.4.8, SS.D.1.4.1, SS.D.2.4.1
- 21.0 APPLY PRODUCT AND SERVICE TECHNOLOGY—The student will be able to:
- 21.01 Demonstrate appropriate techniques and terminology for selling. LA.A.1.4.3, LA.C.3.4.4
 - 21.02 Demonstrate principles in the marketing of products. LA.A.1.4.3, LA.C.3.4.4
 - 21.03 Discuss inventors and entrepreneurs who have had a major influence on the marketing industry. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 21.04 Identify past, present, and future marketing products, styles, and services. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 22.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR MARKETING—The student will be able to:
- 22.01 Supervise basic stock keeping techniques, such as sorting by color, size, and/or classification; and cleaning merchandise fixtures.
 - 22.02 Supervise initiatives in maintaining stock, such as rehangng merchandise, studying hang tags, and restocking merchandise.
 - 22.03 Demonstrate sales promotion technique of locating advertised merchandise on the selling floor. LA.C.3.4.4
 - 22.04 Demonstrate techniques to perform a merchandise inventory. LA.C.3.4.4
 - 22.05 Assist in preparation of merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles, and

- appropriate displays for given types of merchandise. LA.B.1.4.1, LA.B.2.4.1, LA.A.1.4.3
- 22.06 Plan a promotional campaign for a product or line to include types of media, promotional mix, and evaluation of effectiveness. LA.A.2.4.4, LA.B.1.4.1, LA.B.2.4.1, LA.B.2.4.4, LA.C.3.4.4
- 22.07 Demonstrate ability to follow a floor plan. LA.A.2.4.4
- 23.0 IMPLEMENT MARKETING OPERATIONAL TECHNIQUES—The student will be able to:
- 23.01 Implement accident prevention techniques in work situations.
- 23.02 Demonstrate receiving and checking techniques. LA.C.3.4.4
- 23.03 Demonstrate techniques to prevent security problems, including correct procedures for recognizing and monitoring potential shoplifters. LA.C.3.4.4
- 23.04 Demonstrate procedures relative to employees' role in preventing internal loss. LA.C.3.4.4
- 23.05 Implement guidelines that address concerns and issues that relate to the operation of a business including safety practices.
- 23.06 Conduct an orientation for new employees. LA.C.1.4.1, LA.C.3.4
- 24.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO MARKETING—The student will be able to:
- 24.01 Collect and analyze sales information to determine stock turnover and stock-sales ratio for merchandise. MA.E.1.4
- 24.02 Apply standard industry formula to determine markup and markdown on merchandise or service. MA.E.1.4
- 24.03 Analyze standard industry formulas relative to discount date and due date to determine the amount of payment on an invoice. MA.E.1.4
- 24.04 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes. MA.E.1.4
- 24.05 Complete pricing problem involving fixed or variable pricing, odd-cent pricing, and loss leader pricing. MA.E.1.4
- 24.06 Calculate sales productivity. MA.E.1.4
- 24.07 Calculate sales per hour. MA.E.1.4
- 24.08 Calculate average items and average dollars per transaction. MA.E.1.4
- 25.0 APPLY PROMOTIONAL PLANNING TECHNIQUES AND PROCEDURES TO PRODUCT MARKETING—The student will be able to:
- 25.01 Analyze role of promotion in marketing and merchandising.
- 25.02 Develop a promotion plan for a given product or situation. LA.A.2.4.4
- 25.03 Develop a promotional mix for a product. LA.A.2.4.4
- 25.04 Identify the market(s) for the promotion plan. LA.A.1.4.3, LA.A.2.4.6, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 25.05 Prepare a promotional calendar of events. LA.A.2.4.4, LA.B.1.4.1, LA.B.2.4.3
- 25.06 Prepare a written advertisement layout. LA.A.2.4.4, LA.B.1.4.1, LA.B.2.4.3
- 25.07 Select and evaluate a variety of advertising media to carry the advertising message. LA.A.2.4.8
- 25.08 Apply steps involved in planning and setting up displays. LA.A.2.4.4, LA.B.2.4.2
- 25.09 Identify factors to consider when evaluating completed displays. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
- 25.10 Differentiate between promotional displays and institutional displays. LA.A.1.4.3
- 25.11 Implement strategies to be used for public relations.
- 25.12 Establish promotion plan sales quotas and incentives.
- 25.13 Evaluate the overall promotion plan.

- 26.00 APPLY ENTREPRENEURIAL CONCEPTS TO MARKETING—The student will be able to:
- 26.01 Describe importance of entrepreneurship to related industries. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.02 Analyze advantages and disadvantages of self-employment. LA.A.2.4.4
 - 26.03 Analyze risks involved in ownership of a business. LA.A.2.4.4
 - 26.04 Analyze advantages and disadvantages of the primary forms of business ownership. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.05 Discuss future prospects for entrepreneurship and intrapreneurship in marketing. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.06 Assess education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 26.07 Assess personal potential to become an entrepreneur and/or intrapreneur.
 - 26.08 Develop a plan to establish and open a business. LA.A.2.4.4
- 27.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A BUSINESS—The student will be able to do:
- 27.01 Explain marketing management functions. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 27.02 Explain how a marketing manager manages people, ideas, time, money, and materials. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 27.03 Explain why effective communication is critical to the marketing manager. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4
 - 27.04 Apply the steps in the management problem-solving process.
 - 27.05 Demonstrate strategies the marketing manager can use to motivate employees.
 - 27.06 Evaluate how the marketing concept influences marketing.
 - 27.07 Develop a marketing plan. LA.A.2.4.4, LA.A.2.4.6, LA.A.2.4.7, LA.A.2.4.8
- 28.0 ANALYZE GLOBAL TRENDS IN MARKETING—The student will be able to:
- 28.01 Compare and contrast global marketing trends in selected industries. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
 - 28.02 Analyze impact of global marketing. LA.A.2.4.4, SS.D.2.4.6
 - 28.03 Identify foreign markets and distributors. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
 - 28.04 Analyze multicultural influences on global marketing trends. LA.A.2.4.4, SS.D.2.4.6
 - 28.05 Demonstrate methods of researching specific global markets. LA.A.1.4.3, LA.A.2.4.4, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
 - 28.06 Discuss the role of the Internet in facilitating global marketing. LA.A.1.4.3, LA.A.2.4.4, LA.A.2.4.6, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, SS.D.2.4.6
- 29.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO MARKETING—The student will be able to:
- 29.01 Demonstrate mastery of computers and technology currently used in marketing. LA.D.2.4.4, LA.B.2.4.4
 - 29.02 Identify use of satellite transmissions in marketing training. LA.A.1.4.3, LA.B.1.4.2, LA.B.1.4.3, LA.B.2.4, LA.C.3.4, LA.D.2.4.4
 - 29.03 Demonstrate use of the computer and information networks in marketing. LA.D.2.4.4, LA.B.2.4.4

- 30.0 APPLY A CAREER PLAN TO MARKETING—The student will be able to:
- 30.01 Develop a plan for pursuing a specific career in marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goals in the chosen career. LA.A.2.4.4, LA.A.2.4.6
 - 30.02 Demonstrate competencies required for career sustaining and mid-level management positions in a chosen marketing field. LA.A.2.4.7, LA.A.2.4.8
 - 30.03 Demonstrate specific technology applications related to the student's marketing career plan. LA.A.2.4.7, LA.A.2.4.8, LA.D.2.4.4, LA.D.2.4.6
 - 30.04 Develop forms of documentation for inclusion in a marketing career portfolio. LA.B.1.4

**Florida Department of Education
INTENDED OUTCOMES**

Program Title: **Restaurant Marketing**

	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8824100	M809050
CIP Number:	0208090500	0208090500
SOC Code:	35-1012.00	35-1012.00
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 RESTAURANT @7 G MKTG MGMT @7 G	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 RESTAURANT @7 G MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

MAJOR CONTENT: Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 - Marketing Essentials
- 8827120 - Marketing Applications
- 8824110 - Restaurant Marketing Operations

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - SOC 41-2031.00

- | | | |
|----------------------------|--|---------|
| CORE: Marketing Essentials | 8827110 | M899991 |
| 01.0 | Demonstrate employability skills. | |
| 02.0 | Demonstrate human relations skills necessary for success in marketing occupations. | |
| 03.0 | Demonstrate proficiency in applying communication skills. | |
| 04.0 | Demonstrate proficiency in applying math skills unique to marketing. | |
| 05.0 | Identify economic principles. | |
| 06.0 | Identify marketing and business fundamentals. | |
| 07.0 | Identify effective selling techniques and procedures. | |
| Marketing Applications | 8827120 | M899991 |
| 08.0 | Select a marketing industry for career planning. | |
| 09.0 | Demonstrate applications of distribution to the selected marketing industry. | |
| 10.0 | Demonstrate applications of financing to the selected marketing industry. | |

- 11.0 Demonstrate applications of product/service planning to the selected marketing industry.
- 12.0 Demonstrate applications of marketing information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

FOOD SERVICE SUPERVISORS - SOC 35-1012.00.

- 20.0 Apply economic principles to restaurant marketing.
- 21.0 Apply restaurant product and service technology.
- 22.0 Demonstrate merchandising skills appropriate for restaurant marketing.
- 23.0 Implement restaurant marketing operational techniques.
- 24.0 Demonstrate proficiency in applying higher level mathematical skills unique to restaurant marketing.
- 25.0 Apply promotional planning techniques and procedures to restaurant marketing.
- 26.0 Apply entrepreneurial concepts to restaurant marketing.
- 27.0 Apply marketing management principles to a restaurant business.
- 28.0 Analyze global trends in restaurant marketing.
- 29.0 Demonstrate applications of technology to restaurant marketing.
- 30.0 Apply a career plan to restaurant marketing.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Cluster Title: Marketing and Sales
 Course Title: **Restaurant Marketing Operations**
 Course Number: 8824110
 Course Credit: 1

COURSE DESCRIPTION:

This course provides instruction for career sustaining level employment in the food service industry. The content includes applied skills related to the marketing functions and food service industries including employment skills required for success in food service and career planning as related to the food service industry. After completion of the core and this course, the student will have attained **Occupational Completion Point - Data Code B**, Food Service Supervisors - SOC 35-1012.00.

- 20.0 APPLY ECONOMIC PRINCIPLES TO RESTAURANT MARKETING--The student will be able to:
 - 20.01 Explain economic trends as they relate to restaurant marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.02 Explain role of the profit motive in the restaurant industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.03 Explain role of restaurant marketing in free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.04 Describe channels of distribution for restaurant marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.05 Apply economic concepts to restaurant marketing including pricing, risk, productivity, competition, and cycles.

- 21.0 APPLY RESTAURANT PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:
 - 21.01 Explain history and composition of food cuisine's and beverages. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 21.02 Analyze trends in the restaurant, food service, and beverage industries. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 21.03 Demonstrate principles in the marketing of restaurants.
 - 21.04 Demonstrate use of restaurant supplies and equipment in restaurant and food service operations.
 - 21.05 Demonstrate use of electronic technology used in restaurants and food service.

- 22.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR RESTAURANT MARKETING--The student will be able to:
 - 22.01 Utilize effective menu presentation.
 - 22.02 Apply principles of personal salesmanship.
 - 22.03 Implement proper beverage service techniques.
 - 22.04 Apply techniques of merchandising to food and beverage marketing.
 - 22.05 Explain benefits of publicity and public relations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 22.06 Explain how the telephone can be used as an effective sales promotion instrument.
LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 22.07 Implement effective personal selling techniques.
 - 22.08 Analyze advantages of various display techniques. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 23.0 IMPLEMENT RESTAURANT MARKETING OPERATIONAL TECHNIQUES--The student will be able to:
- 23.01 Implement accident prevention techniques in restaurant marketing operations.
 - 23.02 Demonstrate safety practices in restaurant operations.
 - 23.03 Demonstrate general sanitation and hygienic principles.
 - 23.04 Recognize emergency situations.
 - 23.05 Demonstrate exceptional health and safety procedures.
 - 23.06 Demonstrate procedures relative to employees' role in preventing internal loss.
- 24.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO RESTAURANT MARKETING--The student will be able to:
- 24.01 Identify break-even point for restaurant marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 24.02 Apply need sales increase formula to justify various merchandising techniques.
 - 24.03 Collect and analyze sales information to determine food, beverage, and supply needs.
 - 24.04 Determine amount of items to order or reorder utilizing model stock by collecting, analyzing, representing, and interpreting data, and predicting outcomes.
 - 24.05 Analyze daily inventory and operation reports to make decisions relating to ordering, scheduling, bank deposits and change needed. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 25.0 APPLY PROMOTIONAL PLANNING TECHNIQUES AND PROCEDURES TO RESTAURANT MARKETING--The student will be able to:
- 25.01 Analyze role of promotion in restaurant and food service operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.02 Develop a promotion plan for a given restaurant.
 - 25.03 Develop a promotional mix for a restaurant.
 - 25.04 Identify the market(s) for the promotion plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.05 Prepare a promotional calendar of events.
 - 25.06 Prepare a written advertisement layout.
 - 25.07 Select and evaluate a variety of advertising media to carry the advertising message.
 - 25.08 Apply steps involved in planning and setting up restaurant and food service displays, i.e. carts, buffet lines, and tables.
 - 25.09 Apply factors to consider when evaluating completed restaurant and food service displays.
 - 25.10 Implement strategies to be used for public relations.
 - 25.11 Establish promotion plan sales quotas and incentives.
 - 25.12 Evaluate overall restaurant marketing promotion plan.
- 26.0 APPLY ENTREPRENEURIAL CONCEPTS TO RESTAURANT MARKETING--The student will be able to:
- 26.01 Describe importance of entrepreneurship to restaurant and food service industries.
LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 26.02 Analyze advantages and disadvantages of self-employment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.03 Analyze risks involved in ownership of a restaurant or food service business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.04 Identify advantages and disadvantages of the primary forms of business ownership found in the restaurant industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.05 Discuss future prospects for entrepreneurship and intrapreneurship in restaurant marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.06 Identify education, aptitudes, attitudes, and skills recommended for restaurant entrepreneurs and intrapreneurs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.07 Assess personal potential to become a restaurant entrepreneur and/or intrapreneur. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.08 Develop a plan to establish and open a restaurant or food service business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
- 27.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A RESTAURANT BUSINESS--The student will be able to:
- 27.01 Explain restaurant marketing management functions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.02 Explain how a restaurant or food service operations manager manages people, ideas, time, money, and materials. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.03 Explain why effective communication is critical to the restaurant marketing manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.04 Apply the steps in the restaurant management problem-solving process.
 - 27.05 Demonstrate strategies the restaurant or food service manager can use to motivate employees.
 - 27.06 Evaluate how the marketing concept influences restaurant and food service operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.07 Develop a restaurant marketing plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
- 28.0 ANALYZE GLOBAL TRENDS IN RESTAURANT MARKETING--The student will be able to:
- 28.01 Identify global marketing trends in restaurant and food service industries. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.02 Analyze impact of global marketing on restaurant and food service. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.03 Analyze global restaurant management organizations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.04 Analyze multicultural influences on global restaurant and food service marketing trends. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.05 Identify methods of researching specific global restaurant markets. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.06 Identify the role of the Internet in facilitating global restaurant marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO RESTAURANT MARKETING--The student will be able to:
- 29.01 Demonstrate mastery of computers and technology currently used in restaurant and food service marketing.
 - 29.02 Identify use of satellite transmissions in restaurant and food service training. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 29.03 Demonstrate use of the computer and information networks in restaurant and food service marketing.

- 30.0 APPLY A CAREER PLAN TO RESTAURANT MARKETING--The student will be able to:
- 30.01 Develop a plan for pursuing a specific career in restaurant or food service marketing including training and education requirements, needed skills and abilities, and steps for reaching career goal. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 30.02 Demonstrate competencies required for career sustaining and mid-level management positions in the restaurant and food service marketing field.
 - 30.03 Demonstrate specific technology applications related to the student's restaurant and food service career plan.
 - 30.04 Develop forms of documentation for inclusion in a restaurant or food service marketing career portfolio. LA.A.1.4.3, LA.B.1.4, LA.B.2.4

**Florida Department of Education
INTENDED OUTCOMES**

Program Title:	Retail Food Marketing	
	<u>Secondary</u>	<u>PSAV</u>
Program Numbers:	8821100	M806010
CIP Number:	0208060100	0208060100
SOC Code:	41-1011.00	41-1011.00
Grade Level:	9-12, 30, 31	30, 31
Length:	3 credits	450 hours
Certification:	RETAILING @7 G MKTG 1 TEACH CDE @7 DIST ED @7 MKTG MGMT @7 G	TEACH CDE @7 RETAILING @7 G DIST ED @7 MKTG 1 MKTG MGMT @7 G
Facility Code:	222	222
CTSO:	DECA	DEX
Coop Method:	Yes	Yes

Basic Skills:

Math	9
Language	9
Reading	9

MAJOR CONTENT: Listed below are the courses that comprise this program when offered at the secondary level:

- 8827110 - Marketing Essentials
- 8827120 - Marketing Applications
- 8821110 - Retail Food Marketing

INTENDED OUTCOMES: After successfully completing appropriate course(s) for each occupational completion point of this program, the student will be able to perform the following:

OCCUPATIONAL COMPLETION POINT - DATA CODE A
SALESPERSON, RETAIL - SOC 41-2031.00

- | | | |
|----------------------------|--|---------|
| CORE: Marketing Essentials | 8827110 | M899991 |
| 01.0 | Demonstrate employability skills. | |
| 02.0 | Demonstrate human relations skills necessary for success in marketing occupations. | |
| 03.0 | Demonstrate proficiency in applying communication skills. | |
| 04.0 | Demonstrate proficiency in applying math skills unique to marketing. | |
| 05.0 | Identify economic principles. | |
| 06.0 | Identify marketing and business fundamentals. | |
| 07.0 | Identify effective selling techniques and procedures. | |
| Marketing Applications | 8827120 | M899991 |
| 08.0 | Select a marketing industry for career planning. | |
| 09.0 | Demonstrate applications of distribution to the selected marketing industry. | |
| 10.0 | Demonstrate applications of financing to the selected marketing industry. | |
| 11.0 | Demonstrate applications of product/service planning to the selected marketing industry. | |

- 12.0 Demonstrate applications of marketing information management to the selected marketing industry.
- 13.0 Demonstrate pricing applications for the selected marketing industry.
- 14.0 Demonstrate promotion applications for the selected marketing industry.
- 15.0 Demonstrate purchasing applications to the selected marketing industry.
- 16.0 Demonstrate applications of safety and risk management to the selected marketing industry.
- 17.0 Demonstrate applications of selling to the selected marketing industry.
- 18.0 Demonstrate an understanding of entrepreneurship.
- 19.0 Identify the use of computers in marketing.

OCCUPATIONAL COMPLETION POINT - DATA CODE B

RETAIL MANAGERS - SOC 41-1011.00

- 20.0 Apply economic principles to retail food marketing.
- 21.0 Apply retail food product and service technology.
- 22.0 Demonstrate merchandising skills appropriate for retail food marketing.
- 23.0 Implement retail food marketing operational techniques.
- 24.0 Demonstrate proficiency in applying higher level mathematical skills unique to retail food marketing.
- 25.0 Apply promotional planning techniques and procedures to retail food marketing.
- 26.0 Apply entrepreneurial concepts to retail food marketing.
- 27.0 Apply marketing management principles to a retail food marketing related business.
- 28.0 Analyze global trends in retail food marketing.
- 29.0 Demonstrate applications of technology to retail food marketing.
- 30.0 Apply a career plan to retail food marketing.

**Florida Department of Education
STUDENT PERFORMANCE STANDARDS**

Cluster Title: Marketing and Sales
 Course Title: **Retail Food Marketing**
 Course Number: 8821110
 Course Credit: 1

COURSE DESCRIPTION:

This course is designed to provide students with an in-depth study of food marketing in a free enterprise society and provide the knowledge, skills, and attitudes required for advancement to middle level management employment in a wide variety of food marketing occupations.

After completion of the core and this course, the student will have attained **Occupational Completion Point - Data Code B**, Retail Managers - SOC 41-1011.00.

- 20.0 APPLY ECONOMIC PRINCIPLES TO RETAIL FOOD MARKETING--The student will be able to:
- 20.01 Explain economic trends as they relate to retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.02 Explain role of the profit motive in the marketing of food products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.03 Explain role of retail food marketing in the free enterprise system. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 20.04 Describe channels of distribution for retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 20.05 Apply economic concepts to retail food marketing including pricing, risk, productivity, competition, and cycles.
- 21.0 APPLY RETAIL FOOD PRODUCT AND SERVICE TECHNOLOGY--The student will be able to:
- 21.01 Demonstrate appropriate techniques and terminology for selling food and other products found in retail food marketing establishments.
 - 21.02 Demonstrate principles in the marketing of retail food products.
 - 21.03 Analyze different categories and classifications of retail food products. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 21.04 Demonstrate appropriate placement and merchandising techniques for the various categories of food and support products found in retail food marketing.
 - 21.05 Discuss nature of managerial planning. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 21.06 Describe role of management in the achievement of quality. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 21.07 Recognize wholesale and retail cuts of meats.
 - 21.08 Demonstrate vegetable product knowledge.
 - 21.09 Demonstrate fruit product knowledge.
 - 21.10 Identify merchandise in the grocery department. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 21.11 Recognize different dairy products.
 - 21.12 Identify on-premise and ready-prepared deli departments. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 21.13 Identify on-premise and bake-off bakery departments. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 22.0 DEMONSTRATE MERCHANDISING SKILLS APPROPRIATE FOR RETAIL FOOD MARKETING--The student will be able to:
- 22.01 Supervise basic stock keeping techniques of the various products and departmental lines found in retail food marketing.
 - 22.02 Supervise initiatives in maintaining stock such as stocking shelves, building displays, rotating stock, and restocking shelves.
 - 22.03 Demonstrate technique of systematically locating merchandise on the floor.
 - 22.04 Demonstrate techniques for taking inventory of retail food products.
 - 22.05 Assist in the planning of special holiday food promotions.
 - 22.06 Assist in the development of food and merchandise displays by demonstrating knowledge of design principles and elements, kinds of displays, patterns of arrangement, color principles, and appropriate displays for given types of merchandise.
 - 22.07 Demonstrate ability to follow a floor plan.
 - 22.08 Demonstrate ability to assemble prepack shippers.
- 23.0 IMPLEMENT RETAIL FOOD MARKETING OPERATIONAL TECHNIQUES--The student will be able to:
- 23.01 Implement accident prevention techniques in retail food marketing operations.
 - 23.02 Demonstrate receiving and checking techniques.
 - 23.03 Demonstrate techniques to prevent security problems, including correct procedures for recognizing and monitoring potential shoplifters.
 - 23.04 Demonstrate procedures relative to employees' role in preventing internal loss.
 - 23.05 Implement guidelines that address concerns and issues that relate to the operation of a retail food business including safety practices.
 - 23.06 Conduct an orientation for new employees.
 - 23.07 Demonstrate and acquire knowledge of meat department equipment and tools.
 - 23.08 Demonstrate and acquire knowledge of sanitation of meat equipment and tools.
 - 23.09 Demonstrate the correct handling of produce.
 - 23.10 Demonstrate appropriate sanitation skills for the produce department and equipment.
 - 23.11 Prepare grocery merchandise for stocking of shelves.
 - 23.12 Prepare dairy products for stocking.
 - 23.13 Demonstrate appropriate sanitation skills for the dairy department and equipment.
 - 23.14 Prepare frozen foods for stocking.
 - 23.15 Demonstrate appropriate sanitation skills for the frozen foods department and equipment.
 - 23.16 Prepare bakery, deli, floral, and miscellaneous departments for stocking.
 - 23.17 Demonstrate appropriate sanitation skills for the bakery, deli, floral, and miscellaneous departments.
- 24.0 DEMONSTRATE PROFICIENCY IN APPLYING HIGHER LEVEL MATHEMATICAL SKILLS UNIQUE TO RETAIL FOOD MARKETING--The student will be able to:
- 24.01 Collect and analyze sales information to determine stock and sales ratio for food and related lines.
 - 24.02 Apply standard industry formulas to determine mark up and mark down for retail food items.
 - 24.03 Analyze standard formulas relative to discount date and due date to determine amount due on an invoice. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 24.04 Determine amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.

- 24.05 Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
 - 24.06 Calculate sales productivity.
 - 24.07 Calculate sales per hour.
 - 24.08 Calculate average items and average dollars per transaction.
- 25.0 APPLY PROMOTIONAL PLANNING TECHNIQUES AND PROCEDURES TO RETAIL FOOD MARKETING--The students will be able to:
- 25.01 Analyze role of promotion in retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.02 Develop a promotion plan for retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 25.03 Develop a promotional mix for a retail food product. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 25.04 Identify and analyze market(s) for the promotion plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.05 Prepare a promotional calendar of events. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 25.06 Prepare a written advertisement layout. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 25.07 Select and evaluate a variety of advertising media to carry the advertising message.
 - 25.08 Apply steps involved in planning and assembling retail food marketing displays.
 - 25.09 Analyze factors to consider when evaluating completed retail food marketing displays. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 25.10 Differentiate between retail food promotional displays and institutional displays.
 - 25.11 Implement strategies to be used for public relations.
 - 25.12 Establish promotion plan sales quotas and incentives.
 - 25.13 Evaluate overall retail food promotion plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 26.0 APPLY ENTREPRENEURIAL CONCEPTS TO RETAIL FOOD MARKETING--The student will be able to:
- 26.01 Describe importance of entrepreneurship to the retail food industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 26.02 Analyze advantages and disadvantages of self-employment. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4.1, LA.C.3.4.2, LA.C.3.4.3, LA.C.3.4.4, LA.C.3.4.5
 - 26.03 Analyze risks involved in ownership of a retail food marketing business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.04 Identify advantages and disadvantages of the primary forms of business ownership found in the retail food marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.05 Discuss future prospects for entrepreneurship and intrapreneurship in retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.06 Identify education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 26.07 Assess personal potential to become an entrepreneur and/or intrapreneur.
 - 26.08 Develop a plan to establish and open a retail food marketing business. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
- 27.0 APPLY MARKETING MANAGEMENT PRINCIPLES TO A RETAIL FOOD MARKETING RELATED BUSINESS--The student will be able to:
- 27.01 Explain retail food marketing management functions. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.02 Explain how a retail food marketing manager manages people, ideas, time, money, and materials. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4

- 27.03 Explain why effective communication is critical to the retail food marketing manager. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.04 Apply the steps in the retail food management problem-solving process.
 - 27.05 Demonstrate strategies the retail food marketing manager can use to motivate employees.
 - 27.06 Evaluate how the marketing concept influences food marketing operations. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 27.07 Develop a food marketing plan. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
- 28.0 ANALYZE GLOBAL TRENDS IN RETAIL FOOD MARKETING--The student will be able to:
- 28.01 Identify global marketing trends in the food marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.02 Analyze impact of global marketing on the retail food marketing industry. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.03 Compare and contrast foreign retail food markets and distributors. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.04 Analyze multicultural influences on global retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.05 Identify methods of researching specific global retail food markets. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 28.06 Identify the role of the Internet in facilitating global retail food marketing. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
- 29.0 DEMONSTRATE APPLICATIONS OF TECHNOLOGY TO RETAIL FOOD MARKETING--The student will be able to:
- 29.01 Demonstrate mastery of computers and technology currently used in retail food marketing.
 - 29.02 Identify use of satellite transmissions in retail food marketing training. LA.A.1.4.3, LA.B.1.4, LA.B.2.4, LA.C.3.4
 - 29.03 Demonstrate use of the computer and information networks in retail food marketing.
- 30.0 APPLY A CAREER PLAN TO RETAIL FOOD MARKETING--The student will be able to:
- 30.01 Develop a plan for pursuing a specific career in retail food marketing, including training and educational requirements, needed skills and abilities, and steps for reaching career goal. LA.A.1.4.3, LA.B.1.4, LA.B.2.4
 - 30.02 Demonstrate competencies required for career sustaining and mid-level management positions in the retail food marketing field.
 - 30.03 Demonstrate specific technology applications related to the student's retail food marketing career plan.
 - 30.04 Develop forms of documentation for inclusion in a retail food marketing career portfolio. LA.A.1.4.3, LA.B.1.4, LA.B.2.4