

NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

Business, Finance, and Marketing Education

Grade: Grade 9 - 12

Course: Multichannel Merchandising **Updated**

NCCTE.2020.MI42 - Multichannel Merchandising

NCCTE.2020.MI42.01.00 - Understand the impact of ethical behavior in the merchandising industry.

NCCTE.2020.MI42.01.01 - Understand the nature of personal and business ethics.

NCCTE.2020.MI42.01.02 - Understand the role of ethics for employees and managers in the workplace.

NCCTE.2020.MI42.02.00 - Understand merchandising operational and management procedures.

NCCTE.2020.MI42.02.01 - Understand management functions, styles, and levels used in merchandising operations.

NCCTE.2020.MI42.02.02 - Understand operational procedures in merchandising.

NCCTE.2020.MI42.02.03 - Understand entrepreneurial concepts involved in merchandising.

NCCTE.2020.MI42.03.00 - Understand multichannel retailing.

NCCTE.2020.MI42.03.01 - Understand trends in retail.

NCCTE.2020.MI42.03.02 - Understand E-tailing operations.

NCCTE.2020.MI42.04.00 - Understand promotional procedures for merchandise marketing.

NCCTE.2020.MI42.04.01 - Understand components of a merchandising promotion plan.

NCCTE.2020.MI42.04.02 - Understand promotional procedures for special events and products.

NCCTE.2020.MI42.04.03 - Understand visual merchandising techniques.

NCCTE.2020.MI42.05.00 - Apply the principles of merchandise buying and selling.

NCCTE.2020.MI42.05.01 - Understand wholesale buying as it relates to the retail industry.

NCCTE.2020.MI42.05.02 - Understand the role of the consumer in the retail industry.

NCCTE.2020.MI42.05.03 - Apply effective selling techniques.

NCCTE.2020.MI42.06.00 - Understand the Lean Canvas Business Model.

NCCTE.2020.MI42.06.01 - Understand components of the Lean Canvas Business Model.

NCCTE.2020.MI42.06.02 - Understand interrelationships of the components of the Lean Canvas Business Model.

