

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

**Grade:** Grade 9 - 12

**Course:** Marketing Applications

**NCCTE.MA52** - Marketing Applications

**NCCTE.MA52.01.00** - Understand customer/client/business behavior and intermediate marketing planning.

**NCCTE.MA52.01.01** - Understand marketing's role and function in business to facilitate economic exchanges with customers. (SUPPLEMENTAL)

**NCCTE.MA52.01.02** - Utilize critical-thinking skills to determine best options/outcomes. (SUPPLEMENTAL)

**NCCTE.MA52.01.03** - Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

**NCCTE.MA52.01.04** - Employ marketing-information to develop a marketing plan.

**NCCTE.MA52.02.00** - Understand selling, financial analysis, and economics.

**NCCTE.MA52.02.01** - Understand sales activities to show command of their nature and scope.

**NCCTE.MA52.02.02** - Acquire a foundational knowledge of accounting to understand its nature and scope.

**NCCTE.MA52.02.03** - Implement accounting procedures to track money flow and to determine financial status.

**NCCTE.MA52.02.04** - Acquire knowledge of the impact of government on business activities to make informed economic decisions.

**NCCTE.MA52.02.05** - Utilize critical-thinking skills to determine best options/outcomes. (SUPPLEMENTAL)

**NCCTE.MA52.03.00** - Understand product/service management, emotional intelligence, financial analysis, selling, and customer relations.

**NCCTE.MA52.03.01** - Generate product ideas to contribute to ongoing business success.

**NCCTE.MA52.03.02** - Use communication skills to foster open, honest communications.

**NCCTE.MA52.03.03** - Use communication skills to influence others. (SUPPLEMENTAL)

**NCCTE.MA52.03.04** - Write internal and external business correspondence to convey and obtain information effectively.

**NCCTE.MA52.03.05** - Use communication skills to influence others. (SUPPLEMENTAL)

**NCCTE.MA52.03.06** - Manage financial resources to ensure solvency.

**NCCTE.MA52.03.07** - Interpret marketing information to test hypotheses and/or to resolve issues. (SUPPLEMENTAL)

**NCCTE.MA52.03.08** - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

**NCCTE.MA52.03.09** - Understand the nature of customer relationship management to show its contributions to a company.



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**NCCTE.MA52.03.10** - Employ product-mix strategies to meet customer expectations.

**NCCTE.MA52.03.11** - Position company to acquire desired business image.

**NCCTE.MA52.04.00** - Understand channel management and selling.

**NCCTE.MA52.04.01** - Manage channel activities to minimize costs and to determine distribution strategies.

**NCCTE.MA52.04.02** - Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

**NCCTE.MA52.04.03** - Perform pre-sales activities to facilitate sales presentation. (SUPPLEMENTAL)

**NCCTE.MA52.04.04** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

**NCCTE.MA52.04.05** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SUPPLEMENTAL)

**NCCTE.MA52.04.06** - Process the sale to complete the exchange. (SUPPLEMENTAL)

**NCCTE.MA52.04.07** - Write internal and external business correspondence to convey and obtain information effectively. (SUPPLEMENTAL)

**NCCTE.MA52.05.00** - Understand promotion, marketing-information management, and communication.

**NCCTE.MA52.05.01** - Understand the use of an advertisement's components to communicate with targeted audiences.

**NCCTE.MA52.05.02** - Manage stressful situations to minimize negative workplace interactions. (SUPPLEMENTAL)

**NCCTE.MA52.05.03** - Understand the use of public-relations activities to communicate with targeted audiences. (SUPPLEMENTAL)

**NCCTE.MA52.05.04** - Understand the use of trade shows/expositions to communicate with targeted audiences. (SUPPLEMENTAL)

**NCCTE.MA52.05.05** - Manage promotional activities to maximize return on promotional efforts.

**NCCTE.MA52.05.06** - Evaluate marketing research procedures and findings to assess their credibility.

**NCCTE.MA52.05.07** - Write internal and external business correspondence to convey and obtain information effectively.

**NCCTE.MA52.06.00** - Understand economics.

**NCCTE.MA52.06.01** - Analyze cost/profit relationships to guide business decision-making. (SUPPLEMENTAL)

**NCCTE.MA52.06.02** - Analyze cost/profit relationships to guide business decision-making.

**NCCTE.MA52.06.03** - Understand economic indicators to recognize economic trends and conditions.

**NCCTE.MA52.06.04** - Determine global trade's impact on business decision-making. (SUPPLEMENTAL)

