

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)

