Marketing and Entrepreneurship Education

Grade: Grade 9 - 12
Course: Marketing

NCCTE.MM51 - Marketing

NCCTE.MM51.01.00 - Understand marketing, career opportunities, market planning, and foundation of marketing-information management.
   - NCCTE.MM51.01.01 - Understand marketing's role and functions in business to facilitate economic exchanges with customers. (MK:001), (MK:002)
   - NCCTE.MM51.01.02 - Understand career opportunities in marketing to make career decisions. (PD:024)
   - NCCTE.MM51.01.03 - Read to acquire meaning from written material and to apply the information to a task. (CO:057) (SUPPLEMENTAL)
   - NCCTE.MM51.01.04 - Employ marketing-information to develop a marketing plan. (MP:001), (MP:003)
   - NCCTE.MM51.01.05 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:012), (IM:184)
   - NCCTE.MM51.01.06 - Write internal and external business correspondence to convey and obtain information effectively. (CO:133) (SUPPLEMENTAL)

NCCTE.MM51.02.00 - Understand selling, customer relations and product management.
   - NCCTE.MM51.02.01 - Acquire a foundational knowledge of selling to understand its nature and scope. (SE:017), (SE:076)
   - NCCTE.MM51.02.02 - Foster positive relationships with customers to enhance company image. (CR:004), (CR:005), (CR:019), (CR:006) (SUPPLEMENTAL)
   - NCCTE.MM51.02.03 - Acquire a foundational knowledge of selling to understand its nature and scope. (SE:932)
   - NCCTE.MM51.02.04 - Foster positive relationships with customers to enhance company image. (CR:007) (SUPPLEMENTAL)
   - NCCTE.MM51.02.05 - Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010) (SUPPLEMENTAL)
   - NCCTE.MM51.02.06 - Apply quality assurances to enhance product/service offerings. (PM:019), (PM:020)
   - NCCTE.MM51.02.07 - Reinforce company's image to exhibit the company's brand promise. (CR:001), (CR:002)
   - NCCTE.MM51.02.08 - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:062), (SE:109)
   - NCCTE.MM51.02.09 - Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:048)
   - NCCTE.MM51.02.10 - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:110), (SE: 111), (SE:114) (SUPPLEMENTAL)
   - NCCTE.MM51.02.11 - Process the sale to complete the exchange. (SE:116)
   - NCCTE.MM51.02.12 - Process the sale to complete the exchange. (SE:009), (SE:835) (SUPPLEMENTAL)

NCCTE.MM51.03.00 - Understand product/service management, pricing, and channel management.
   - NCCTE.MM51.03.01 - Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001), (PM:024), (PM:039), (PM:040)
   - NCCTE.MM51.03.02 - Apply quality assurances to enhance product/service offerings. (PM:017)
NCCTE.MM51.03.03 - Employ product-mix strategies to meet customer expectations. (PM:003)
NCCTE.MM51.03.04 - Position products/services to acquire desired business image. (PM:042), (PM:021)
NCCTE.MM51.03.05 - Position company to acquire desired business image. (PM:206) (SUPPLEMENTAL)
NCCTE.MM51.03.06 - Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:015), (PI:016), (PI:017), (PI:002)
NCCTE.MM51.03.07 - Acquire a foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:002), (CM:003), (CM:004)
NCCTE.MM51.03.08 - Acquire a foundational knowledge of channel management to understand its role in marketing. (CM:005), (CM:006) (SUPPLEMENTAL)
NCCTE.MM51.03.09 - Write internal and external business correspondence to convey and obtain information effectively. (CO:039) (SUPPLEMENTAL)

NCCTE.MM51.04.00 - Understand promotion, marketing-information management, and selling.
NCCTE.MM51.04.01 - Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003), (PR:099), (PR:100), (PR:101)
NCCTE.MM51.04.02 - Understand promotional channels used to communicate with targeted audiences. (PR:007)
NCCTE.MM51.04.03 - Understand promotional channels used to communicate with targeted audiences. (PR:247), (PR:089) (SUPPLEMENTAL)
NCCTE.MM51.04.04 - Understand promotional channels used to communicate with targeted audiences. (PR:249), (PR:250)
NCCTE.MM51.04.05 - Write internal and external business correspondence to convey and obtain information effectively. (CO:040) (SUPPLEMENTAL)
NCCTE.MM51.04.06 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:001)
NCCTE.MM51.04.07 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:025) (SUPPLEMENTAL)
NCCTE.MM51.04.08 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:183)
NCCTE.MM51.04.09 - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:419) (SUPPLEMENTAL)
NCCTE.MM51.04.10 - Understand marketing-research activities to show command of their nature and scope. (IM:010), (IM:282) (SUPPLEMENTAL)
NCCTE.MM51.04.11 - Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue. (IM:284), (IM:281), (IM:285) (SUPPLEMENTAL)
NCCTE.MM51.04.12 - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:289)
NCCTE.MM51.04.13 - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:418), (IM:286)
NCCTE.MM51.04.14 - Acquire a foundational knowledge of selling to understand its nature and scope. (SE:828) (SUPPLEMENTAL)
NCCTE.MM51.04.15 - Acquire a foundational knowledge of selling to understand its nature and scope. (SE:106)
NCCTE.MM51.04.16 - Acquire a foundational knowledge of selling to understand its nature and scope.