

# NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

## Business, Finance, and Marketing Education

**Grade:** Grade 9 - 12

**Course:** Accounting I

**NCCTE.2019.BA10** - Accounting I

**NCCTE.2019.BA10.01.00** - Understand the purpose and tools of Accounting.

**NCCTE.2019.BA10.01.01** - Understand the role of accounting in business operations.

**NCCTE.2019.BA10.01.02** - Understand the forms of business ownership and types of business.

**NCCTE.2019.BA10.01.03** - Understand spreadsheet basics.

**NCCTE.2019.BA10.02.00** - Understand Accounting professionalism.

**NCCTE.2019.BA10.02.01** - Understand Generally Accepted Accounting Principles.

**NCCTE.2019.BA10.02.02** - Understand the AICPA Code of Professional Conduct and Ethics.

**NCCTE.2019.BA10.03.00** - Understand fundamental Accounting concepts.

**NCCTE.2019.BA10.03.01** - Understand the accounting equation, debits and credits.

**NCCTE.2019.BA10.03.02** - Understand double-entry accounting journal entries.

**NCCTE.2019.BA10.04.00** - Apply accounting procedures for journal entries.

**NCCTE.2019.BA10.04.01** - Apply procedures to prepare and post journal entries for a service business.

**NCCTE.2019.BA10.04.02** - Apply procedures to prepare and post journal entries for a merchandising business.

**NCCTE.2019.BA10.04.03** - Apply accounting procedures to prepare worksheets and adjusting entries.

**NCCTE.2019.BA10.04.04** - Apply accounting procedures to prepare financial statements.

**NCCTE.2019.BA10.04.05** - Apply accounting procedures to prepare closing entries.

**NCCTE.2019.BA10.05.00** - Apply accounting procedures to perform banking and payroll activities.

**NCCTE.2019.BA10.05.01** - Apply procedures to reconcile a bank statement and prepare related journal entries.

**NCCTE.2019.BA10.05.02** - Apply procedures to complete payroll records and prepare related journal entries.

**NCCTE.2019.BA10.06.00** - Apply accounting procedures to perform specialized accounting activities.

**NCCTE.2019.BA10.06.01** - Apply procedures to prepare journal entries for notes payable and notes receivable transactions.

**NCCTE.2019.BA10.06.02** - Apply procedures to prepare journal entries for uncollectible accounts transactions.

**NCCTE.2019.BA10.06.03** - Apply procedures to prepare journal entries for straight-line depreciation and disposal of plant assets.

**Course:** Accounting II

**NCCTE.2019.BA20** - Accounting II

**NCCTE.2019.BA20.01.00** - Apply accounting procedures for departmentalized business.



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**NCCTE.2019.BA20.01.01** - Remember the purpose and tools of Accounting.

**NCCTE.2019.BA20.01.02** - Apply journal procedures in a departmentalized merchandising business.

**NCCTE.2019.BA20.01.03** - Apply procedures to calculate gross profit, prepare a departmentalized worksheet, and prepare departmental margin statements.

**NCCTE.2019.BA20.01.04** - Apply procedures to journalize adjusting and closing entries for a departmentalized merchandising business.

**NCCTE.2019.BA20.02.00** - Apply inventory costing methods and specialized adjusting entries.

**NCCTE.2019.BA20.02.01** - Understand inventory costing methods.

**NCCTE.2019.BA20.02.02** - Apply inventory costing methods to calculate the value of inventory.

**NCCTE.2019.BA20.02.03** - Apply procedures to create an Income Statement with Cost of Goods Sold.

**NCCTE.2019.BA20.02.04** - Apply procedures for calculating and journalizing depreciation expense.

**NCCTE.2019.BA20.02.05** - Apply procedures for calculating and journalizing accruals and deferrals.

**NCCTE.2019.BA20.03.00** - Apply accounting procedures for a corporation.

**NCCTE.2019.BA20.03.01** - Apply procedures for the issuance of stocks and bonds.

**NCCTE.2019.BA20.03.02** - Apply procedures for payment of dividends.

**NCCTE.2019.BA20.03.03** - Apply procedures for preparing a statement of stockholders equity.

**NCCTE.2019.BA20.04.00** - Analyze financial data to make managerial decisions.

**NCCTE.2019.BA20.04.01** - Understand concepts and practices related to budgeting.

**NCCTE.2019.BA20.04.02** - Apply procedures to calculate cost-volume-profit relationship indicators.

**NCCTE.2019.BA20.04.03** - Apply procedures to calculate financial ratios.

**NCCTE.2019.BA20.04.04** - Analyze financial indicators and ratios to make business decisions.

**NCCTE.2019.BA20.05.00** - Apply concepts for cost accounting procedures.

**NCCTE.2019.BA20.05.01** - Understand cost accounting concepts and practices for a manufacturing business.

**NCCTE.2019.BA20.05.02** - Apply cost accounting procedures to journalize transactions for a manufacturing business.

**NCCTE.2019.BA20.06.00** - Analyze financial statements for auditing purposes.

**NCCTE.2019.BA20.06.01** - Understand purposeful auditing techniques.

**NCCTE.2019.BA20.06.02** - Understand the Statement of Cash Flows.

**Course:** Business Law

**NCCTE.BB30** - Business Law

**NCCTE.BB30.01.00** - Understand the U.S. legal system.

**NCCTE.BB30.01.01** - Understand ethics, sources of law, and legal systems.



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**NCCTE.BB30.01.02** - Understand court systems and trial procedures.

**NCCTE.BB30.01.03** - Understand criminal and civil laws.

**NCCTE.BB30.02.00** - Understand contract law.

**NCCTE.BB30.02.01** - Understand elements and characteristics of a contract.

**NCCTE.BB30.02.02** - Understand terminating, transferring, and breaching a contract.

**NCCTE.BB30.03.00** - Understand employment, agency, environmental, energy, and intellectual property law.

**NCCTE.BB30.03.01** - Understand employment law.

**NCCTE.BB30.03.02** - Understand agency law.

**NCCTE.BB30.03.03** - Remember environmental and energy law.

**NCCTE.BB30.03.04** - Understand intellectual property law.

**NCCTE.BB30.04.00** - Understand financial, credit, and bankruptcy law and insurance.

**NCCTE.BB30.04.01** - Understand financial, credit, and bankruptcy law.

**NCCTE.BB30.04.02** - Understand types of insurance.

**NCCTE.BB30.05.00** - Understand domestic relations law and wills/estate planning.

**NCCTE.BB30.05.01** - Understand domestic relations law.

**NCCTE.BB30.05.02** - Understand wills/estate planning.

**NCCTE.BB30.06.00** - Understand sales, consumer, property, and cyber law.

**NCCTE.BB30.06.01** - Understand sales and consumer law.

**NCCTE.BB30.06.02** - Understand property law.

**NCCTE.BB30.06.03** - Understand cyber law.

**Course:** Business Management I Updated

**NCCTE.2020.BB40** - Business Management I

**NCCTE.2020.BB40.01.00** - Understand the planning and organizing role of management

**NCCTE.2020.BB40.01.01** - Discuss employment opportunities in business management and administration

**NCCTE.2020.BB40.01.02** - Explain the concept of management

**NCCTE.2020.BB40.01.03** - Discuss the nature of managerial planning

**NCCTE.2020.BB40.01.04** - Explain managerial considerations in organizing

**NCCTE.2020.BB40.01.05** - Explain the organizational design of business

**NCCTE.2020.BB40.01.06** - Explain the nature of project management

**NCCTE.2020.BB40.02.00** - Understand the staffing and directing role of management

**NCCTE.2020.BB40.02.01** - Discuss the nature of human resources management

**NCCTE.2020.BB40.02.02** - Describe managerial considerations in staffing

**NCCTE.2020.BB40.02.03** - Discuss managerial considerations in directing

**NCCTE.2020.BB40.02.04** - Orient new employees

**NCCTE.2020.BB40.03.00** - Understand the relationship between customer service and business management



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**NCCTE.2020.BB40.03.01** - Discuss the nature of customer relationship management

**NCCTE.2020.BB40.03.02** - Describe the use of technology in customer relationship management

**NCCTE.2020.BB40.03.03** - Demonstrate a customer-service mindset

**NCCTE.2020.BB40.03.04** - Interpret business policies to customers/clients

**NCCTE.2020.BB40.03.05** - Adapt communication to the cultural and social differences among clients

**NCCTE.2020.BB40.03.06** - Handle customer/client complaints

**NCCTE.2020.BB40.03.07** - Identify company's brand promise

**NCCTE.2020.BB40.03.08** - Describe the impact of a person's social media brand on the achievement of organizational objectives

**Course:** Business Management II **New**

**NCCTE.2020.BB42** - Business Management II

**NCCTE.2020.BB42.01.00** - Understand the controlling role of management

**NCCTE.2020.BB42.01.01** - Describe the nature of managerial control

**NCCTE.2020.BB42.01.02** - Explain the concept of productivity

**NCCTE.2020.BB42.01.03** - Explain the nature of quality management

**NCCTE.2020.BB42.01.04** - Explain the nature of change management

**NCCTE.2020.BB42.02.00** - Understand how managers manage supply chains and inventory

**NCCTE.2020.BB42.02.01** - Explain the concept of supply chain

**NCCTE.2020.BB42.02.02** - Discuss types of inventory

**NCCTE.2020.BB42.02.03** - Maintain inventory of supplies

**NCCTE.2020.BB42.03.00** - Understand how managers implement safety and security procedures to minimize chance for loss

**NCCTE.2020.BB42.03.01** - Explain the nature of risk management

**NCCTE.2020.BB42.03.02** - Determine the relationship between government and business

**NCCTE.2020.BB42.03.03** - Maintain a safe work environment

**NCCTE.2020.BB42.03.04** - Explain routine security precautions

**NCCTE.2020.BB42.03.05** - Follow established security procedures/policies

**NCCTE.2020.BB42.04.00** - Understand how managers protect company data, information, and knowledge

**NCCTE.2020.BB42.04.01** - Discuss the nature of information management

**NCCTE.2020.BB42.04.02** - Explain information privacy, security, and confidentiality considerations in business

**NCCTE.2020.BB42.04.03** - Protect company information and intangibles

**NCCTE.2020.BB42.04.04** - Maintain data security

**NCCTE.2020.BB42.05.00** - Understand financial analysis and managing financial resources to ensure solvency

**NCCTE.2020.BB42.05.01** - Describe the need for financial information



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**NCCTE.2020.BB42.05.02** - Describe the nature of budgets

**NCCTE.2020.BB42.05.03** - Explain the role of managerial accounting techniques in business management

**Course:** Principles of Business and Finance

**NCCTE.2016.BF10** - Principles of Business and Finance

**NCCTE.2016.BF10.01.00** - Understand communication skills and customer relations.

**NCCTE.2016.BF10.01.01** - Apply verbal skills to obtain and convey information. (CO:053, QS LAP 29) (CO:084) (CO:061) (CO:114)

**NCCTE.2016.BF10.01.02** - Record information to maintain and present a report of business activity. (CO:085) (CO:086) (CO:087)

**NCCTE.2016.BF10.01.03** - Write internal and external business correspondence to convey and obtain information effectively. (CO:016) (CO:088) (CO:089) (CO:090)

**NCCTE.2016.BF10.01.04** - Foster positive relationships with customers to enhance company image. (CR:003, CR LAP 1)

**NCCTE.2016.BF10.02.00** - Understand information management.

**NCCTE.2016.BF10.02.01** - Use information literacy skills to increase workplace efficiency and effectiveness. (NF:077) (NF:078) (NF:079) (NF:079) (NF:080) (NF:081)

**NCCTE.2016.BF10.02.02** - Acquire a foundational knowledge of information management to understand its nature and scope. (NF:110, NF LAP 3)

**NCCTE.2016.BF10.02.03** - Utilize information-technology tools to management and perform work responsibilities. (SUPPLEMENTAL)

**NCCTE.2016.BF10.03.00** - Understand professional development.

**NCCTE.2016.BF10.03.01** - Acquire self-development skills to enhance relationships and improve efficiency in the work environment. (PD:018; PD LAP 16, QS LAP 22)

**NCCTE.2016.BF10.03.02** - Utilize critical-thinking skills to determine best options/outcomes. (PD:126) (PD:017; PD LAP 10, QS LAP 2) (PD:077; PD LAP 17, QS LAP 26)

**NCCTE.2016.BF10.03.03** - Participate in career-planning to enhance job-success potential. (SUPPLEMENTAL)

**NCCTE.2016.BF10.03.04** - Implement job-seeking seeking skills to obtain employment. (SUPPLEMENTAL)

**NCCTE.2016.BF10.03.05** - Utilize career-advancement activities to enhance professional development. (SUPPLEMENTAL)

**NCCTE.2016.BF10.04.00** - Understand business operations management.

**NCCTE.2016.BF10.04.01** - Adhere to health and safety regulations to support a safe work environment. (OP:004) (OP:005)

**NCCTE.2016.BF10.04.02** - Implement purchasing activities to obtain business supplies, equipment and services. (OP:015, OP LAP 2) (OP:016) (OP:031)

**NCCTE.2016.BF10.04.03** - Understand production's role and function in business to recognize its



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need in an organization. (OP:017, OP LAP 4)

**NCCTE.2016.BF10.04.04** - Implement safety procedures to minimize loss. (SUPPLEMENTAL)

**NCCTE.2016.BF10.04.05** - Implement security policies/procedures to minimize chance for loss. (SUPPLEMENTAL)

**NCCTE.2016.BF10.05.00** - Understand economics.

**NCCTE.2016.BF10.05.01** - Understand fundamental economic concepts to obtain a foundation for employment in business. (EC:003, EC LAP 14) (EC:001, EC LAP 6) (EC:004, EC LAP 13) (EC:005, EC LAP 11) (EC:006, EC LAP 12)

**NCCTE.2016.BF10.05.02** - Understand economic systems to be able to recognize the environments in which businesses function. (EC:007, EC LAP 17) (EC:009, EC LAP 15) (EC:010, EC LAP 2) (EC:011, EC LAP 3) (EC:012, EC LAP 8)

**NCCTE.2016.BF10.05.03** - Understand the nature of business to show its contributions to society. (EC:070, EC LAP 20) (EC:071, EC LAP 19) (EC:103, EC LAP 23) (EC:104, EC LAP 22) (EC:105, EC LAP 26) (EC:106, EC LAP 21) (EC:107, EC LAP 25)

**NCCTE.2016.BF10.05.04** - Acquire knowledge of the impact of government on business activities to make informed economic decisions. (EC:008, EC LAP 16)

**NCCTE.2016.BF10.05.05** - Analyze cost/profit relationships to guide business decision making. (EC:013, EC LAP 18)

**NCCTE.2016.BF10.06.00** - Understand financial analysis.

**NCCTE.2016.BF10.06.01** - Acquire a foundational knowledge of accounting to understand its nature and scope. (FI:085, FI LAP 5)

**NCCTE.2016.BF10.06.02** - Acquire a foundational knowledge of finance to understand its nature and scope. (FI:354, FI LAP 7)

**NCCTE.2016.BF10.07.00** - Understand marketing and business management.

**NCCTE.2016.BF10.07.01** - Understand marketing's role and function in business to facilitate economic exchanges with customers. (MK:001, MK LAP 4)

**NCCTE.2016.BF10.07.02** - Apply knowledge of business ownership to establish and continue business operations. (BL:003, BL LAP 1)

**NCCTE.2016.BF10.07.03** - Recognize management's role to understand its contribution to business success. (SM:001, SM LAP 3)

**NCCTE.2016.BF10.07.04** - Understand the role and function of human resources management to obtain a foundational understanding of its nature and scope. (SUPPLEMENTAL)

**NCCTE.2016.BF10.07.05** - Understand operations' role and function in business to value its contributions to company. (SUPPLEMENTAL)

**Course:** Financial Planning I **New**

**NCCTE.2020.BF21** - Financial Planning I

**NCCTE.2020.BF21.01.00** - Understand the basics of finance.

**NCCTE.2020.BF21.01.01** - Utilize time management skills to determine best options/outcomes.



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**NCCTE.2020.BF21.01.02** - Describe the need for financial information.

**NCCTE.2020.BF21.01.03** - Explain the role of finance in business.

**NCCTE.2020.BF21.01.04** - Describe the role of financial institutions.

**NCCTE.2020.BF21.01.05** - Discuss employment opportunities in the finance industry (accounting).

**NCCTE.2020.BF21.02.00** - Understand the basics of investing.

**NCCTE.2020.BF21.02.01** - Explain types of financial markets (e.g., money market, capital market, insurance market, commodities markets, etc.).

**NCCTE.2020.BF21.02.02** - Describe types of financial-services providers.

**NCCTE.2020.BF21.02.03** - Describe types of retail/business banking products and services.

**NCCTE.2020.BF21.02.04** - Explain types of investments.

**NCCTE.2020.BF21.02.05** - Discuss employment opportunities in the finance industry.

**NCCTE.2020.BF21.03.00** - Understand financial analysis.

**NCCTE.2020.BF21.03.01** - Utilize sources of securities information to make informed financial decisions.

**NCCTE.2020.BF21.03.02** - Acquire fundamental knowledge of investment analysis and selection to make prudent investment decisions.

**NCCTE.2020.BF21.03.03** - Select investments to generate revenue for clients.

**NCCTE.2020.BF21.03.04** - Acquire knowledge of securities products and benefits to support workplace activities.

**NCCTE.2020.BF21.03.05** - Discuss employment opportunities in the finance industry (investment/securities).

**NCCTE.2020.BF21.04.00** - Understand law and security measures in business.

**NCCTE.2020.BF21.04.01** - Determine the relationship between government and business.

**NCCTE.2020.BF21.04.02** - Discuss legal considerations in the finance industry.

**NCCTE.2020.BF21.04.03** - Explain routine security precautions.

**NCCTE.2020.BF21.04.04** - Follow established security procedures/policies.

**NCCTE.2020.BF21.04.05** - Explain information privacy, data security, and confidentiality considerations in business.

**NCCTE.2020.BF21.04.06** - Discuss employment opportunities in the finance industry (corporate finance).

**NCCTE.2020.BF21.05.00** - Understand the impact of the economy on financial decisions

**NCCTE.2020.BF21.05.01** - Understand economic indicators to recognize economic trends and conditions.

**NCCTE.2020.BF21.05.02** - Understand financial markets to recognize their importance in business.

**NCCTE.2020.BF21.05.03** - Determine global trade's impact on business decision-making to acquire insight into the global forces affecting business.

**NCCTE.2020.BF21.05.04** - Explain causes of stock price fluctuations.



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**NCCTE.2020.BF21.05.05** - Discuss employment opportunities in the finance industry

**Course:** Financial Planning II **New**

**NCCTE.2020.BF22** - Financial Planning II

**NCCTE.2020.BF22.01.00** - Understand risk management and insurance.

**NCCTE.2020.BF22.01.01** - Explain the nature of risk management.

**NCCTE.2020.BF22.01.02** - Explain the role of ethics in risk management.

**NCCTE.2020.BF22.01.03** - Discuss the legal considerations affecting risk management.

**NCCTE.2020.BF22.01.04** - Describe the nature of the insurance industry.

**NCCTE.2020.BF22.02.00** - Understand corporate governance.

**NCCTE.2020.BF22.02.01** - Discuss the importance of corporate governance in business.

**NCCTE.2020.BF22.02.02** - Describe the components of a well-governed company (e.g., board of directors, reporting, transparency, internal and external audit functions).

**NCCTE.2020.BF22.02.03** - Ascertain employee's role in achieving governance objectives.

**NCCTE.2020.BF22.02.04** - Identify the factors that impact governance structures.

**NCCTE.2020.BF22.03.00** - Understand the role of accounting in business.

**NCCTE.2020.BF22.03.01** - Explain the concept of accounting.

**NCCTE.2020.BF22.03.02** - Discuss the role of ethics in accounting.

**NCCTE.2020.BF22.03.03** - Explain the nature of business plans.

**NCCTE.2020.BF22.03.04** - Developing a business plan.

**NCCTE.2020.BF22.03.05** - Explain legal considerations for accounting.

**NCCTE.2020.BF22.04.00** - Understand finance and the global economy.

**NCCTE.2020.BF22.04.01** - Describe factors that affect the business environment.

**NCCTE.2020.BF22.04.02** - Discuss the nature of convergence/consolidation in the finance industry.

**NCCTE.2020.BF22.04.03** - Discuss the global environment in which businesses operate.

**NCCTE.2020.BF22.04.04** - Explain the nature and scope of financial globalization.

**NCCTE.2020.BF22.04.05** - Describe the relationship between economic conditions and financial markets.

**NCCTE.2020.BF22.05.00** - Understand financial legalities and compliance.

**NCCTE.2020.BF22.05.01** - Describe the nature of taxes.

**NCCTE.2020.BF22.05.02** - Discuss the effect of tax laws and regulations on financial transactions.

**NCCTE.2020.BF22.05.03** - Discuss the nature, scope and technology of compliance in the finance industry.

**NCCTE.2020.BF22.06.00** - Understand ethical leadership.

**NCCTE.2020.BF22.06.01** - Describe the nature of ethics.

**NCCTE.2020.BF22.06.02** - Demonstrate honesty and integrity.

**NCCTE.2020.BF22.06.03** - Explain the concept of leadership.

**NCCTE.2020.BF22.06.04** - Explain the nature of ethical leadership.





## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**Course:** Project Management I

**NCCTE.2016.CS11** - Project Management I

**NCCTE.2016.CS11.01.00** - Understand the Framework of Project Management

**NCCTE.2016.CS11.01.01** - Structure of Project Management

**NCCTE.2016.CS11.01.02** - Project Management Stakeholders

**NCCTE.2016.CS11.01.03** - Project Management's Role in the Corporate Environment

**NCCTE.2016.CS11.01.04** - Project Life Cycles and Phases

**NCCTE.2016.CS11.02.00** - Understand Project Integration

**NCCTE.2016.CS11.02.01** - Develop a project charter

**NCCTE.2016.CS11.02.02** - Develop a project management plan

**NCCTE.2016.CS11.02.03** - Manage, monitor and control project work

**NCCTE.2016.CS11.02.04** - Perform Integrated Change Control

**NCCTE.2016.CS11.02.05** - Close Project

**NCCTE.2016.CS11.03.00** - Understand Scope Management

**NCCTE.2016.CS11.03.01** - Collect requirements

**NCCTE.2016.CS11.03.02** - Define scope

**NCCTE.2016.CS11.03.03** - Create Work Breakdown Structure

**NCCTE.2016.CS11.03.04** - Validate and control scope

**NCCTE.2016.CS11.03.05** - Validate and control scope

**NCCTE.2016.CS11.04.00** - Understand Time Management

**NCCTE.2016.CS11.04.01** - Define and sequence activities

**NCCTE.2016.CS11.04.02** - Estimate Activity Resources and Durations

**NCCTE.2016.CS11.04.03** - Develop and Control Schedules

**NCCTE.2016.CS11.04.04** - Develop and Control Schedules

**NCCTE.2016.CS11.05.00** - Understand Cost Management

**NCCTE.2016.CS11.05.01** - Estimate costs and determine a budget

**NCCTE.2016.CS11.05.02** - Control costs

**NCCTE.2016.CS11.05.03** - Control costs

**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.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**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.

**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)



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**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)

**Course:** Entrepreneurship I Updated

**NCCTE.2020.ME11** - Entrepreneurship I

**NCCTE.2020.ME11.01.00** - Understand entrepreneurship, entrepreneurship discoveries, the entrepreneurial mindset, and business ethics in entrepreneurship.

**NCCTE.2020.ME11.01.01** - Describe the nature of entrepreneurship (SP).

**NCCTE.2020.ME11.01.02** - Explain career opportunities in entrepreneurship (CS).

**NCCTE.2020.ME11.01.03** - Conduct self-assessment to determine entrepreneurial potential (CS).

**NCCTE.2020.ME11.01.04** - Explain the nature of business ethics (SP).

**NCCTE.2020.ME11.01.05** - Explain types of business ownership (CS).

**NCCTE.2020.ME11.02.00** - Understand design thinking, the Lean Canvas Business Model, and feasibility of venture ideas.

**NCCTE.2020.ME11.02.01** - Describe the design thinking process.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2020.ME11.02.02** - Determine the relationship between government and business (CS).

**NCCTE.2020.ME11.02.03** - Conduct an environmental scan to obtain business information (SP).

**NCCTE.2020.ME11.02.04** - Determine feasibility of venture ideas.

**NCCTE.2020.ME11.02.05** - Understand Lean Canvas Business Model (LCBM).

**NCCTE.2020.ME11.03.00** - Understand marketing strategies, unique value proposition, competitive advantage, and customer segments.

**NCCTE.2020.ME11.03.01** - Explain the concept of marketing strategies (CS).

**NCCTE.2020.ME11.03.02** - Identify company's unique value/selling proposition (MN).

**NCCTE.2020.ME11.03.03** - Explain the concept of market and market identification (CS).

**NCCTE.2020.ME11.04.00** - Understand channels of distribution and cost structure.

**NCCTE.2020.ME11.04.01** - Explain the nature of channels of distribution (CS).

**NCCTE.2020.ME11.04.02** - Explain the nature and scope of purchasing (CS).

**NCCTE.2020.ME11.04.03** - Explain the concept of supply chain (CS).

**NCCTE.2020.ME11.04.04** - Explain the nature of overhead/operating costs (SP).

**NCCTE.2020.ME11.04.05** - Explain the concept of production (CS).

**NCCTE.2020.ME11.05.00** - Understand pricing, revenue streams, and key metrics.

**NCCTE.2020.ME11.05.01** - Explain the nature and scope of the pricing function (SP).

**NCCTE.2020.ME11.05.02** - Explain the nature of sales forecasts (SP).

**NCCTE.2020.ME11.05.03** - Determine Revenue Streams.

**NCCTE.2020.ME11.05.04** - Identify key metrics.

**Course:** Entrepreneurship II Updated

**NCCTE.2020.ME12** - Entrepreneurship II

**NCCTE.2020.ME12.01.00** - Understand business planning, business ethics, resources, and risks.

**NCCTE.2020.ME12.01.01** - Explain the nature of business plans (MN).

**NCCTE.2020.ME12.01.02** - Describe the use of business ethics in entrepreneurship (SP).

**NCCTE.2020.ME12.01.03** - Describe external resources useful to entrepreneurs during concept development (ON).

**NCCTE.2020.ME12.01.04** - Develop an organizational plan for human resources (MN).

**NCCTE.2020.ME12.01.05** - Develop company's management plan (ON).

**NCCTE.2020.ME12.01.06** - Explain the nature of risk management (SP).

**NCCTE.2020.ME12.02.00** - Understand costs of starting up and running a business.

**NCCTE.2020.ME12.02.01** - Assess start-up requirements.

**NCCTE.2020.ME12.02.02** - Explain the nature of overhead/operating costs (SP).

**NCCTE.2020.ME12.02.03** - Determine cost of product (breakeven, ROI, markup) (MN).

**NCCTE.2020.ME12.02.04** - Calculate break-even point (MN).

**NCCTE.2020.ME12.03.00** - Understand the impact of product, place, promotion, and pricing.

**NCCTE.2020.ME12.03.01** - Plan product mix (MN).

**NCCTE.2020.ME12.03.02** - Determine services to provide customers (MN).



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2020.ME12.03.03** - Build product/service brand (MN).

**NCCTE.2020.ME12.03.04** - Identify company's unique value/selling proposition (MN).

**NCCTE.2020.ME12.03.05** - Select channels of distribution (MN).

**NCCTE.2020.ME12.03.06** - Develop promotional plan for a business (MN).

**NCCTE.2020.ME12.03.07** - Set prices (MN).

**NCCTE.2020.ME12.04.00** - Understand marketing information to conduct analysis, identify market segments, and plan marketing activities.

**NCCTE.2020.ME12.04.01** - Conduct market analysis (market size, area, potential, etc.) (MN).

**NCCTE.2020.ME12.04.02** - Conduct competitive analysis (MN).

**NCCTE.2020.ME12.04.03** - Identify market segments and select target market (MN).

**NCCTE.2020.ME12.04.04** - Conduct Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis for use in the marketing planning process (MN).

**NCCTE.2020.ME12.04.05** - Forecast sales for marketing plan (MN).

**NCCTE.2020.ME12.04.06** - Develop marketing plan (MN).

**NCCTE.2020.ME12.05.00** - Implement accounting procedures to track money flow and to determine financial status.

**NCCTE.2020.ME12.05.01** - Describe the nature of income statements (SP).

**NCCTE.2020.ME12.05.02** - Describe the nature of cash flow statements (SP).

**NCCTE.2020.ME12.05.03** - Explain the nature of balance sheets (SP).

**Course:** Sports and Entertainment Marketing I

**NCCTE.MH31** - Sports and Entertainment Marketing I

**NCCTE.MH31.01.00** - Understand career planning, marketing, product management, selling, and promotion for the sport and event industries.

**NCCTE.MH31.01.01** - Acquire information about the sport/event industry to aid in making career choices. (PD:115), (PD:107)

**NCCTE.MH31.01.02** - Understand sport/event marketing

**NCCTE.MH31.01.03** - Acquire information about the sport/event industry to aid in making career choices. (PD:051)

**NCCTE.MH31.01.04** - Employ product mix strategies to meet customer expectations. (PM:079)

**NCCTE.MH31.01.05** - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:188), (SE:209)

**NCCTE.MH31.01.06** - Position product/services to acquire desired business image. (PM:141), (PM:139), (PM:140), (PM:142)

**NCCTE.MH31.01.07** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:175)

**NCCTE.MH31.01.08** - Resolve conflicts with/for customers to encourage repeat business. (CR:009), (CR:010) (SUPPLEMENTAL)

**NCCTE.MH31.01.09** - Process the sale to complete the exchange. (SE:461) (SUPPLEMENTAL)



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.MH31.01.10** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:193), (PR:194)

**NCCTE.MH31.02.00** - Understand marketing-information management for the sport and event industries.

**NCCTE.MH31.02.01** - Implement organizational skills to improve efficiency and workflow. (OP:142), (OP:102) (SUPPLEMENTAL)

**NCCTE.MH31.02.02** - Utilize project-management skills to improve workflow and minimize costs. (OP:001) (SUPPLEMENTAL)

**NCCTE.MH31.02.03** - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:245)

**NCCTE.MH31.02.04** - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:246)

**NCCTE.MH31.02.05** - Collect secondary marketing data to ensure accuracy and adequacy of information for decision-making. (IM:247), (IM:186), (IM:248)

**NCCTE.MH31.02.06** - Understand data-collection methods to evaluate their appropriateness for the research problem/issue. (IM:249)

**NCCTE.MH31.03.00** - Understand marketing planning and promotion for the sport and event industries.

**NCCTE.MH31.03.01** - Select target market appropriate for product/business to obtain the best return on marketing investment. (MP:037), (MP:038)

**NCCTE.MH31.03.02** - Understand promotional channels used to communicate with targeted audiences. (PR:177)

**NCCTE.MH31.03.03** - Understand the use of an advertisement's components to communicate with targeted audiences. (PR:014)

**NCCTE.MH31.03.04** - Understand the use of direct marketing to attract attention and to build brand. (PR:164), (PR:301), (PR:240), (PR:276), (PR:299)

**NCCTE.MH31.03.05** - Develop content for use in marketing communications to create interest in product/business/idea. (PR:163), (PR:179), (PR:122) (SUPPLEMENTAL)

**NCCTE.MH31.03.06** - Understand the use of direct marketing to attract attention and to build brand. (PR:165)

**NCCTE.MH31.03.07** - Develop content for use in marketing communications to create interest in product/business/idea. (PR:362), (PR:166)

**NCCTE.MH31.03.08** - Manage media planning and placement to enhance return on marketing investment. (PR:180), (PR:009), (PR:010), (PR:181), (PR:104)

**NCCTE.MH31.04.00** - Understand selling, promotion, product/service management and pricing for the sport and event industries.

**NCCTE.MH31.04.01** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:318)



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.MH31.04.02** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:192)

**NCCTE.MH31.04.03** - Utilize publicity to inform stakeholders of business activities. (PR:057), (PR:182), (PR:183), (PR:184), (PR:185), (PR:186) (SUPPLEMENTAL)

**NCCTE.MH31.04.04** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:142), (PR:191)

**NCCTE.MH31.04.05** - Position company to acquire desired business image. (PM:144)

**NCCTE.MH31.04.06** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:189), (PR:190)

**NCCTE.MH31.04.07** - Develop a foundational knowledge of pricing to understand its role in marketing. (PI:047), (PI:048)

**NCCTE.MH31.04.08** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:187), (PR:188)

**NCCTE.MH31.04.09** - Perform pre-sales activities to facilitate sales presentation. (SE:315), (SE:067)

**NCCTE.MH31.04.10** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:316), (SE:317)

**Course:** Sports and Entertainment Marketing II

**NCCTE.MH32** - Sports and Entertainment Marketing II

**NCCTE.MH32.01.00** - Understand product management, business law, economics, professional development, marketing-information management, information management, promotion, and selling for the sport and event industries.

**NCCTE.MH32.01.01** - Position product/services to acquire desired business image. (PM:143)

**NCCTE.MH32.01.02** - Acquire knowledge of commerce laws and regulations to continue business operations. (BL:058)

**NCCTE.MH32.01.03** - Analyze cost/profit relationships to guide business decision-making. (EC:053)

**NCCTE.MH32.01.04** - Acquire information about the sport/event industry to aid in making career choices. (PD:279)

**NCCTE.MH32.01.05** - Determine global trade's impact on business decision-making. (EC:059)

**NCCTE.MH32.01.06** - Collect secondary marketing data to ensure accuracy and adequacy of information for decision making. (IM:187)

**NCCTE.MH32.01.07** - Utilize information-technology tools to manage and perform work responsibilities. (NF:185)

**NCCTE.MH32.01.08** - Interpret marketing information to test hypotheses and/or to resolve issues. (IM:191)

**NCCTE.MH32.01.09** - Acquire information to guide business decision-making. (NF:065)

**NCCTE.MH32.01.10** - Report findings to communicate research information to others. (IM:192), (IM:193)



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.MH32.01.11** - Manage promotional activities to maximize return on promotional investments. (PR:155)

**NCCTE.MH32.01.12** - Perform pre-sales activities to facilitate sales presentation. (SE:324)

**NCCTE.MH32.01.13** - Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:325)

**NCCTE.MH32.01.14** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:319), (SE:321)

**NCCTE.MH32.01.15** - Manage promotional activities to maximize return on promotional investments. (PR:211)

**NCCTE.MH32.02.00** - Understand selling, promotion, and marketing-information management for the sport and event industries.

**NCCTE.MH32.02.01** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:322)

**NCCTE.MH32.02.02** - Manage promotional activities to maximize return on promotional investments. (PR:212)

**NCCTE.MH32.02.03** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:348), (SE:323)

**NCCTE.MH32.02.04** - Conduct post-sales follow-up activities to foster ongoing relationships with customers. (SE:326)

**NCCTE.MH32.02.05** - Utilize publicity/public-relations activities to create goodwill with stakeholders. (PR:136), (PR:195)

**NCCTE.MH32.02.06** - Employ sales-promotion activities to inform or remind customers of business/product. (PR:198), (PR:199), (PR:213), (PR:214)

**NCCTE.MH32.02.07** - Position products/services to acquire desired business image. (PR:151), (PR:153)

**NCCTE.MH32.02.08** - Work with advertising agency to create marketing communications. (PR:081)

**NCCTE.MH32.02.09** - Manage promotional activities to maximize return on promotional investments. (PR:210), (PR:098), (PR:076), (PR:209)

**NCCTE.MH32.03.00** - Understand customer relationships, quality assurance, pricing, product/service management, and financial analysis for the sport and event industries.

**NCCTE.MH32.03.01** - Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer. (SE:314)

**NCCTE.MH32.03.02** - Understand operation's role and function in business to value its contributions to a company. (OP:343)

**NCCTE.MH32.03.03** - Employ pricing strategies to determine prices. (PI:049), (PI:006), (PI:046), (PI:033)

**NCCTE.MH32.03.04** - Employ product-mix strategies to meet customer expectations. (PM:166), (PM:148), (PM:149)





## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.MH32.03.05** - Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales. (SE:320)

**NCCTE.MH32.03.06** - Employ product-mix strategies to meet customer expectations. (PM:086), (PM:147)

**NCCTE.MH32.03.07** - Control sales activities to meet sales goals/objectives. (SE:327)

**NCCTE.MH32.03.08** - Identify potential business threats and opportunities to protect a business's financial well-being. (FI:596), (FI:597)

**NCCTE.MH32.03.09** - Implement quality assurance processes to minimize potential loss. (OP:345), (OP:093)

**NCCTE.MH32.03.10** - Employ product-mix strategies to meet customer expectations. (PM:150)

**NCCTE.MH32.04.00** - Understand business decision making and marketing planning for the sport and event industries.

**NCCTE.MH32.04.01** - Acquire foundational knowledge of marketing-information management to understand its nature and scope. (IM:182), (IM:252)

**NCCTE.MH32.04.02** - Acquire information to guide business decision making. (NF:187)

**NCCTE.MH32.04.03** - Apply quality assurances to enhance product/service offerings. (PM:146)

**NCCTE.MH32.04.04** - Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI). (MP:036), (MP:005)

**NCCTE.MH32.04.05** - Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012), (MP:014), (MP:018)

**NCCTE.MH32.04.06** - Assess marketing strategies to improve return on marketing investment (ROMI). (MP:022)

**Course:** Hospitality and Tourism

**NCCTE.2015.MH42** - Hospitality and Tourism

**NCCTE.2015.MH42.01.00** - Understand the complexity of hospitality and tourism destinations.

**NCCTE.2015.MH42.01.01** - Identify career opportunities in the hospitality and tourism industry.

**NCCTE.2015.MH42.01.02** - Understand the types and interrelationships of hospitality and tourism destinations.

**NCCTE.2015.MH42.01.03** - Understand how inter-organizational systems operations impact products and services offered at hospitality and tourism destinations.

**NCCTE.2015.MH42.02.00** - Apply procedures for maximizing on resources at hospitality and tourism destinations.

**NCCTE.2015.MH42.02.01** - Understand the impact of the hospitality and tourism destinations on an economy.

**NCCTE.2015.MH42.02.02** - Understand forecasting skills to identify potential cost and profit for hospitality and tourism destinations.

**NCCTE.2015.MH42.02.03** - Apply skills to manage plans and budgets to accomplish goals and objectives of hospitality and tourism destinations.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2015.MH42.03.00** - Understand hospitality marketing.

**NCCTE.2015.MH42.03.01** - Understand categories and motivation of travelers and tourists.

**NCCTE.2015.MH42.03.02** - Understand how cultural diversity impacts products and services offered by hospitality and tourism destinations.

**NCCTE.2015.MH42.03.03** - Understand how geography impacts hospitality and tourism destinations.

**NCCTE.2015.MH42.03.04** - Understand destination marketing strategies.

**NCCTE.2015.MH42.04.00** - Understand the impact of customer service at hospitality and tourism destinations.

**NCCTE.2015.MH42.04.01** - Understand customer service skills to ensure guest and customer satisfaction at hospitality and tourism destinations.

**NCCTE.2015.MH42.04.02** - Understand fostering relationships with clientele for the hospitality and tourism destinations.

**NCCTE.2015.MH42.05.00** - Understand safety and security and legal and ethical responsibilities at hospitality and tourism destinations.

**NCCTE.2015.MH42.05.01** - Understand rules and laws designed to promote safety and security at hospitality and tourism destinations.

**NCCTE.2015.MH42.05.02** - Understand ethical and legal implications for guest, customer, and employee conduct at hospitality and tourism destinations.

**Course:** Fashion Merchandising

**NCCTE.2015.MI21** - Fashion Merchandising

**NCCTE.2015.MI21.01.00** - Understand the fundamentals of the fashion industry.

**NCCTE.2015.MI21.01.01** - Understand the progression of fashion.

**NCCTE.2015.MI21.01.02** - Understand the basics of textile fabrics and finishes.

**NCCTE.2015.MI21.01.03** - Understand the categories of fashion merchandise.

**NCCTE.2015.MI21.02.00** - Understand the fashion merchandising process.

**NCCTE.2015.MI21.02.01** - Understand the role of distribution in the fashion industry.

**NCCTE.2015.MI21.02.02** - Understand the preparation of fashion merchandise buying plans.

**NCCTE.2015.MI21.02.03** - Understand fashion merchandise buying.

**NCCTE.2015.MI21.02.04** - Understand the global nature of fashion.

**NCCTE.2015.MI21.03.00** - Understand fashion trends and forecasting.

**NCCTE.2015.MI21.03.01** - Understand the use of data in fashion forecasting.

**NCCTE.2015.MI21.03.02** - Understand the use of technologies in fashion merchandising and marketing.

**NCCTE.2015.MI21.04.00** - Understand the marketing of fashion.

**NCCTE.2015.MI21.04.01** - Understand the fashion retail elements of marketing.

**NCCTE.2015.MI21.04.02** - Understand pricing strategies in the fashion industry.

**NCCTE.2015.MI21.05.00** - Understand the selling of fashion.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2015.MI21.05.01** - Understand the impact of customer service in the fashion industry.

**NCCTE.2015.MI21.05.02** - Understand retail selling processes the fashion industry.

**NCCTE.2015.MI21.06.00** - Understand the promotion of a fashion image.

**NCCTE.2015.MI21.06.01** - Understand the promotional messaging of fashion.

**NCCTE.2015.MI21.06.02** - Understand visual merchandising and display techniques of fashion.

**NCCTE.2015.MI21.06.03** - Understand promoting a fashion image through special events.

**NCCTE.2015.MI21.06.04** - Understand the steps of fashion promotion.

**Course:** Sales | **New**

**NCCTE.2020.MI31** - Sales I

**NCCTE.2020.MI31.01.00** - Understand employment opportunities, effective communication, personal branding, and emerging trends in selling.

**NCCTE.2020.MI31.01.01** - Explain employment opportunities in professional selling.

**NCCTE.2020.MI31.01.02** - Explain the nature of effective communication.

**NCCTE.2020.MI31.01.03** - Understand the importance of personal branding to the selling process

**NCCTE.2020.MI31.01.04** - Identify emerging trends for use in selling

**NCCTE.2020.MI31.02.00** - Understand the nature and scope of selling, customer relationships, the selling process, and the company's image and brand

**NCCTE.2020.MI31.02.01** - Explain the nature and scope of the selling function.

**NCCTE.2020.MI31.02.02** - Explain the role of customer service as a component of selling relationships.

**NCCTE.2020.MI31.02.03** - Understand how to handle customer/client complaints and difficult customers.

**NCCTE.2020.MI31.02.04** - Explain key factors in building a clientele.

**NCCTE.2020.MI31.02.05** - Explain the selling process.

**NCCTE.2020.MI31.02.06** - Identify and determine how to reinforce a company's brand promise.

**NCCTE.2020.MI31.02.07** - Explain the use of brand names in selling.

**NCCTE.2020.MI31.03.00** - Understand communications channels and the use of technology in selling.

**NCCTE.2020.MI31.03.01** - Identify communications channels used in sales promotion.

**NCCTE.2020.MI31.03.02** - Describe the use and impact of technology in the selling function.

**NCCTE.2020.MI31.04.00** - Understand how to acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

**NCCTE.2020.MI31.04.01** - Acquire product information for use in selling.

**NCCTE.2020.MI31.04.02** - Identify product features and benefits.

**NCCTE.2020.MI31.04.03** - Recommend specific product.

**NCCTE.2020.MI31.05.00** - Understand the role of purchasing agent, the buying behaviors of the customer, and data used in making selling decisions

**NCCTE.2020.MI31.05.01** - Understand the role of the purchasing agent.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2020.MI31.05.02** - Explain factors that influence customer buying behavior.

**NCCTE.2020.MI31.05.03** - Identify data monitored for marketing decision making.

**Course:** Sales II **New**

**NCCTE.2020.MI32** - Sales II

**NCCTE.2020.MI32.01.00** - Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

**NCCTE.2020.MI32.01.01** - Establish relationship with customer/client.

**NCCTE.2020.MI32.01.02** - Determine prospect's buying motives for use in selling.

**NCCTE.2020.MI32.01.03** - Determine customer/client needs.

**NCCTE.2020.MI32.01.04** - Assess prospect's needs in relation to product offering.

**NCCTE.2020.MI32.01.05** - Respond appropriately to prospect's individual personality type.

**NCCTE.2020.MI32.01.06** - Propose solution to prospect's needs/challenges (sales talk, sales proposal presentation).

**NCCTE.2020.MI32.01.07** - Facilitate prospect's buying decisions.

**NCCTE.2020.MI32.01.08** - Convert customer/client objections into selling points.

**NCCTE.2020.MI32.01.09** - Demonstrate good/service.

**NCCTE.2020.MI32.01.10** - Demonstrate suggestion selling.

**NCCTE.2020.MI32.01.11** - Negotiate sales terms/agreement.

**NCCTE.2020.MI32.01.12** - Close the sale.

**NCCTE.2020.MI32.02.00** - Understand pre-sales activities used to facilitate sales presentations.

**NCCTE.2020.MI32.02.01** - Conduct pre-visit research (e.g., customer's markets/products, customer's competitors, and competitors' offerings).

**NCCTE.2020.MI32.02.02** - Prospect for customers.

**NCCTE.2020.MI32.02.03** - Conduct preliminary customer/client qualification.

**NCCTE.2020.MI32.02.04** - Determine sales strategies.

**NCCTE.2020.MI32.02.05** - Explain the use of marketing-research information in professional selling.

**NCCTE.2020.MI32.02.06** - Prepare for sales presentations.

**NCCTE.2020.MI32.03.00** - Understand post-sales follow-up activities to foster ongoing relationships with customers.

**NCCTE.2020.MI32.03.01** - Plan follow-up strategies for use in selling.

**NCCTE.2020.MI32.03.02** - Prepare sales reports.

**NCCTE.2020.MI32.03.03** - Conduct self-assessment of sales performance.

**NCCTE.2020.MI32.03.04** - Gather customer/client feedback to improve service.

**NCCTE.2020.MI32.03.05** - Provide post-sales service.

**NCCTE.2020.MI32.04.00** - Understand legal and ethical considerations, regulations, and selling policies.

**NCCTE.2020.MI32.04.01** - Explain legal and ethical considerations in selling.



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2020.MI32.04.02** - Describe the nature of selling regulations and policies.

**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.

**Course:** Marketing **Updated**

**NCCTE.2020.MM51** - Marketing

**NCCTE.2020.MM51.01.00** - Understand marketing, marketing functions, marketing mix components (4 P's), marketing strategies and tactics, target market identification, segmentation, the need for marketing research and data, and career opportunities in marketing.

**NCCTE.2020.MM51.01.01** - Explain marketing and its importance in a global economy

**NCCTE.2020.MM51.01.02** - Describe marketing functions and related activities

**NCCTE.2020.MM51.01.03** - Explain employment opportunities in marketing

**NCCTE.2020.MM51.01.04** - Explain the concept of marketing strategies

**NCCTE.2020.MM51.01.05** - Explain the concept of market and market identification



## NORTH CAROLINA CAREER AND TECHNICAL EDUCATION STANDARDS

**NCCTE.2020.MM51.01.06** - Describe the need for marketing data

**NCCTE.2020.MM51.02.00** - Understand product/service management, branding, product life cycles, new product development, marketing of services, product positioning and the technological, legal, and ethical components of product/service management.

**NCCTE.2020.MM51.02.01** - Explain the nature and scope of the product/service management function.

**NCCTE.2020.MM51.02.02** - Explain the concept of product mix.

**NCCTE.2020.MM51.02.03** - Identify the impact of product life cycles on marketing decisions

**NCCTE.2020.MM51.02.04** - Explain business ethics and describe the use of technology in product/service management.

**NCCTE.2020.MM51.03.00** - Understand promotion and types of promotion including selling and the technological, legal, and ethical components of promotion.

**NCCTE.2020.MM51.03.01** - Explain the role of promotion as a marketing function

**NCCTE.2020.MM51.03.02** - Explain the types of promotion

**NCCTE.2020.MM51.03.03** - Identify the elements of the promotional mix.

**NCCTE.2020.MM51.03.04** - Explain the nature and scope of the selling function

**NCCTE.2020.MM51.03.05** - Explain the role of customer service as a component of selling relationships

**NCCTE.2020.MM51.03.06** - Explain the selling process

**NCCTE.2020.MM51.04.00** - Understand pricing and factors affecting pricing decisions including technological, ethical and legal considerations.

**NCCTE.2020.MM51.04.01** - Explain the nature and scope of the pricing function

**NCCTE.2020.MM51.04.02** - Describe the role of business ethics and legal considerations in pricing

**NCCTE.2020.MM51.04.03** - Explain factors affecting pricing decisions

**NCCTE.2020.MM51.05.00** - Understand channels of distribution and supply chain management and the technological, legal, and ethical components of channel management.

**NCCTE.2020.MM51.05.01** - Explain the nature of channels of distribution

**NCCTE.2020.MM51.05.02** - Explain the nature and scope of channel management

**NCCTE.2020.MM51.05.03** - Describe the use of technology in the channel management function

