

# ***Marketing Program of Study with Complementary Course Standards***



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**Vision**

*All Nevada students are equipped and feel empowered to attain their vision of success*

**Mission**

*To improve student achievement and educator effectiveness by ensuring opportunities, facilitating learning, and promoting excellence*



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## Business and Industry Validation

All CTE standards developed through the Nevada Department of Education are validated by business and industry through one or more of the following processes: (1) the standards are developed by a team consisting of business and industry representatives, or (2) a separate review panel is coordinated with industry experts to ensure the standards include the proper content, or (3) nationally recognized standards currently endorsed by business and industry.

The Marketing standards were validated through active participation of business and industry representatives on the development team.

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## Introduction

The standards in this document are designed to clearly state what the student should know and be able to do upon completion of a high school Marketing program of study. These standards are designed for a two-credit course sequence that prepares the student for a technical assessment directly aligned to the standards.

These exit-level standards are designed for the student to complete all standards through their completion of a program of study. These standards are intended to guide curriculum objectives for a program of study.

The standards are organized as follows:

- **Content Standards** are general statements that identify major areas of knowledge, understanding, and the skills students are expected to learn in key subject and career areas by the end of the program.
- **Performance Standards** follow each content standard. Performance standards identify the more specific components of each content standard and define the expected abilities of students within each content standard.
- **Performance Indicators** are very specific criteria statements for determining whether a student meets the performance standard. Performance indicators may also be used as learning outcomes, which teachers can identify as they plan their program learning objectives. The indicators are followed by designations that reflect the course sequence (e.g., L1 for the first-year course of a two-year program and L2 for the second-year course, C is to designate the indicators to be taught in the complementary courses) as referenced in the Core Course Sequence table.

The crosswalks and alignments are located in the Program Supplemental Program Resources document. These will show where the performance indicators support the Nevada Academic Content Standards. For individual course descriptions, please reference the Supplemental Program Resource or the Nevada CTE Catalog.

All students are encouraged to participate in the career and technical student organization (CTSO) that relates to the Marketing program. CTSOs are co-curricular national organizations that directly reinforce learning in the CTE classroom through curriculum resources, competitive events, and leadership development. CTSOs provide students the ability to apply academic and technical knowledge, develop communication and teamwork skills, and cultivate leadership skills to ensure college and career readiness.

The Employability Skills for Career Readiness identify the skills needed to be successful in all careers and must be taught as an integrated component of all CTE course sequences. These standards are available in a separate document.

The **Standards Reference Code** is only used to identify or align performance indicators listed in the standards to daily lesson plans, curriculum documents, or national standards. The Standards Reference Code is an abbreviated name for the program, and the content standard, performance standard and performance indicator are referenced in the program standards. This abbreviated code for identifying standards uses each of these items. For example, MKT is the Standards Reference Code for Marketing. For Content Standard 2, Performance Standard 3 and Performance Indicator 4 the Standards Reference Code would be MKT.2.3.4.

## Marketing

### Program Information

**Program of Study:** Marketing  
**Standards Reference Code:** MKT  
**Career Cluster:** Marketing  
**Career Pathway(s):** Marketing Management  
**Program Length:** 2-year, completed sequentially  
**CTSO:** DECA/FBLA

### Program Structure Required Program of Study Courses

The core course sequencing is provided in the following table. Complementary Courses are available and provided later in this document. The following courses provide a completed program of study. The Lab is a complementary course available concurrently with the Marketing II course.

**Core Course Sequence (R) with Lab Course(s) (C)**

Required/ Complementary	Course Title	Abbreviated Name
R	Principles of Business and Marketing	PRIN BUS MKTG
R	Marketing I	MKTG I

**CONTENT STANDARD 1.0: INTEGRATE CAREER AND TECHNICAL STUDENT ORGANIZATIONS (CTSOs)****Performance Standard 1.1: Explore the History and Organization of CTSOs**

- 1.1.1 Discuss the requirements of CTSO participation/involvement as described in Carl D. Perkins Law (Level 1 (L1), Level 2 (L2), Complementary (C))
- 1.1.2 Research nationally recognized CTSOs (L1, L2, C)
- 1.1.3 Investigate the impact of federal and state government regarding the progression and operation of CTSOs (e.g., Federal Statutes and Regulations, Nevada Administrative Code [NAC], Nevada Revised Statutes [NRS]) (L1, L2, C)

**Performance Standard 1.2: Develop Leadership Skills**

- 1.2.1 Discuss the purpose of parliamentary procedure (L1, L2, C)
- 1.2.2 Demonstrate the proper use of parliamentary procedure (L1, L2, C)
- 1.2.3 Differentiate between an office and a committee (L1, L2, C)
- 1.2.4 Discuss the importance of participation in local, regional, state, and national conferences, events, and competitions (L1, L2, C)
- 1.2.5 Participate in local, regional, state, or national conferences, events, or competitions (L1, L2, C)
- 1.2.6 Describe the importance of a constitution and bylaws to the operation of a CTSO chapter (L1, L2, C)

**Performance Standard 1.3: Participate in Community Service**

- 1.3.1 Explore opportunities in community service-related work-based learning (WBL) (L1, L2, C)
- 1.3.2 Participate in a service learning (program related) and/or community service project or activity (L1, L2, C)
- 1.3.3 Engage with business and industry partners for community service (L1, L2, C)

**Performance Standard 1.4: Develop Professional and Career Skills**

- 1.4.1 Demonstrate college and career readiness (e.g., applications, resumes, interview skills, presentation skills) (L1, L2, C)
- 1.4.2 Describe the appropriate professional/workplace attire and its importance (L1, L2, C)
- 1.4.3 Investigate industry-standard credentials/certifications available within this Career Cluster™ (L1, L2, C)
- 1.4.4 Participate in authentic contextualized instructional activities (L1, L2, C)
- 1.4.5 Demonstrate technical skills in various student organization activities/events (L1, L2, C)

**Performance Standard 1.5: Understand the Relevance of Career and Technical Education (CTE)**

- 1.5.1 Make a connection between program standards to career pathway(s) (L1, L2, C)
- 1.5.2 Explain the importance of participation and completion of a program of study (L1, L2, C)
- 1.5.3 Promote community awareness of local student organizations associated with CTE programs (L1, L2, C)

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**CONTENT STANDARD 2.0: UNDERSTAND ECONOMIC CONCEPTS****Performance Standard 2.1: Explain the Nature of Business and Its Contribution to Society**

- 2.1.1 Explain the role of business in society (L1)
- 2.1.2 Describe types of business activities (L1)
- 2.1.3 Explain the organizational structure of businesses (L1)
- 2.1.4 Describe factors that affect the business environment (L1)
- 2.1.5 Explain the relationship between government and business (L1)
- 2.1.6 Differentiate between sole proprietorships, partnerships, and corporations (L1, L2)
- 2.1.7 Compare limited and general partnerships (L1, L2)
- 2.1.8 Analyze the global environment in which businesses operate (L1, L2)

**Performance Standard 2.2: Examine Economic Systems**

- 2.2.1 Explain the types of economic systems (L1)
- 2.2.2 Explain the concept of economic resources (L1)
- 2.2.3 Describe the concepts of economics and economic activities (L1)
- 2.2.4 Explain the principles of supply and demand (L1, L2)
- 2.2.5 Compare and contrast economic goods, services, production, scarcity, and opportunity cost (L1, L2)
- 2.2.6 Explain the concept of competition and private enterprise (L1, L2)

**Performance Standard 2.3: Examine Economic Indicators and Trends**

- 2.3.1 Describe the nature and impact of domestic and global taxes on the economy (L1, L2)
- 2.3.2 Analyze impact of specialization/division of labor on productivity (L1)
- 2.3.3 Explain the concept of organized labor and business (L1)
- 2.3.4 Explain how organizations adapt to today's markets (L1)
- 2.3.5 Determine factors affecting business risk (L1)
- 2.3.6 Explain the concept of Gross Domestic Product (L1)
- 2.3.7 Explain the impact of the law of diminishing return (L1, L2)
- 2.3.8 Describe market structures (L2)
- 2.3.9 Explain how scarcity and surplus influence trade between countries (L2)
- 2.3.10 Define the relationships of the major trade alliances between countries (L2)



**CONTENT STANDARD 3.0: UNDERSTAND ETHICAL AND LEGAL ISSUES THAT IMPACT BUSINESS****Performance Standard 3.1: Explain Sources of Law for Legal and Ethical Decision Making**

- 3.1.1 Describe the connection between law and ethics (L1)
- 3.1.2 Explain ethical characteristics and traits (L2)
- 3.1.3 Demonstrate how a rule of law may conflict with moral and ethical decisions (L2)
- 3.1.4 Describe legislation related to technology with a focus on electronic transactions, computers, and the internet (L2)

**Performance Standard 3.2: Describe Contractual Relationships**

- 3.2.1 Explain the essential elements of a contract (L1)
- 3.2.2 Describe ways an offer and a contract come to a conclusion (L1, L2)
- 3.2.3 Differentiate between fraud, nondisclosure, misrepresentation, duress, and undue influence (L2)
- 3.2.4 Research intellectual property rights (L2)

**Performance Standard 3.3: Explain the Role of Employment Law as It Relates to the National Marketplace**

- 3.3.1 Discuss the right to work versus employment at will from a business perspective (L1)

**CONTENT STANDARD 4.0: UNDERSTAND THE IMPORTANCE OF CUSTOMER RELATIONS****Performance Standard 4.1: Explain the Nature of Customer Relations Management**

- 4.1.1 Evaluate the nature of positive customer relations (L1)
- 4.1.2 Formulate solutions to customer/client complaints (L1)
- 4.1.3 Research business policies to respond appropriately to customer inquiries (L1)
- 4.1.4 Describe the use and importance of current technology, including social media, in customer relationship management (L1, L2)

**Performance Standard 4.2: Reinforce a Company's Image to Exhibit Brand Promise**

- 4.2.1 Describe a company's brand promise (L1, L2)
- 4.2.2 Determine ways of impacting a company's image through internal and external constituents (L2)
- 4.2.3 Explain the role of ethics in customer relationship management (L2)

**CONTENT STANDARD 5.0: DEMONSTRATE KNOWLEDGE OF EFFECTIVE COMMUNICATIONS****Performance Standard 5.1: Apply Written and Verbal Communications to Convey Business Concepts**

- 5.1.1 Identify and utilize communication styles appropriate to target audience (print, digital, social media, etc.) (L1, L2)
- 5.1.2 Design and present a verbal and written presentation in industry acceptable format (L1)
- 5.1.3 Explain uses of social media platforms (L1, L2)
- 5.1.4 Utilize appropriate formats for professional communications (L1)
- 5.1.5 Analyze company policies and procedures (L2)

**CONTENT STANDARD 6.0: UNDERSTAND ENTREPRENEURSHIP****Performance Standard 6.1: Describe Traits and Characteristics of an Entrepreneur**

- 6.1.1 Evaluate the characteristics of a successful entrepreneur (L1, L2)
- 6.1.2 Compare social and traditional entrepreneurship (L1, L2)
- 6.1.3 Describe entrepreneurial planning considerations (L1)

**Performance Standard 6.2: Explain the Elements of a Business Plan**

- 6.2.1 Explore the purpose and function of a business plan (L1, L2)
- 6.2.2 Identify the target market (demographics, location, economic indicators, etc.) (L1, L2)
- 6.2.3 Describe distribution channels (L1, L2)
- 6.2.4 Explain the Lean Canvas business model (L1, L2)
- 6.2.5 Evaluate an exit strategy (L2)

**Performance Standard 6.3: Employ Strategies to Generate Ideas for Business Ventures**

- 6.3.1 Analyze customers' buying motives and decisions (L1)
- 6.3.2 Identify methods/techniques to generate a product/service idea (L2)
- 6.3.3 Identify product/service opportunities (L2)

**CONTENT STANDARD 7.0: UNDERSTAND FINANCE AND ACCOUNTING OPERATIONS****Performance Standard 7.1: Explain Principles of Money and Financial Exchange**

- 7.1.1 Explain sources, purpose, and function of financial exchange (cash, credit, debit, electronic funds transfer, etc.) (L1)
- 7.1.2 Identify types of financial instruments (paper money, coins, banknotes, government bonds, treasury notes, cryptocurrency, etc.) (L1)
- 7.1.3 Explain the legal responsibilities associated with financial exchanges (L1)
- 7.1.4 Describe types of financial service providers (L2)
- 7.1.5 Explain the time value of money (L2)

**Performance Standard 7.2: Examine Concepts of Accounting and Business Finance**

- 7.2.1 Explain the nature of financial needs (L1)
- 7.2.2 Explain warranties and guarantees (L1)
- 7.2.3 Compare consumer and business taxes (L1)
- 7.2.4 Calculate interest (simple and compound) (L1)
- 7.2.5 Explain the concepts of profit and loss (L1)
- 7.2.6 Describe primary factors affecting business profitability (L1, L2)
- 7.2.7 Analyze financial statements (income statement, profit/loss statement, balance sheet) (L2)
- 7.2.8 Explain overhead/operation costs (service and maintenance contracts, leasing/purchasing of equipment and facilities, etc.) (L2)

**Performance Standard 7.3: Describe Business Financing**

- 7.3.1 Evaluate risks associated with obtaining business credit (L2)
- 7.3.2 Explain business loan criteria and application processes (L2)
- 7.3.3 Describe sources of financing a business (L2)

**Performance Standard 7.4: Project Marketing Costs**

- 7.4.1 Determine the differences between variable costs and fixed costs (L2)
- 7.4.2 Estimate project costs and return on marketing investment (ROMI) (L2)
- 7.4.3 Explain the financial implications of product cannibalization (L2)
- 7.4.4 Compare the life of the product to the cost of the product (L2)

**CONTENT STANDARD 8.0: UNDERSTAND THE ROLE AND FUNCTION OF HUMAN RESOURCES**

**Performance Standard 8.1: Explain the Role of Human Resources in Business Operations**

- 8.1.1 Explain the role of human resources in business operations (L1)
- 8.1.2 Explain the role of ethics in human resources management (L1)
- 8.1.3 Compare employee and employer rights (L1)
- 8.1.4 Determine hiring needs based on budget boundaries (L2)

**Performance Standard 8.2: Describe the Hiring/Firing Process**

- 8.2.1 Describe the hiring/firing process (L1, L2)

**CONTENT STANDARD 9.0: UNDERSTAND THE ROLE AND FUNCTION OF MARKETING****Performance Standard 9.1: Explain the Role of Marketing in a Global Economy**

- 9.1.1 Explain marketing and its importance in a global economy (L1)
- 9.1.2 Describe marketing functions and related activities (L1)
- 9.1.3 Describe the role of the marketing mix which consists of the four P's of marketing: product, price, place, promotion (L2)
- 9.1.4 Identify the impact of cultural and social environments on world marketing and trade (L2)

**Performance Standard 9.2: Demonstrate Comprehension of Marketing Information Management**

- 9.2.1 Describe the need for marketing information management (L1)
- 9.2.2 Define marketing research (L1)
- 9.2.3 Explain technological techniques used in marketing information management (L1, L2)
- 9.2.4 Explain the use of descriptive statistics in marketing decision-making (L2)

**Performance Standard 9.3: Describe a Company's Unique Selling Proposition**

- 9.3.1 Identify a company's unique selling proposition (L1, L2)
- 9.3.2 Explain the nature of product/service branding (L1, L2)
- 9.3.3 Describe brand loyalty and customer retention strategies (L1, L2)

**Performance Standard 9.4: Explain the Role of Market Research**

- 9.4.1 Identify types of primary marketing research (L2)
- 9.4.2 Identify sources of primary and secondary data (L2)
- 9.4.3 Describe data collection methods (L2)

**Performance Standard 9.5: Develop a Marketing Plan**

- 9.5.1 Describe the elements of a marketing plan (L2)
- 9.5.2 Describe the marketing planning process as it relates to a situational analysis (L2)
- 9.5.3 Design and develop a marketing plan (L2)

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**CONTENT STANDARD 10.0: UNDERSTAND THE ROLE AND FUNCTION OF MANAGEMENT****Performance Standard 10.1: Explain Management’s Contribution to Business Success**

- 10.1.1 Explain business operations (L1, L2)
- 10.1.2 Create a vision and mission statement (L1, L2)

**Performance Standard 10.2: Describe the Role of Quality Management**

- 10.2.1 Explain the nature of quality management (L1)
- 10.2.2 Describe the importance of health and safety regulations in business (L1)
- 10.2.3 Identify quality control measures (L2)
- 10.2.4 Explain loss prevention policies (L2)
- 10.2.5 Discuss the need for continuous improvement of the quality process (L2)

**Performance Standard 10.3: Explain the Importance of Information Management**

- 10.3.1 Explain security issues with technology used to protect consumer information and business data (L1)
- 10.3.2 Identify strategies to protect customer transactions (L1)
- 10.3.3 Describe the nature of information management (L1)
- 10.3.4 Explain legal and ethical issues associated with information management (L1, L2)
- 10.3.5 Utilize technology tools to manage information and perform work (L1, L2)
- 10.3.6 Explain the tools in a database system used to access information (L1, L2)

**Performance Standard 10.4: Explore Project Management**

- 10.4.1 Identify the elements of a project plan (L1, L2)
- 10.4.2 Explain the importance of organizing the implementation of the plan (L1, L2)

**Performance Standard 10.5: Acquire Information to Guide Business Decision-Making**

- 10.5.1 Describe the nature of business records (L1)



**CONTENT STANDARD 11.0: UNDERSTAND THE NATURE OF PRODUCT/SERVICE MANAGEMENT****Performance Standard 11.1: Describe Product/Service Management**

- 11.1.1 Identify the impact of product life cycles on marketing decisions (L2)
- 11.1.2 Describe use of technology in the product/service management functions (L2)
- 11.1.3 Explain business ethics in product/service management (L2)
- 11.1.4 Discuss the types of product/service management decisions needed to sell a business's products/services/ideas (L2)

**Performance Standard 11.2: Demonstrate a Comprehension of Product Mix**

- 11.2.1 Explain the concept of product mix (L2)
- 11.2.2 Describe the nature and purpose of product bundling (L2)
- 11.2.3 Plan the product mix or determine services to be provided to a customer (L2)

**Performance Standard 11.3: Position Products/Services and Company to Acquire Desired Business Image**

- 11.3.1 Describe factors used by marketers to position products/services (L2)
- 11.3.2 Explain nature of product/service branding (L2)
- 11.3.3 Develop strategies to position products/services (L2)
- 11.3.4 Explain the nature and value of corporate branding (L2)

**CONTENT STANDARD 12.0: UNDERSTAND THE NATURE AND SCOPE OF PRICING****Performance Standard 12.1: Understand the Process for Establishing Prices for the Value of Goods and Services**

- 12.1.1 Explain the ethical and legal considerations in pricing (L2)
- 12.1.2 Explain the factors that affect pricing decisions (L2)
- 12.1.3 Calculate discounts and allowances that can be used to adjust base prices (L2)
- 12.1.4 Assess how market prices provide an incentive to produce goods and services (L2)
- 12.1.5 Determine product cost (L2)
- 12.1.6 Calculate break-even point (L2)
- 12.1.7 Determine price sensitivity (L2)
- 12.1.8 Describe the function of pricing in various markets (L2)
- 12.1.9 Select pricing policies and strategies (L2)

**CONTENT STANDARD 13.0: UNDERSTAND CONCEPTS AND STRATEGIES RELATING TO PROMOTION****Performance Standard 13.1: Explain the Concept of Promotion Mix**

- 13.1.1 Determine market segments (L2)
- 13.1.2 Develop strategies to position a product (L2)
- 13.1.3 Describe the elements of the promotion mix (L2)
- 13.1.4 Explain the role of social media in product promotion (L2)
- 13.1.5 Explain the nature and significance of word-of-mouth (L2)
- 13.1.6 Define buzz-marketing (L2)
- 13.1.7 Explain the use of celebrities/influencers as a word-of-mouth strategy (L2)
- 13.1.8 Categorize publicity as positive or negative and explain the effects on the business (L2)
- 13.1.9 Understand the relationship between employee, customer, community relations, and public relations (L2)

**Performance Standard 13.2: Explain the Concept and Purpose of Publicity and Public Relations**

- 13.2.1 Analyze the reasons why a company participates in goodwill endeavors with its local community (L2)
- 13.2.2 Define public relations and its interaction with customers, media, and government officials (L2)
- 13.2.3 Describe the use of crisis management in public relations (L2)
- 13.2.4 Explain the duties and responsibilities of public relations specialists (L2)
- 13.2.5 Create and prepare a news release for a product and determine the most cost-effective way to publicize it (L2)

**Performance Standard 13.3: Describe the Concept and Purpose of Sales Promotion**

- 13.3.1 Compare and contrast trade promotions, consumer promotions, sales promotions, and specialty promotions (L2)
- 13.3.2 Compare the differences between a lottery, sweepstakes, and a contest (L2)
- 13.3.3 Define cross marketing (L2)
- 13.3.4 Distinguish between visual merchandising and a display (L2)
- 13.3.5 Prepare merchandise for display (L2)
- 13.3.6 Critique the layout of a local department store in terms of ease of entry, traffic flow, display space, and customer conveniences (L2)

**Performance Standard 13.4: Describe the Concept and Purpose of Advertising**

- 13.4.1 Compare/contrast various types of advertising media (L2)
- 13.4.2 Summarize the effectiveness of different types of media (L2)
- 13.4.3 Describe components of an advertising campaign and how it reaches a target audience (L2)
- 13.4.4 Analyze the cost/benefit of various forms of advertising (L2)
- 13.4.5 Present an argument that supports justifying money spent on advertising (L2)
- 13.4.6 Analyze an advertising campaign (L2)

## **Performance Standard 13.5: Explain the Role of Endorsements and Sponsorships in Sports and Entertainment Marketing**

- 13.5.1 Explain the role of endorsements in sports/event marketing (L2)
- 13.5.2 Explain the use of naming rights in sports/event marketing (L2)
- 13.5.3 Explain the nature of sponsorship in the sports/event industries (L2)

**CONTENT STANDARD 14.0: UNDERSTAND THE NATURE AND SCOPE OF SELLING****Performance Standard 14.1: Demonstrate an Understanding of the Nature and Scope of Selling**

- 14.1.1 Define selling, prospecting, clientele, and e-commerce (L2)
- 14.1.2 Analyze the key factors in building a clientele (L2)
- 14.1.3 Identify the various sources of prospecting (L2)
- 14.1.4 Summarize the impact of e-commerce to the selling function (L2)
- 14.1.5 Explain the role of customer service as a component of selling relationships (L2)

**Performance Standard 14.2: Demonstrate the Process and Techniques of Selling**

- 14.2.1 Analyze consumer buying behaviors (L2)
- 14.2.2 Describe the steps of the selling process (L2)
- 14.2.3 Evaluate sales follow-up strategies (L2)
- 14.2.4 Role-play a sales presentation using a specific product (L2)
- 14.2.5 Describe an effective client/customer relationship (L2)

**Performance Standard 14.3: Demonstrate an Understanding of the Relationship Between Knowledge of the Product or Service and Selling**

- 14.3.1 Define product knowledge and features/benefits (L2)
- 14.3.2 Analyze product information to identify product features and benefits (L2)
- 14.3.3 Compare and contrast the features versus benefits of a product (L2)

**Performance Standard 14.4: Demonstrate an Understanding of Support Activities as They Relate to Selling**

- 14.4.1 Define cash, credit, debit, and layaway (L2)
- 14.4.2 Define returns, exchanges, and store credit (L2)
- 14.4.3 Describe the use of technology in the selling function (L2)
- 14.4.4 Demonstrate how to complete a sales transaction (L2)
- 14.4.5 Demonstrate proper cash control procedures (L2)

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## CONTENT STANDARD 15.0: UNDERSTAND CHANNEL MANAGEMENT AS A FUNCTION OF MARKETING

### Performance Standard 15.1: Explain Channel Management

- 15.1.1 Explain the nature and scope of channel management (L2)
- 15.1.2 Describe the difference between horizontal and vertical distribution (L2)
- 15.1.3 Explain the relationship between customer service and channel management (L2)
- 15.1.4 Describe the use of technology in the channel management function (L2)

## Complementary Courses

### State Complementary Skill Standards

State complementary skill standards are designed to clearly state what the student should know and be able to do upon completion of a **one-year** complementary course related to their career and technical education (CTE) program of study. **Completion of the qualifying Program of Study is required prior to enrollment in a complementary course.**

### Employability Skills for Career Readiness Standards

Students have completed all program content standards and will pursue advanced study through investigation and in-depth research.

### Complementary Course Standards Contributing Members

Course Contribution(s)	Name	Occupation/Title	Stakeholder Affiliation	School/Organization
Marketing Entrepreneurship	Nathan Inkenbrandt	Instructor	Secondary Educator	Eldorado High School, Clark County School District
Marketing Entrepreneurship	Danielle Runnion	Instructor	Secondary Educator	Wells High School, Elko County School District
Marketing Entrepreneurship	Heather Benefield	Instructor	Secondary Educator	Mojave High School, Clark County School District
Marketing Entrepreneurship	Rebecca Mayer	Instructor	Secondary Educator	Fernley High School, Lyon County School District

### Business and Industry Validation

All CTE standards developed through the Nevada Department of Education are validated by business and industry through one or more of the following processes: (1) the standards are developed by a team consisting of business and industry representatives, or (2) a separate review panel is coordinated with industry experts to ensure the standards include the proper content, or (3) nationally recognized standards currently endorsed by business and industry.

The Marketing Entrepreneurship complementary standards for Marketing program of study were validated through active participation of business and industry representatives through the criticality survey.

## Complementary Course Information for Marketing

### Program Information

Qualifying Program of Study: Marketing

Career Cluster: Marketing

Career Pathway(s): Marketing Management

CTSO: DECA/FBLA

Grade Level: 11-12

### Program Structure for Complementary Courses

The complementary courses are provided in the following table. **The qualifying program of study must be completed prior to enrolling in the complementary courses** (except labs that are done concurrently with the second-year course). A program does not have to utilize the complementary courses for students to complete their program of study.

#### Complementary Courses

Required/ Complementary	Course Title	Abbreviated Name
C	Marketing Entrepreneurship	MKTG ENTREPRENEUR
C	Marketing Advanced Studies	MKTG AS
C	Industry-Recognized Credential – Marketing	IRC MKTG
C	CTE Work Experience – Marketing	WORK EXPER MARKET



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## Complementary Course Standards Marketing Entrepreneurship

### CONTENT STANDARD 1.0: DEFINE WHAT A SMALL BUSINESS IS AND WHAT IMPACT IT HAS ON OUR SOCIETY

#### Performance Standard 1.1: Define the institution of small business

- 1.1.1 Define social and traditional entrepreneurship
- 1.1.2 Discuss business structure decisions for entrepreneurs
- 1.1.3 Describe a business model
- 1.1.4 Explain factors in setting up a small business
- 1.1.5 Develop a list of legal documents necessary to establish a business

#### Performance Standard 1.2: Advantages that small businesses contribute to the community

- 1.2.1 Explain the societal impact of entrepreneurship
- 1.2.2 Explain the societal impact of non-profit organizations
- 1.2.3 Explore the significance of technology start-ups to society.
- 1.2.4 Research the historical significance of entrepreneurship
- 1.2.5 Compare and contrast social and traditional entrepreneurship skills

#### Performance Standard 1.3: Understand the Relationship Between Mission, Vision, and Values

- 1.3.1 Identify and define the qualities of responsible business ownership
- 1.3.2 Explore mission and vision statements and core values
- 1.3.3 Create core values based on mission and vision

### CONTENT STANDARD 2.0: UNDERSTANDING THE TRAITS AND CHARACTERISTICS OF ENTREPRENEURS

#### Performance Standard 2.1: Understand Desirable Entrepreneurial Traits

- 2.1.1 Determine interests and personal capabilities
- 2.1.2 Assess impact of taking risk in business
- 2.1.3 Describe desirable entrepreneurial personality traits
- 2.1.4 Conduct self-assessment to determine entrepreneurial potential and risk tolerance
- 2.1.5 Discuss the importance of ethical business behavior as an entrepreneur

#### Performance Standard 2.2: Understand the Creative Process and Idea Generation

- 2.2.1 Describe idea generation methods
- 2.2.2 Discuss entrepreneurial discovery processes
- 2.2.3 Assess opportunities for new business venture

**CONTENT STANDARD 3.0: UNDERSTAND BASIC ECONOMICS****Performance Standard 3.1: Recognize Basic Principles of Economics**

- 3.1.1 Research the impact of government actions on business ventures
- 3.1.2 Describe economic goods, services, production, scarcity, and opportunity cost
- 3.1.3 Explain the principles of supply and demand
- 3.1.4 Explain the concept of the building blocks of competitive advantage

**Performance Standard 3.2: Examine Cost Profit Relationships**

- 3.2.1 Explain the concepts of economies of scale and productivity
- 3.2.2 Determine factors affecting supply chain risk
- 3.2.3 Discuss the concept of the value chain
- 3.2.4 Analyze the effect of price fluctuations in the market on profitability
- 3.2.5 Evaluate profit margin as determined by total cost of goods sold

**Performance Standard 3.3: Evaluate Trends and Indicators**

- 3.3.1 Define business cycles and their impact on business activities
- 3.3.2 Explain the product adoption cycle
- 3.3.3 Explain measures used to analyze economic conditions

**Performance Standard 3.4: Understand the Role and Function of Finance and Accounting**

- 3.4.1 Explain the function of financial goals and forecasting
- 3.4.2 Explain the concept of accounting including standards, technology, ethics, and legal considerations
- 3.4.3 Analyze budgets, cash flow statements, financial statements, and ratios
- 3.4.4 Explain traditional and non-traditional sources of financial assistance available to businesses
- 3.4.5 Identify and evaluate risks associated with obtaining business credit
- 3.4.6 Explain and calculate the time value of money
- 3.4.7 Describe the importance of personal credit history

**CONTENT STANDARD 4.0: LEGAL, ETHICAL AND SOCIAL RESPONSIBILITY****Performance Standard 4.1: Understand the Role and Function of Human Resources**

- 4.1.1 Explain human resource functions in business operations
- 4.1.2 Describe legal limitations in the hiring/firing process
- 4.1.3 Analyze and create effective job descriptions
- 4.1.4 Explore federal, state, and local employment laws

**Performance Standard 4.2: Understand Asset Protection**

- 4.2.1 Identify and discuss intellectual property, e.g., copyright, brand use, trademarks, etc.
- 4.2.2 Explain the role of insurance in business
- 4.2.3 Describe the role of safety and security policies and procedures
- 4.2.4 Describe elements of a business contract

**Performance Standard 4.3: Explore Ethical and Social Considerations**

- 4.3.1 Discuss the qualities of responsible business ownership
- 4.3.2 Describe the need for and impact of ethical business practices
- 4.3.3 Compare and contrast ethics and integrity as it relates to business
- 4.3.4 Research the importance of quality control measures

**CONTENT STANDARD 5.0: CREATE A BUSINESS PLAN****Performance Standard 5.1: Determine Product/Service Feasibility**

- 5.1.1 Explore the purpose and function of a business plan
- 5.1.2 Determine the initial feasibility of proposed product/service
- 5.1.3 Determine business model (brick and mortar, e-commerce, combinations, etc.)
- 5.1.4 Identify, assess, and select target markets
- 5.1.5 Determine the unique selling proposition
- 5.1.6 Evaluate pricing strategies
- 5.1.7 Develop strategies to position the product/service
- 5.1.8 Create a brand name and logo

**Performance Standard 5.2: Determine Business Feasibility**

- 5.2.1 Construct a statement of purpose
- 5.2.2 Develop a company description and mission statement
- 5.2.3 Describe company structure and key players
- 5.2.4 Examine legal documents for business operations
- 5.2.5 Obtain and prepare legal documents for business operations
- 5.2.6 Explore federal, state, and local zoning and land use regulations
- 5.2.7 Prepare an industry analysis

**Performance Standard 5.3: Identify and Understand the Governing Metrics**

- 5.3.1 Define and discuss the role of metrics in business management
- 5.3.2 Determine appropriate metrics for a particular business
- 5.3.3 Use metrics to develop meaningful benchmarks\* Related ASE Automotive Standards

**Performance Standard 5.4: Prepare the Financial Plan**

- 5.4.1 Determine facilities, leases, and equipment needs
- 5.4.2 Determine hiring and labor needs
- 5.4.3 Calculate operating and overhead costs
- 5.4.4 Calculate the breakeven point
- 5.4.5 Develop a budget and estimate cash flow needs for five years
- 5.4.6 Formulate an estimate of annual sales
- 5.4.7 Create a balance sheet and income statements

- 5.4.8 Calculate startup costs and determine financing needs
- 5.4.9 Research ways to obtain capital for a business venture (debt financing, equity financing, etc.)
- 5.4.10 Create a pre-money company valuation

**Performance Standard 5.5: Formulate a Marketing Plan for this Business Plan**

- 5.5.1 Describe the elements of the marketing mix
- 5.5.2 Describe distribution channels
- 5.5.3 Evaluate distribution strategies
- 5.5.4 Determine the structure of the supply chain
- 5.5.5 Research, analyze, and select vendors
- 5.5.6 Describe the elements of the promotion mix
- 5.5.7 Differentiate & compare costs of various advertising media
- 5.5.8 Examine the role of social media & targeted advertising in product promotion
- 5.5.9 Compare different marketing channels
- 5.5.10 Calculate marketing return on investment (ROI)
- 5.5.11 Develop a promotion plan
- 5.5.12 Create a marketing budget

**Performance Standard 5.6: Present the Plan**

- 5.6.1 Compose an executive summary
- 5.6.2 Prepare professional hard copy business plan
- 5.6.3 Prepare digital visuals for presentation
- 5.6.4 Practice delivery of oral presentation
- 5.6.5 Present the business plan in a professional manner