

CTE Course Description and Standards Crosswalk

- The information on page 1 must be entered directly into the EED CTE Web Portal (log in at <https://www.eed.state.ak.us/tls/cte/perkins> with your district credentials)
- Then this entire form can be submitted by using the “Click here Provide Supporting Documentation” link on the Web Portal, or by emailing it to ctegrants@alaska.gov.

Basic CTE Course Information

Course Information	
Course Name	Marketing 1
Course Number	BB795
Number of High School Credits	.5
Sequence or CTEPS (You must first have the Sequence or CTEPS name put into the system.)	Business Management
Occupational Standards	
Source of Occupational Standards	National Business Education Association Standards
Names/Numbers of Occupational Standards	Management
Registration Information	
Course Description (brief paragraph – as shown in your student handbook or course list)	This course introduces students to marketing occupations. Course content includes business operations, product distribution, marketing communications skills, product display, cash register operations, inventory, and career education.
Instructional Topic Headings (please separate each heading by a semi-colon)	Employment skills, Marketing skills, Merchandising, Consumer services, Salesmanship, Advertising
Summative Assessments and Standards	
Technical Skills Assessment	N
Course addresses Alaska GLEs	Y
Course addresses Employability Standards	Y
Course addresses Cultural Standards	Y
Course addresses All Aspects of Industry (AAI)	Y
Career & Technical Student Organization (CTSO)	
CTSO associated with this course	DECA
Tech Prep	
Current Tech Prep Articulation Agreement? (Y/N)	N
Date of Current Agreement	
Postsecondary Institution Name	
Postsecondary Course Name	
Postsecondary Course Number	
# of Postsecondary Credits	

Additional CTE Course Information

Author	
Course developed by	KPBSD
Course adapted from	Previous Version
Date of last course revision	April 2010
Course Delivery Model	
Is the course brokered through another institution or agency? (Y/N)	No
Certificate, Credential, or License	
Industry-recognized skill certificate, credential, or state license that a student is eligible for upon successful completion of the course?	Yes, customer Service Essentials
Issuing body/organization/agency	NBEA

Standards Alignment

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
1. Identify career choices and employment opportunities.	NBEA MS.1	W4.3 R4.4	B2	A7	Community Issues	Lab Assignments
2. Prepare for employment in marketing related careers.		W4.3 R4.4	B2 B3 B4 B5	A7		Lab Assignments
3. Understand the role of marketing in the free enterprise system.	NBEA MS.1	W4.3 R4.4	A5	A7	Business Planning	Lab Assignments
4. Identify different economic systems and any associated problems.	NBEA MS.1		A5	A7	Business Planning	Pre / Post Test
5. Use marketing terms and other vocabulary associated with competition.		W4.3 R4.4	B2	C4	Princ. of Tech, Prod. Skills	Lab Assignments
6. Identify the role of management in marketing and managerial functions.	NBEA MS.6		B3	B2	Planning	Pre / Post Test
7. Understand the marketing concept and apply supply/demand principles.	NBEA MS.6	W4.3 R4.4	A5	C4	Planning	Lab Assignments
8. Identify channels of distribution in marketing.	NBEA MS.3	W4.3 R4.4	A2	B2	Tech. Skills	Lab Assignments

Student Performance Standards (Learner Outcomes or Knowledge & Skill Statements)	Specific Occupational Skills Standards	Alaska Reading, Writing, Math, & Science Standards	Alaska Employability Standards	Alaska Cultural Standards	All Aspects of Industry	Formative Assessment
9. Use appropriate selling procedures and methods to influence the buyer.	NBEA MS.7	W4.3 R4.4	A2	B2	Tech. Skills	Lab Assignments
10. Develop a merchandising plan.	NBEA MS.7	W4.3 R4.4	A7	B2	Tech. Skills	Lab Assignments
11. Identify factors influencing consumer buying.	NBEA MS.6	ME1.41 ME1.4.2	A4	B4	Tech. Skills	Pre / Post Test
12. Calculate product turnover.		ME1.41 ME1.4.2	A4	B2	Tech. Skills	Pre / Post Test
13. Complete various business forms.	NBEA MS.7	W4.3 R4.4		B2	Finance	Lab Assignments
14. Stock, reorder, restock, and inventory merchandise.	NBEA MS.7	W4.3 R4.4	A4	B2	Tech. Skills	Lab Assignments
15. Calculate product prices, markups and markdowns, stock sales ratios, and the break-even point for a business.	NBEA MS.7	ME1.41 ME1.4.2	A2	E4	Tech. Skills	Lab Assignments
16. Apply credit principles.	NBEA MS.7	ME1.41 ME1.4.2	A2	E4	Finance	Lab Assignments
17. Use terms basic to retailing.		W4.3 R4.4	A2	E4	Tech. Skills	Lab Assignments
18. Identify brand names and trademarks.	NBEA MS.2	W4.3 R4.4	A2	E4	Tech. Skills	Pre / Post Test
19. Identify functions of product packaging.	NBEA MS.7	ME1.41 ME1.4.2	A2	E4	Tech. Skills	Pre / Post Test
20. Identify important skills of selling and the steps of a sale.	NBEA MS.4	ME1.41 ME1.4.2	A2	D4	Tech. Skills	Pre / Post Test
21. Promote products and services.	NBEA MS.4	W4.3 R4.4	A2	D5	Tech. Skills	Lab Assignments
22. Use several types of sales approaches.	NBEA	W4.3	A4	D5	Tech.	Lab

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	MS.4	R4.4			Skills	Assignments
23. Analyze the major purposes of advertising.	NBEA MS.1	W4.3 R4.4	A2	D5	Tech. Skills	Lab Assignments
24. Identify various types of media advertising.	NBEA MS.1	W4.3 R4.4	A2	D5	Tech. Skills	Lab Assignments
25. Plan and prepare an advertisement layout.	NBEA MS.7	W4.3 R4.4	A4	D5	Tech. Skills	Lab Assignments
26. Plan a business promotion.	NBEA MS.7	W4.3 R4.4	B2	D5	Tech. Skills	Lab Assignments
27. Identify jobs in advertising.		W4.3 R4.4	A2	D6	Tech. Skills	Lab Assignments

Instructional Resources

List the major instructional resources used for this course: (websites, textbooks, essential equipment, reference materials, supplies)

NBEA: <http://www.nbea.org/newsite/curriculum/guide/guide.html>

DECA: <http://www.deca.org/library/>