

# Marketing Standards and Skills

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## Health & Safety Standards

### Standard 1: Safety and Health in a Marketing Environment

Students will apply essential health and safety practices to maintain a safe working environment in a marketing role, including adherence to industry-specific safety protocols, proper handling of office equipment and digital tools, and preparedness for emergency situations.

OSHA 10 – General Industry

#### Skills:

1. Understand the importance of Safety Data Sheets (SDS) in ensuring safe handling of materials encountered in the marketing environment, such as print media or promotional materials, and know how to locate these sheets when working with suppliers.
2. Locate emergency equipment, e.g., first aid kit, fire extinguisher, and review the emergency action and response plan.
3. Identify and compile contact information for relevant health and safety agencies and resources to incorporate into the emergency response plan.
4. Demonstrate safe body mechanics, including proper lifting techniques and ergonomics to prevent injury.
5. Explain the causes, prevention strategies, and remedies for carpal tunnel syndrome, repetitive strain injuries, and eyestrain, including exercises to reduce the risk of these conditions in a marketing environment.
6. Demonstrate safe handling, storage, and disposal of chemicals, including flammable and combustible materials, e.g., paints, adhesives, cleaning agents.
7. Demonstrate proper cleaning and sanitation procedures in the workspace to prevent contamination of printed materials, packaging, and promotional items in a marketing project.
8. Understand and apply fire safety protocols, including the identification of fire hazards, appropriate evacuation procedures, and the correct use of fire extinguishers.
9. Identify and describe potential consequences for non-compliance with appropriate health and safety regulations.

## Technical & Integrated Academic Standards

### Standard 2: Role of Marketing Professionals in Society

Students will analyze and evaluate the evolving role of marketing professionals in society, critically assess regulatory frameworks and agencies governing the field, and predict how emerging technologies are reshaping marketing practices, with a forward-thinking approach to the future of marketing.

#### Skills:

1. Analyze the evolution of marketing from traditional models, such as product-centric approaches, to more modern, customer-centric strategies, discuss how major developments, such as the rise of branding, television advertising, the internet, and social media, have reshaped marketing.
2. Evaluate the role of major developments in mass media, digital communication, and e-commerce in redefining marketing strategies and practices.
3. Evaluate the role of organizations such as the Federal Trade Commission (FTC) and Massachusetts state regulations in enforcing legal and ethical standards, such as fair and transparent marketing practices within marketing campaigns, and identify key regulations like Truth in Advertising, COPPA, and CAN-SPAM Act, that protect consumers from deceptive or unethical advertising.
4. Examine the role and impact of the General Data Protection Regulation (GDPR) on marketing practices, focusing on both its regulatory requirements and its broader global influence on privacy and data protection standards.
5. Analyze how emerging technologies, including artificial intelligence (AI), machine learning, big data, and automation, are revolutionizing marketing practices by enabling hyper-targeted campaigns, personalized customer experiences, and enhanced data analysis.

### Standard 3: Principles of Marketing

Students will be able to apply the core principles of marketing, including the marketing mix, segmentation, customer behavior, and digital marketing tools, to evaluate and develop effective marketing strategies.

#### Skills:

1. Explain the role of marketing in modern business, including how businesses identify, anticipate, and satisfy customers’ needs and wants through the creation, communication, delivery, and exchange of value.
2. Explain the role of the seven functions of marketing: Product, Price, Place, Promotion, Selling, Marketing Information Management, and Financing; and how they work together to satisfy customer needs and drive economic exchanges.
3. Identify and describe core marketing concepts, such as target markets and segmentation, and explain how these concepts are used to shape marketing strategies.
4. Describe the key differences between consumer markets (B2C) and industrial markets (B2B), such as purchasing behavior, buying motives, and product usage.
5. Identify and describe the basic principles of the marketing mix (7 Ps: Product, Price, Place, Promotion, People, Process, and Physical Evidence), and explain their relevance in shaping marketing strategies across both traditional and digital channels.
6. Provide real-world examples of the seven functions in action, such as product design by Apple, pricing strategies by Netflix, and promotions through social media advertising.
7. Evaluate the impact of traditional vs. digital marketing strategies, comparing the costs, reach, and effectiveness of methods such as TV ads, print media, SEO, social media marketing, and email campaigns on customer demand and brand growth.
8. Explain the role of digital tools, e.g., social media, CRM systems, and dynamic pricing software, in enhancing marketing strategies, improving customer engagement, and boosting sales performance.
9. Define the four types of economic utilities—time, possession, form, and place—and explain how they influence consumer decision-making, helping businesses tailor their marketing strategies to meet customer needs more effectively.
10. Apply the concept of utility by analyzing real-world examples, e.g., Starbucks, Amazon, and Apple, to demonstrate how businesses leverage these utilities to improve their marketing strategies and better serve their target audience.
11. Introduce environmental scanning as a tool for analyzing market trends and consumer behavior, including the use of social media, digital trends, and consumer data in developing marketing insights.
12. Understand the role of data analytics in marketing strategies, examining how businesses use tools like Google Analytics, website metrics, and social media engagement data to track performance, understand customer behavior, and optimize marketing strategies.
13. Understand the concept of Key Performance Indicators (KPIs) and their role in measuring the success of marketing activities and learn how to identify and track relevant KPIs to evaluate campaign effectiveness and make data-driven decisions that align with business goals.
14. Discuss the ethical implications of digital marketing, including privacy concerns, targeted ads, and the impact of data collection on consumer behavior.
15. Compare and contrast legal vs. ethical marketing practices, examining examples like disclaimers, e.g., HIPAA, CAN-SPAM, versus unethical practices like bait-and-switch and price discrimination.

### Standard 4: Understanding the Consumer

Students will be able to analyze consumer behavior, including decision-making processes and factors influencing purchasing decisions, and examine how businesses use these insights, with a focus on segmentation, trust, and evolving technologies, to shape effective marketing strategies.

Google Analytics Certification

#### Skills:

1. Analyze the consumer decision-making process, e.g., awareness, consideration, decision, post-purchase evaluation, and explain how this understanding directly influences marketing strategies, such as content creation, product development, and personalized advertising.
2. Distinguish between rational (cognitive) and emotional (affective) buying motives and explain their impact on consumer decisions, e.g., Maslow’s Hierarchy of Needs, psychological motivators.
3. Describe how personal values, cultural differences, and diversity influence buying behavior, with examples, such as life stages, benefits sought, usage rate, brand loyalty, and socioeconomic characteristics.
4. Evaluate how changing cultural characteristics, such as an aging population, single-person households, and increased mobility, influence marketing strategies, product design, and targeting decisions.
5. Analyze how marketers can address and respond to the unique needs, preferences, and concerns of diverse cultural groups by adapting marketing strategies, product offerings, and communication styles.
6. Develop recommendations for how businesses can adapt their marketing approaches to meet the unique preferences, values, and norms of diverse international markets, such as McDonald's menu adaptations for different countries or Coca-Cola’s multicultural marketing campaigns.
7. Explain how market segmentation (dividing markets based on shared characteristics) is used to identify target markets and develop targeted marketing strategies, considering demographic, geographic, psychographic, and behavioral factors.
8. Examine the shift from mass marketing to segmentation strategies in the context of modern consumer behavior, leveraging big data and social media insights.
9. Design a targeted customer profile using demographic, geographic, psychographic, and behavioral data, utilizing both traditional methods and digital tools, e.g., Google Analytics.
10. Develop and apply positioning strategies, e.g., differentiation, value proposition, based on selected target markets to ensure alignment with customer perceptions and competitive advantage.
11. Analyze how customer perceptions and impressions of a physical or virtual business (branding, image, influence, inclusion) impact purchasing behavior and consumer loyalty.
12. Examine how evolving technologies, such as e-commerce, social commerce, and mobile apps, influence marketing mix strategies and reshape the consumer experience.
13. Analyze how social media platforms, e.g., Instagram, Twitter, LinkedIn, can be used to build customer relationships through content marketing, engagement, and community-building.
14. Assess how these technologies affect product development, pricing models, distribution, and promotional strategies.
15. Describe how evolving payment technologies, e.g., Zelle, Venmo, credit/debit cards, cryptocurrencies, influence consumer behavior and marketing strategies by providing flexible, convenient payment options, and explain how businesses can ensure security and build trust through targeted marketing efforts.
16. Analyze the ethical considerations and legal requirements surrounding consumer data privacy in digital marketing and develop recommendations for how businesses can protect consumer information while maintaining personalized marketing strategies.

### Standard 5: Market Research and Competitive Intelligence

Students will be able to gather and interpret data to make informed marketing decisions with a focus on marketing information management, including the use of CRM, CMS, analytics, and marketing automation platforms.

Google Analytics Certification

#### Skills:

1. Explain how marketing research helps businesses understand customer needs, track market trends, and adapt strategies to remain competitive.
2. Select appropriate data collection methods (surveys, interviews, observations, etc.) based on specific marketing research objectives.
3. Distinguish between primary data (first-hand data collected through surveys, focus groups, and interviews) and secondary data (existing data from reports, market studies, and databases).
4. Design a marketing research survey by creating relevant questions that align with research objectives, ensuring that the survey design includes diverse question types (open-ended, Likert scale, multiple choice) that will yield insightful, actionable data.
5. Conduct basic market research by identifying and distinguishing between types of research (quantitative, e.g., surveys, and qualitative, e.g., focus groups) and applying various data collection methods (surveys, focus groups, observations) to gather insights into customer preferences and market trends.
6. Analyze market data collected from different research methods, e.g., surveys, focus groups, online platforms, and draw actionable conclusions to inform marketing decisions such as product development, pricing strategies, and promotional campaigns.
7. Evaluate the reliability and validity of data collection techniques in the context of specific research goals.
8. Evaluate the role of CRM, CMS, and marketing automation platforms, e.g., HubSpot, Pardot, Marketo, in managing customer relationships, optimizing content strategies, and automating marketing campaigns to improve efficiency and effectiveness.
9. Apply knowledge of marketing research and competitive intelligence to continually monitor and adapt marketing strategies, considering evolving customer preferences, competitor actions, and market conditions.
10. Use analytics tools, e.g., Google Analytics, social media insights, to measure marketing performance, track engagement, and interpret metrics, such as website traffic, conversion rates, customer behavior, and ROI, to adjust marketing strategies in real-time.
11. Examine the process of acquiring new prospects using online social media platforms, e.g., LinkedIn, Facebook, Twitter, list services, e.g., ZoomInfo, and professional organizations, and evaluate strategies for engaging and converting leads.
12. Evaluate the impact of A/B testing and customized content for personas on marketing strategies, analyzing how leveraging data-driven technology to tailor content enhances customer engagement, conversion rates, and overall marketing performance.
13. Use market research and competitive intelligence to influence decision-making in marketing strategies, emphasizing the importance of continuously gathering and analyzing data to adapt to changing market conditions and consumer needs.
14. Describe current trends in marketing research, including the growing use of AI, machine learning, and big data analytics. Discuss the limitations of marketing research, such as biases, data privacy concerns, and the challenge of ensuring the accuracy of data collection.

### Standard 6: Marketing Strategy and Planning

Students will plan, create, analyze, and adapt marketing strategies using the key components of the marketing mix, while addressing evolving consumer needs, market trends, and the dynamic business environment.

HubSpot Content Marketing Certification

#### Skills:

1. Identify and describe the basic elements of a marketing plan, including market research, target audience, positioning, and marketing mix, and explain how these elements align to develop an actionable marketing strategy.
2. Utilize SMART (Specific, Measurable, Relevant, Time-bound) goals, ensuring alignment with business objectives and strategic vision while tailoring each component, such as target audience, positioning, and messaging, to meet measurable and time-bound objectives.
3. Explain the components of a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), and demonstrate how this analysis can be used to inform, adjust, and optimize marketing strategies.
4. Describe how an internal company analysis is applied to identify key areas that influence marketing strategy, such as resources, capabilities, and performance metrics.
5. Identify and describe key components of an environmental scan, e.g., political, economic, social, technological, environmental, legal factors, analyzing the impact of these external factors on marketing strategies.
6. Explain how to develop and analyze marketing strategies using the 7 Ps (Product, Price, Place, Promotion, People, Process, and Physical Evidence) to create value for target customers and achieve marketing objectives.
7. Apply the seven functions of marketing (Product, Price, Place, Promotion, Selling, Marketing Information Management, and Financing) demonstrating their roles in supporting marketing strategies, ensuring effective market offerings, and driving business success.
8. Compare the Marketing Mix (7 Ps) and the Seven Functions of Marketing, highlighting the strategic focus of the 7 Ps and the operational tasks of the seven functions and explaining how both work together to develop effective marketing strategies and improve performance.
9. Explain how marketing strategies, including the marketing mix (7 Ps), differ between consumer and industrial markets.
10. Analyze the impact of different product classifications (extensive, limited, routine, impulsive) on marketing strategies and consumer decision-making.
11. Compare how companies with different marketing orientations, e.g., production-focused like early Ford vs. marketing-focused like Apple, develop marketing strategies, and analyze how these orientations influence the marketing mix and overall business success.
12. Examine how packaging decisions support the marketing mix by influencing product appeal, communicating information, ensuring product safety, and contributing to brand identity.
13. Demonstrate the ability to assess how ethical considerations in packaging, such as sustainability and transparency in claims, influence brand perception and consumer trust, especially in today’s environmentally conscious marketplace.
14. Identify key elements of brand identity (logo, colors, graphics, imagery) and explain how they drive brand recognition and consistency within the marketing mix.
15. Compare brand strategies (individual, family, mixed, co-branding) and explain how they enhance brand recognition and support the marketing mix by aligning with consumer perceptions and strengthening product positioning.
16. Design marketing campaigns that highlight a brand’s commitment to corporate social responsibility (CSR), considering ethical sourcing, sustainability, and community impact.
17. Coordinate integrated marketing communication strategies across digital and traditional channels, ensuring consistent messaging that aligns with brand values and objectives.
18. Examine how evolving technologies, such as e-commerce, mobile apps, social commerce, and augmented reality, influence marketing mix strategies and reshape the consumer experience.
19. Analyze and track KPIs to evaluate the performance of marketing campaigns.

### Standard 7: Product and Service Management and Branding

Students will apply the product development process, from idea generation to commercialization, including the stages of the product lifecycle, and apply strategies for branding, positioning, and extending product lines to meet market demands.

#### Skills:

1. Describe the stages of product development, including idea generation and innovation, development, test marketing, and the creation of a unique value proposition, and explain how each stage contributes to successful product commercialization.
2. Apply project management techniques to plan, execute, and evaluate the stages of product development, e.g., planning product launch timelines, managing resources, and ensuring objectives are met.
3. Examine project management tools, e.g., Gantt charts, project management software like Asana or Trello, for monitoring product development and marketing campaigns, ensuring alignment with business goals and measuring progress.
4. Define and differentiate between various types of products, including tangible products, intangible services, digital products, e.g., apps, software, digital content, and intellectual property, e.g., patents, trademarks, and explain their implications on the marketing mix.
5. Examine the key elements of service product management, focusing on service quality, customer expectations, service delivery, and managing the intangibility of services.
6. Discuss how businesses can differentiate service offerings through effective marketing and service design to enhance customer satisfaction and loyalty.
7. Describe the importance of quality assurance (QA) in product development, including the processes and methods used to ensure products meet consumer expectations and industry standards, and explain how QA contributes to brand reputation and customer satisfaction.
8. Analyze the product lifecycle (introduction, growth, maturity, decline) and assess how marketing strategies need to adjust at each stage to maximize product success.
9. Develop digital marketing strategies for different product types (tangible, intangible, intellectual property, and digital products) based on their characteristics, target market, and lifecycle stage, emphasizing online engagement and digital distribution channels.
10. Identify and explain the role of various digital marketing platforms, e.g., Google Ads, Facebook Ads, Instagram, LinkedIn, TikTok, YouTube, and how to select the right platform for different marketing objectives (brand awareness, lead generation, etc.).
11. Discuss the impact of global e-commerce and digital marketing platforms on international product distribution and customer engagement.
12. Use analytics tools to evaluate digital marketing campaign performance and adjust strategies to optimize engagement and conversions based on data.
13. Examine data-driven decision-making, focusing on how businesses adjust tactics, such as content creation, targeting, and budget allocation, based on data to improve return on investment (ROI).
14. Analyze ROI in marketing by calculating the return on investment for various campaigns, e.g., TV ads, social media marketing, SEO, and email campaigns, comparing costs with generated revenue or value.
15. Understand the importance of ROI in marketing decision-making, and how marketers use ROI to demonstrate the effectiveness of campaigns to stakeholders, ensuring sufficient returns relative to costs.
16. Implement risk management strategies within product development and marketing campaigns, identifying potential challenges and developing mitigation plans to ensure project success.
17. Analyze the advantages and disadvantages of extending product lines, including adjustments in depth and width, when introducing new products, diversifying a product mix, or expanding digital product lines, e.g., app versions, subscription models, and digital services.
18. Explain the risks of over-diversification and brand dilution, using real-world examples of failed product extensions, e.g., New Coke, Pepsi A.M., Google Glass, to analyze the factors that led to their lack of success.
19. Differentiate between intermediary customers, e.g., wholesalers, retailers, business clients, government agencies, and end users, e.g., households, non-profits, and explain how marketing strategies are tailored for each group.
20. Identify how branding and positioning contribute to a product’s success in the marketplace, focusing on strategies like differentiation, targeting, and brand recognition.
21. Understand different positioning techniques, e.g., differentiation, cost leadership, and discuss market entry strategies that businesses use to position themselves in competitive markets.
22. Assess the components of brand equity, including awareness, associations, perceived quality, and loyalty, and explain their role in building a strong brand and sustaining a competitive advantage.
23. Evaluate brand loyalty's role in fostering long-term customer relationships and explain how businesses can build and maintain loyalty through product quality, engagement, and effective marketing strategies.
24. Examine how packaging impacts brand image, product appeal, and consumer decision-making, while assessing ethical considerations in packaging design.
25. Analyze how emotional connections with consumers are created through brand strategies like celebrity endorsements, social media influencers, and sponsorships, and evaluate their influence on consumer behavior and brand perception.
26. Describe the process of test marketing, including its objectives, methods, and how it helps to gather consumer feedback and adjust products or marketing strategies before a full-scale launch.
27. Compare and contrast various test marketing methods, such as pilot testing, regional testing, and controlled sales environments, and determine which methods are best suited for different types of products, e.g., tangible goods, digital products, services.
28. Apply knowledge of key consumer protection laws and regulatory agencies, e.g., OSHA, HIPAA, FDA, FTC, and explain their role in ensuring product safety, fairness, and consumer protection throughout the product development process.

### Standard 8: Pricing Strategies

Students will apply pricing strategies, including cost-based, value-based, and competition-based methods, to make informed pricing decisions while assessing the impact of pricing on consumer behavior, brand perception, and profitability.

#### Skills:

1. Evaluate the implications of different pricing strategies (cost-based, value-based, and competition-based) in relation to business objectives, market conditions, and consumer demand.
2. Identify the key factors that influence product pricing decisions, e.g., cost structures, competitive factors, customer perception, brand loyalty, and explain how these factors are integrated into the overall marketing mix to drive pricing strategy.
3. Analyze the difference between price and non-price competition, identifying how businesses leverage both strategies to differentiate themselves in the marketplace.
4. Apply the concepts of profit, markup, cost of goods sold (COGS), and return on investment (ROI) to calculate appropriate pricing decisions for a given product or service.
5. Evaluate the economic impact of pricing decisions on a business by assessing how the economics of one unit contribute to overall profitability.
6. Design a pricing strategy using cost-oriented, demand-oriented, and competition-oriented methods, justifying the strategy based on product type and market conditions.
7. Create a pricing model for a product or service, incorporating legal considerations, ethical guidelines, and market factors to ensure compliance with industry standards.
8. Evaluate the effectiveness of psychological pricing strategies, e.g., price skimming, penetration pricing, in influencing consumer behavior and business revenue.
9. Analyze how businesses apply psychological pricing strategies in both short- and long-term market conditions.
10. Analyze how price elasticity (price changes) affects consumer demand and the relationship between price changes and purchasing decisions.
11. Evaluate how price changes influence brand perception, customer loyalty, and overall sales, drawing on examples from various industries.
12. Design pricing strategies using promotional pricing, bundling, and discounts, considering customer segments, market conditions, and long-term business goals.
13. Assess the impact of price adjustments, e.g., bulk discounts, loyalty pricing, on customer retention and revenue generation using data-driven insights to support decisions.

### Standard 9: Promotion and Advertising

Students will understand and apply key promotional and advertising strategies to effectively design and execute a marketing campaign, select appropriate media channels based on audience segmentation, and measure the success of their campaigns using data analytics and ROI calculations.

#### Skills:

1. Identify and describe the essential components of a marketing campaign, including key promotional strategies and tactics to meet campaign objectives and business goals.
2. Apply project management principles, including budgeting and timeline setting, to execute a marketing campaign effectively.
3. Compare traditional advertising methods (TV, print, radio) with modern digital marketing tools (social media, SEO, paid ads), analyzing their effectiveness in meeting various marketing objectives.
4. Evaluate the role of promotion in business, exploring how businesses use different promotional strategies, including advertising, logos, and word-of-mouth, to communicate brand messages and engage target audiences.
5. Identify the components of a promotional mix (advertising, sales promotions, social media, and sponsorships), and justify the selection of each component based on target audiences, marketing goals, and budget.
6. Analyze the components of marketing campaigns, e.g., promotional mix, deliverables, visuals, messaging, pricing strategy, placement, etc.
7. Assess the role of public relations (PR) in managing brand reputation, developing strategies for proactive PR efforts, and understanding the difference between PR and publicity.
8. Evaluate the role of market segmentation in selecting the promotional mix by assessing how consumer segments require tailored advertising channels and strategies, justifying the choice of media based on segmentation data and marketing goals.
9. Analyze target audiences by segmenting them using demographic, psychographic, behavioral, and geographic factors, and evaluate how these segments’ needs and preferences inform the selection of appropriate promotional tools and tactics.
10. Differentiate between paid and unpaid forms of promotional communication, evaluating their benefits and limitations in reaching and engaging target audiences.
11. Analyze the role of advertising within the promotional mix by identifying various types of advertising media (both digital and traditional), and selecting the most appropriate channels based on factors like target audience, budget, and campaign objectives, and evaluating how each medium serves different marketing purposes and contributes to overall campaign success.
12. Develop and implement a social media marketing strategy for a brand, selecting the right platforms, creating engaging content, and measuring success to build brand awareness and engage with target audiences.
13. Manage a brand’s social media presence, creating consistent content, interacting with followers, and leveraging tools to track community engagement and campaign performance.
14. Explore the evolution of public relations (PR) in the digital age, focusing on how brands use social media, content marketing, and online reputation management to enhance brand image, engage with stakeholders, and respond to crises.
15. Evaluate the importance of content marketing in building brand authority and connecting with consumers and develop a content strategy that aligns with business objectives.
16. Analyze the impact of influencer marketing, exploring how partnerships with influencers can enhance brand visibility, engagement, and customer trust.
17. Identify factors of a promotional budget that maximizes impact and minimizes cost, e.g., segmentation, channels, etc.
18. Identify and assess legal issues, including copyright infringement, trademark laws, and the use of influencers, and ethical issues, e.g., privacy concerns with social media data, influencer transparency, and propose strategies for mitigating legal and ethical risks in marketing campaigns.
19. Identify methods of evaluating the effectiveness of various advertising media, e.g., costs, key metrics, placement, reach, engagement, etc., and calculate Return on Investment (ROI), comparing the results of traditional vs. digital media channels and recommending adjustments based on data-driven insights.

### Standard 10: Distribution and Place

Students will understand and apply key concepts of distribution management, including direct and indirect channels, logistics, and e-commerce strategies, to design effective distribution plans that meet business goals and respond to modern challenges in both physical and digital marketplaces.

#### Skills:

1. Identify and describe different sales channels, e.g., e-commerce, brick-and-mortar, marketplaces, affiliates, and analyze how they influence the distribution of products and the reach of marketing efforts.
2. Differentiate between direct and indirect distribution channels, analyzing how each affects the flow of products from producers to consumers.
3. Evaluate the advantages and disadvantages of using direct versus indirect distribution channels based on product types, target markets, and business goals.
4. Design a distribution strategy by selecting appropriate channels for a specific product or service, considering factors like market reach, costs, and consumer preferences.
5. Demonstrate foundational knowledge of channel management by explaining how various channels contribute to the efficiency and effectiveness of product distribution.
6. Compare and contrast distribution channels for consumer products, e.g., retail stores, online shopping, and industrial products, e.g., wholesale distributors, B2B suppliers, considering the different needs and buying behaviors of each market.
7. Analyze the role of physical distribution and logistics in moving products from producers to consumers, focusing on the coordination between supply chain partners, e.g., suppliers, manufacturers, distributors, including warehousing, transportation, and inventory management.
8. Examine how the internet and e-commerce platforms have transformed distribution strategies, exploring challenges and opportunities for physical and digital products, and evaluating how businesses adapt to digital channels to optimize online sales, shipping, and customer experience.
9. Analyze the impact of supply chain disruptions, e.g., COVID-19, on global distribution networks, identifying key challenges in the supply chain process and evaluating strategies businesses use to mitigate risks and adapt to changes.
10. Evaluate the role of sustainability in distribution, analyzing how companies adopt eco-friendly practices, like reducing carbon emissions, optimizing routes, and using sustainable packaging, to improve environmental impact and supply chain efficiency.
11. Evaluate and apply strategies to minimize costs and enhance the efficiency of channel activities, such as optimizing transportation systems, reducing stock-outs, and managing product flow.
12. Identify and assess various transportation systems, e.g., trucks, rail, air, and services that facilitate the movement of products from manufacturers to consumers.
13. Examine best practices in receiving, handling, and shipping merchandise, ensuring proper inventory management, and minimizing errors or delays in product delivery.
14. Examine inventory management strategies for both perishable and non-perishable goods, determining the appropriate storage methods and distribution techniques based on product type.
15. Develop strategies for selling products online through e-commerce platforms, addressing key considerations such as platform selection, pricing, shipping, and customer experience.
16. Examine omnichannel marketing strategies and explain how integrating digital and physical channels can create a seamless customer experience, fostering brand loyalty and increasing sales.
17. Assess the future of retail, focusing on trends such as the convergence of online and offline retail, the role of mobile commerce, and innovations in fulfillment strategies, e.g., same-day delivery, drones.

### Standard 11: Digital Marketing and Technology

Students will apply the fundamentals of digital marketing, including SEO (Search Engine Optimization), SEM (Search Engine Marketing), social media marketing, and data-driven strategies, to develop effective marketing campaigns.

#### Skills:

1. Define digital marketing and explain its key differences from traditional marketing, emphasizing the role of digital channels like websites, social media, and search engines in helping businesses connect with customers, build brand presence, and drive sales.
2. Explain how search engines work by describing how they find, store, and rank web pages, and how search results are influenced by algorithms to decide which websites appear first.
3. Identify and explain the main digital marketing channels, such as SEO, SEM, social media, email marketing, and content marketing, and discuss how each contributes to an integrated digital marketing strategy aimed at reaching and engaging target customers.
4. Explain the importance of keywords in digital marketing, identify different types of user intent (informational, transactional, navigational), and describe how businesses can select and use keywords to match user intent and enhance their SEO and SEM strategies.
5. Understand and apply the basic principles of SEO by identifying relevant keywords, ensuring fast page loading times, and creating content that is easy for search engines to read, helping businesses increase website traffic without paying for ads.
6. Describe how SEM works by using paid ads (PPC) to increase website traffic and explain the benefits and costs of SEM compared to SEO.
7. Compare SEO and SEM by discussing the differences in cost, speed, and long-term impact, and evaluate when businesses should use each method based on campaign goals and budget.
8. Identify the key social media platforms, e.g., Facebook, Instagram, Twitter, LinkedIn, and explain how businesses use them to engage with customers, build brand awareness, and drive customer loyalty.
9. Develop and execute a social media strategy that fosters community engagement, encourages user-generated content, and drives conversation around the brand.
10. Develop basic strategies for creating engaging social media content, including photos, videos, and stories, and explain the importance of using regular posting and relevant hashtags.
11. Understand how email marketing works, including building a contact list, segmenting it, and sending personalized emails to increase customer engagement.
12. Discuss how email marketing fits into a broader digital strategy, including how to track performance metrics, e.g., open rates, click-through rates, to measure success.
13. Explain the concept of content marketing and how creating valuable and engaging content, e.g., blogs, videos, helps businesses connect with their audience and support SEO/SEM strategies.
14. Demonstrate how content marketing, like blogs and videos, can support SEO and SEM efforts by including relevant keywords and providing useful information to customers.
15. Create compelling content for various social media platforms that resonates with target audiences, builds brand loyalty, and encourages advocacy.
16. Describe marketing automation tools, such as Mailchimp and HubSpot, and explain how they help businesses streamline email campaigns, customer relationships, and lead nurturing.
17. Use social listening tools to monitor customer sentiments, brand mentions, and market trends, adjusting strategies accordingly to maintain positive customer relationships.
18. Discuss key performance metrics, e.g., website traffic, bounce rate, conversion rates, ROI, used to assess the success of marketing campaigns and how businesses can adjust strategies to improve results.
19. Explain how businesses use digital analytics to make data-driven decisions, improve customer targeting, and refine marketing strategies across platforms, e.g., websites, social media, email.
20. Implement AI-driven tools like chatbots, predictive analytics, and personalization engines to enhance the customer experience and optimize marketing efforts.
21. Manage social media crises effectively, addressing negative feedback or public relations issues with transparency, empathy, and swift resolution.

### Standard 12: Sales and Customer Relationship Management (CRM)

Students will develop and apply personal selling techniques, design effective customer retention strategies, and leverage CRM technologies to build long-term customer relationships, optimize sales efforts, and drive business growth while incorporating continuous product and service expertise.

Retail Industry Fundamentals Specialist Certificate

#### Skills:

1. Analyze various personal selling techniques, including consultative and relationship selling, and evaluate their effectiveness in addressing customer needs, solving problems, and building long-term relationships.
2. Design a customer-focused selling approach that incorporates relationship selling techniques, emotional and rational buying motives, and segment-specific strategies, e.g., young professionals, parents, tech enthusiasts, to increase customer satisfaction, loyalty, and repeat business.
3. Apply Maslow’s hierarchy of needs in the selling process, developing strategies that appeal to emotional and rational buying motives to influence purchasing decisions and encourage customer engagement.
4. Apply consultative selling techniques, interpreting customer verbal and non-verbal cues, to identify needs and offer tailored solutions that enhance customer interactions and drive engagement.
5. Explain and apply the seven steps of a sale in a real-world scenario, demonstrating mastery of the process from prospecting through closing the sale while maintaining customer focus.
6. Communicate key features and benefits of a product/service in a clear, persuasive manner, tailoring messages to resonate with specific customer segments.
7. Evaluate the role of metrics and analytics in measuring and adapting the success of a sales strategy, e.g., KPIs, feedback loops, marketing conversion, and sales initiatives.
8. Evaluate the role of customer service in the marketing mix and its impact on customer retention, loyalty, and overall satisfaction, ensuring customer service aligns with sales efforts and company values.
9. Design and implement customer retention strategies, including personalized service initiatives, loyalty programs, and CRM insights, to maximize long-term relationships and reduce churn.
10. Analyze and integrate CRM tools and strategies to optimize customer engagement, track purchasing behavior, personalize the customer experience, and enhance sales efforts through data-driven insights.
11. Integrate digital tools, e.g., social media, e-commerce, mobile apps, CRM software, into CRM strategies to enhance customer engagement and drive business growth through targeted communication and insights.
12. Evaluate different methods of managing a sales force, including performance evaluation tools, incentive structures, and training programs, to assess their effectiveness in achieving sales targets and motivating a high-performing sales team.
13. Identify components of a quality sales training program that aligns with industry standards and company needs, considering various sales strategies, motivational techniques, and CRM tools to enhance team performance.
14. Formulate an effective sales force performance review system using data analysis to identify strengths and areas for improvement within a sales team, ensuring continuous professional growth and alignment with sales goals.
15. Analyze customer feedback, market trends, and competitive intelligence to refine product/service knowledge and anticipate shifting customer preferences, enabling a more effective and informed sales approach.
16. Use data analytics tools to measure product performance, track customer behavior, and adjust marketing and sales strategies based on insights, ensuring alignment with customer expectations and market dynamics.
17. Conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) to compare your product/service with top competitors and identify areas for improvement and strategic advantage.
18. Evaluate how the product lifecycle impacts marketing strategies and adjust sales and customer relationship management tactics based on the product’s stage to optimize customer engagement and loyalty.
19. Monitor and engage with customer feedback in real-time across multiple platforms, e.g., social media, online reviews, surveys, addressing concerns promptly and ensuring consistent, high-quality customer service at every touchpoint.

### Standard 13: Management and Financial Practices

Students will apply management functions, understand organizational structures, and use financial practices to support the effective operation of a business.

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#### Skills:

1. Describe the concept of management and the five management functions (planning, organizing, directing, staffing, and controlling).
2. Describe the role of human resource management and its structure, e.g., support staff, supervisors, managers, entrepreneurs, in achieving company goals.
3. Identify and compare different leadership and management styles (autocratic, democratic, laissez-faire), assess their impact on organizational culture, employee motivation, and business performance, and apply them in leadership scenarios.
4. Evaluate how CSR initiatives, e.g., employee retention, sustainability, culture development, enhance company perception and contribute to business success.
5. Analyze the needs of internal (employee-to-employee, management-to-employee) and external customers (business-to-consumer, business-to-business, business-to-government), and apply strategies to address those needs effectively.
6. Compare the types of business ownership/structure (sole proprietorship, partnership, corporation, LLP, LLC, franchises) and their legal, financial, and operational implications, helping to determine the most suitable structure for different types of businesses.
7. Create and manage a marketing budget using cost models that account for fixed and variable expenses, including cost analysis to optimize financial decision-making.
8. Explain how past marketing performance relates to future decision-making and planning, using financial analysis tools like sales forecasts, budgets, and historical data.
9. Describe sources of financing for business (credit, venture capital, crowdfunding, and personal financing) to determine appropriate funding strategies.
10. Analyze how pricing strategies and market demand impact customer perceptions of value, demand elasticity, and business profitability.
11. Identify and describe various pricing strategies (product line, loss leader, penetration, skimming, markup, markdown, bundle) to maximize profitability and market penetration.
12. Evaluate how market share, market position, and pricing objectives influence business decisions, including customer targeting, pricing strategies, and competition.
13. Explain the process of establishing business credit, assessing risk, and managing credit relationships with suppliers, creditors, and customers.
14. Demonstrate an understanding of accounting principles and practices, including preparing financial statements, such as income statements, balance sheets, and cash flow statements.
15. Prepare accurate financial reports, estimate income and expenses, and maintain organized financial records that support business decision-making.
16. Assess cost containment strategies, calculate ROI for marketing and business investments, and use ROI to optimize resource allocation.
17. Use financial analysis tools to assess business goals and determine the resources needed to achieve them, including budgeting, forecasting, and financial planning.
18. Analyze how market share and market position affect business decisions, including pricing, competition, and customer targeting.
19. Define pricing objectives and strategies in alignment with business goals, ensuring consistency in value perception and profitability.
20. Analyze the impact of emerging technologies, e.g., mobile payments, cryptocurrency, and price comparison tools, on consumer behavior, market competition, and pricing strategies.
21. Integrate knowledge of financial practices (cost models, budgeting, pricing strategies) with management functions (planning, organizing, controlling) to create a strategic plan that drives business success.

### Standard 14: Economics

Students will understand key economic principles, such as supply and demand, market structures, and economic indicators, and apply these concepts to develop effective marketing strategies, evaluate marketing decisions, and understand the impact of global economic factors on business practices

#### Skills:

1. Identify and explain the role of supply, demand, scarcity, competition, and productivity in shaping marketing strategies.
2. Assess how businesses use incentives, e.g., discounts, rewards programs, to influence consumer purchasing decisions.
3. Use cost-benefit analysis and marginal analysis to determine the feasibility and profitability of marketing campaigns.
4. Demonstrate the ability to calculate ROI for marketing investments and interpret the results to optimize marketing budgets.
5. Identify the ripple effect of marketing on different economies, including job creation, government revenue, and global trade.
6. Analyze how international trade, tariffs, and regulations shape marketing strategies in global markets.
7. Compare how monopolies, oligopolies, and perfect competition influence pricing, advertising, and product differentiation strategies in marketing.
8. Identify strategic advantages companies use to stand out in different market structures and apply these concepts to their marketing approach.
9. Demonstrate the ability to interpret key economic indicators and predict how these indicators will impact demand, consumer spending, and marketing strategies.
10. Evaluate the relationship between employment rates, wages, and consumer purchasing power in shaping marketing efforts.
11. Explore how global economic influences like exchange rates, tariffs, and international trade agreements impact pricing and global marketing strategies.
12. Analyze the effects of a country’s economic recession on demand for products in other countries and how marketers adapt their strategies.
13. Apply supply and demand principles to anticipate pricing strategies in various market conditions.
14. Apply consumer data, including income levels, CPI, and purchasing trends, to craft targeted advertising or product positioning strategies.

## Employability Standards

### Standard 15: Employability Skills

Students will demonstrate professional communication, critical thinking, problem-solving, professionalism, teamwork, and collaboration in a variety of marketing contexts.

#### Skills:

1. Demonstrate effective communication skills—both verbal and non-verbal—in a variety of marketing settings, including face-to-face interactions, phone calls, emails, and digital platforms. Ensure clear, informative exchanges that effectively convey key marketing messages.
2. Exhibit professional communication etiquette using various digital formats, e.g., email, social media, marketing software, while maintaining consistency in tone and brand voice across platforms.
3. Apply strong writing skills to create compelling marketing copy, social media posts, and business correspondence that aligns with the brand’s message and resonates with the target audience.
4. Foster a customer-first mindset by prioritizing customer satisfaction in all marketing efforts.
5. Demonstrate empathy and actively listen to customer concerns, providing personalized responses and timely follow-up.
6. Collaborate with cross-functional teams, e.g., product development, sales, customer support, creative teams, to ensure alignment on project goals, timelines, and deliverables, ensuring efficient execution of marketing campaigns.
7. Collect and incorporate customer feedback into marketing strategies to ensure campaigns address customer pain points and remain effective in driving engagement and satisfaction.
8. Demonstrate leadership skills by guiding and motivating marketing teams to achieve project goals, fostering a positive and collaborative work environment, taking ownership of initiatives, and resolving conflicts to ensure high-quality outcomes.
9. Apply critical thinking and problem-solving techniques to address challenges within marketing campaigns, adjusting strategies as necessary to optimize ROI and customer engagement.
10. Apply time management techniques to prioritize marketing tasks, such as content creation, campaign execution, and market research, ensuring deadlines are met and campaigns are launched efficiently, especially when managing multiple projects.
11. Demonstrate ethical behavior in marketing activities by adhering to industry regulations and standards, including responsible advertising, ensuring transparency, and respecting customer privacy in digital marketing efforts.
12. Engage in continuous learning to stay current with marketing trends, digital tools, customer behaviors, and industry best practices through formal training, webinars, online resources, and peer discussions.

## Entrepreneurship Standards

### Standard 16: Entrepreneurship

Students will identify entrepreneurial opportunities, evaluate the value proposition of business ownership, and apply marketing strategies to drive growth in various sectors of the modern marketing landscape.

#### Skills:

1. Analyze market trends, consumer behavior, and competitor activities to identify opportunities for entrepreneurial ventures in marketing.
2. Use data-driven insights to propose innovative marketing strategies that enhance brand positioning and customer acquisition in competitive industries.
3. Evaluate the impact of e-commerce and digital platforms on business opportunities in the marketing sector, understanding how online marketplaces, social media, and digital sales platforms, e.g., websites, Amazon, Etsy, can help businesses grow and scale.
4. Describe the components of a comprehensive marketing plan for new entrepreneurial ventures, incorporating strategies, such as digital advertising, social media engagement, content marketing, and influencer partnerships.
5. Leverage technology and innovation to enhance business efficiency and marketing efforts.
6. Demonstrate an understanding of basic financial concepts and apply them in business contexts, including budgeting, reading financial statements, and evaluating costs and revenues.
7. Analyze financial data to make informed decisions, manage resources effectively, and contribute to the financial health and growth of an organization.
8. Understand legal and regulatory requirements for establishing a business, including marketing-specific regulations such as data privacy laws, advertising standards, and intellectual property protection.
9. Evaluate entrepreneurial risk and reward in the context of marketing strategies, balancing innovative approaches with prudent business practices, using risk management techniques to anticipate challenges and adapt marketing strategies as needed.

## Digital Literacy Standards

### Standard 17: Digital Literacy

Students will demonstrate digital literacy skills in marketing, including the use of marketing automation software, data analytics platforms, digital communication tools, and content creation tools to effectively conduct marketing campaigns and drive business growth.

#### Skills:

1. Stay informed about new digital tools, marketing automation software, and data analytics platforms that can improve operational efficiency, optimize marketing campaigns, and enhance customer engagement.
2. Demonstrate effective electronic communication, including written and oral communication through email, social media, and virtual meetings.
3. Demonstrate proficient use of business technologies, including productivity software (Excel, PowerPoint), communication tools (Slack, Zoom), and project management tools.
4. Utilize online resources and digital platforms, e.g., forums, webinars, online tutorials, to troubleshoot and solve marketing-related issues, such as content creation problems, digital advertising issues, and social media engagement challenges.
5. Use digital tools for business management, including project management platforms, e.g., Asana, Trello, inventory management systems, and CRM software to streamline operations, manage campaigns, and enhance customer relationships in marketing.
6. Analyze and interpret data from digital marketing tools, e.g., Google Analytics, social media insights, email campaign reports, to assess marketing performance, track key metrics, and make data-driven decisions about content strategies, target audiences, and campaign effectiveness.
7. Utilize digital tools to track and improve sustainability in marketing practices, such as monitoring the environmental impact of digital advertising, optimizing energy usage in online infrastructure, and promoting eco-friendly practices through digital campaigns.