

Industry Sector: Marketing, Sales & Service Career Pathway: Professional Sales & Service Program of Study: \_\_\_\_\_

Course Title	CBEDS or TOPS #	Grade Level	Sample Occupations <u>E</u> ntry- <u>T</u> echnical- <u>P</u> rofessional	Certificate/ degree/ Apprenticeship	Industry Certification
<b>Grade 7/8</b>					
Career Exploration	4650	7			
Computer Literacy	2450	8			
<b>Grade 9-12</b>			Entry: Cashier, Telemarketer, Sales		
Business Computer Applications	4615	9	Associate, Field Marketing Representative		
Introduction to Business	4602	10			
Marketing Principles	4122	11			
Business Management	4637	12			
<b>Post Secondary</b>			Technical: Advertising Sales Agents, Sales Representatives, Market Research Analysts	AS in Marketing or Business Administration	AA Degree in Marketing, Certified Professional Sales Person, Certified and Registered Sales Associate, Certified & Registered Sales Professional
Introduction to Business	501.00	13			
Business Communications	501.0	13			
Computer Concepts & Applications	514.0	13			
Survey of Accounting	502.0	13			
Marketing	509.0	13			
Essentials of Management	506.0	13			
Business Organization & Mgmt.	506.0	14			
Business Law	501.0	14			
Advertising	509.10	14			
Human Relations in Business	501.00	14			
Sales and Marketing	509.40	14			

## CTE PROGRAM OF STUDY

Industry Sector: Marketing, Sales and Service Career Pathway: Professional Sales and Marketing Grade Level: 7 or 8  
 Course Title: Career Exploration CBEDS: 4650 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ul style="list-style-type: none"> <li>▪ Understanding the Workplace (functions of economy, influences that societal, economic, and technological changes have on employment trends and future training) [MSS 3.5]</li> <li>▪ Self-awareness &amp; Decision Making (goal setting, self-reflections, personalities tests) [MSS 3.1]</li> <li>▪ Career Exploration (sources of career info, details regarding occupations, transferable skills) [MSS 3.1, MSS 3.2]</li> <li>▪ Workplace Skills Necessary (team working, problem solving, presentation skills, innovation, soft skills) [MSS 5.0, MSS 9.0]</li> <li>▪ Career and Education Planning (identify education required for major areas of interest, salary potential) [MSS 3.2, MSS 3.3]</li> <li>▪ Job Preparation (job interview, job application) [MSS 3.6]</li> </ul>	<p>The instructional program provides individuals with exploratory experiences related to career opportunities in business at entry, technical, and professional levels. These experiences explore careers in computer science and information processing, accounting and finance, business management, marketing, and entrepreneurship. The program provides information about employment and the education requirements for various business occupations, interest and aptitude assessment, and career and educational planning. The program also provides exploration in the following areas: business and consumer concepts, business computations, computer literacy, economic concepts, and scientific and technological developments.</p>

Industry Sector: Marketing, Sales and Service Career Pathway: Professional Sales and Marketing Grade Level: 8

Course Title: Computer Literacy CBEDS: 2450 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ol style="list-style-type: none"> <li>1. Interacting with the Computer (input/output devices, operating system basics, file management, peripherals) [MSS 4.2]</li> <li>2. Key entry methods (proper finger placement, technique skills)</li> <li>3. Learn format of business documents [MSS 4.2]</li> <li>4. Accurately type letters, memorandums, reports, and tables.</li> <li>5. Utilize application programs for designated purpose (word processing, spreadsheet, presentation) [MSS 4.2]</li> <li>6. Internet essentials (search engine basics, working online) [MSS 4.4]</li> <li>7. Insert &amp; use graphics and other media to enhance documents [MSS 4.2]</li> <li>8. Self-awareness &amp; Decision Making (goal setting, self-reflections, personalities tests) [MSS 3.1]</li> <li>9. Workplace Skills Necessary (team working, problem solving, presentation skills, innovation, soft skills) [MSS 2.0LS(11-12)2.4, MSS 5.0, MSS 7.0, MSS 9.0]</li> </ol>	<p>This introductory course is designed to acquaint the students with techniques for using computers. Students learn key entry skills in order to use simple word processors, mathematical or database applications, and simple graphics programming. When school resources allow, teachers may introduce students to the internet, where they learn about different search engines, e-mail, and the variety of educational resources on the internet.</p>

Industry Sector: Marketing, Sales and Service

Career Pathway: Professional Sales and Marketing Grade Level: 9

Course Title: Business Computer Applications CBEDS: 4615 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ol style="list-style-type: none"><li>1. Demonstrate word processing skills to prepare documents. [MSS 4.0]</li><li>2. Demonstrate presentation software skills to prepare visual support for presentations. MSS 2.0LS(11-12)2.4</li><li>3. Apply spreadsheet skills to expedite mathematical calculations and to create financial documents. [MSS 4.2]</li><li>4. Use technical skills to produce publishable materials [MSS 4.2]</li><li>5. Employ web search skills to obtain information. [MSS 4.4]</li><li>6. Use email functions to expedite work [MSS 2.5]</li><li>7. Demonstrate effective work habits both individually and on a team. [MSS 7.1, MSS 7.2, MSS 7.3, MSS 7.4, MSS 9.1, MSS 9.3, MSS 9.4]</li></ol>	<p>This introductory course in computers is designed to acquaint the students with techniques for using computers. Students learn key entry skills in order to use simple word processors, spreadsheets, and presentation software.</p> <p>Students use the internet, where they learn to become proficient using search engines, e-mail, and a variety of educational resources on the internet.</p>

Industry Sector: Marketing, Sales and Service

Career Pathway: Professional Sales and Marketing

Grade Level: 10

Course Title: Introduction to Business

CBEDS: 4602

School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ol style="list-style-type: none"><li>1. Economic Decisions, systems and role of Business and Government in our Economy [MSS B5.0]</li><li>2. Business Structures and Management's role [MSS 10.3, MSS B1.2]</li><li>3. Producing and Marketing [MSS D1.1, MSS D1.2, MSS D1.6, MSS D3.3]</li><li>4. Business Ethics [MSS 8.2, MSS 8.3]</li><li>5. International Business {MSS C1.0}</li><li>6. Managing a Small Business [MSS B1.5]</li><li>7. Human Resources [MSS B1.7 MSS D2.2]</li><li>8. Planning a career and succeeding at work [MSS 3.0]</li><li>9. Opportunities in Small Business [MSS B5.1]</li><li>10. Employ web search skills to obtain information. [MSS 4.4]</li><li>11. Demonstrate effective work habits both individually and on a team [MSS 7.1, MSS 7.2, MSS 7.3, MSS 7.4, MSS 9.1, MSS 9.3, MSS 9.4]</li></ol>	<p>This instructional program introduces major principles and concepts that are the foundation for future study of business and management. Program content includes such topics as basic business principles, personal finance concepts, management concepts, systems thinking, quality management, and the current environment for business in a multinational marketplace. Communication skills and basic mathematical concepts are reinforced in this course. Simulations, projects, work-based learning opportunities, teamwork, and career technical student organization leadership activities, meetings, conferences and competitions provide opportunities for application of instructional content.</p>

Industry Sector: Marketing, Sales and Service Career Pathway: Professional Sales and Marketing Grade Level: 11

Course Title: Marketing Principles CBEDS: 4122 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ol style="list-style-type: none"> <li>1. Economic Concepts (basic economic concepts, marketing concepts and information, entrepreneurial awareness, financial systems) [MSS B5.0]</li> <li>2. Operations, Policies, and Procedures (marketing operations, security [MSS B4.0]</li> <li>3. Consumer Decision Making (target market, market segmentation) [MSS B2.2, MSS B2.3 MSS D3.1, MSS D3.3]</li> <li>4. Distribution, product/service planning, purchasing policies) [MSS D3.2]</li> <li>5. Selling Product/Service Knowledge (basic selling concepts, sales skills and techniques) [MSS 4.1, MSS D1.0, MSS D2.0]</li> <li>6. Promotional Strategies (advertising, displays) [MSS B4.2]</li> <li>7. Product promotion (promotional mix) [MSS B4.2 MSS D2.1]</li> <li>8. Pricing Strategies [MSS B5.4, MSS B1.5]</li> <li>9. Entrepreneurial Concepts (business plan) [MSS B 2.0]</li> <li>10. Ethic and Legal Responsibilities (ethical work habits, diversity of regulations) [MSS 8.0]</li> <li>11. Employability and Career Development (self-development skills, knowledge of personal traits, goal setting) [MSS 3.0]</li> <li>12. Technical Skills (business records, obtaining information, project management skills) [MSS 4.0, MSS B3.0]</li> <li>13. Leadership (leadership skills) [MSS 9.0 MSS D2.0]</li> <li>14. Communications (written and oral communication skills and critical thinking skills) [MSS 2.0]</li> <li>15. Mathematics (problem solving and computational skills) [MSS 1.1]</li> <li>16. Human Relations (working with people, decision making, problem solving, self esteem, personal traits, interpersonal skills) [MSS B1.7]</li> </ol>	<p>This instructional program prepares individuals to perform basic marketing functions common to a variety of enterprises and provides foundational knowledge, skills, and attitudes for advanced or specialized study in marketing. Students study marketing foundations and principles, including customer service, promotion, pricing, finance, selling, risk management, marketing information management and product/service planning.</p>

CTE PROGRAM OF STUDY

Industry Sector: Marketing, Sales and Service

Career Pathway: Professional Sales and Marketing

Grade Level: 12

Course Title: Business Management

CBEDS: 4637

School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<ol style="list-style-type: none"><li>1. Introduction to Management (management and trends in management [MSS 10.1 MSS D2.1, MSS D2.2, MSS D2.3]</li><li>2. Careers in Management [MSS 3.0 MSS D2.0]</li><li>3. Ethics and Social Responsibility [MSS 8.0]</li><li>4. Business and Legal Issues (economics, regulations) [MSS 8.0, MSS B5.2, MSS B5.3]</li><li>5. International Business (import, exports, other countries affect on US Economy) [MSS C1.0]</li><li>6. Decision Making Skills [MSS 5.0]</li><li>7. Communications Skills (written, oral and other methods, technological influence) [MSS 2.0]</li><li>8. Organizational Structure and Strategic Management [MSS B1.2, MSS B1.4]</li><li>9. Working with employees (human resource issues, managing conflict and stress) [MSS B7.1]</li><li>10. Managing Change, Culture and Diversity [MSS 9.5 MSS D.2.3]</li><li>11. Motivation and Leadership [MSS 9.0]</li></ol>	<p>This instructional program describes management functions and processes in contributing to organizational goals. Program content addresses organizational theory; human resource development; management principles and styles; policy and strategy formation; production and operations management, planning and development; and economic theory and practice.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Introduction to Business TOPS: 501.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will:</b></p> <ol style="list-style-type: none"> <li>1. Understand the powerful effect business has on our society.</li> <li>2. Think critically about the complex interrelationship between business and world events.</li> <li>3. Appreciate the contribution of business to our American culture.</li> <li>4. Recognize the need for regulatory agencies for business.</li> <li>5. Conceptualize, and describe in writing, the business organization from a top manager's point of view.</li> <li>6. Identify and evaluate the functions of organizational objectives.</li> <li>7. Provide written examples of the pertinent relationships between business and society in general.</li> <li>8. Describe the interdependence among business, labor, and government.</li> <li>9. Contrast the major contributions and limitations of computers in business.</li> <li>10. Evaluate the basic financial structure which supports business organizations.</li> <li>11. Differentiate, and provide written examples of the relationship between authority, responsibility, and accountability.</li> <li>12. Describe and evaluate the necessity for the job search process.</li> </ol>	<p>The nature of business, including principles, problems, practices, procedures, and organization.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Business Communications TOPS: 501.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"> <li>1. Understand the many types of communications used in government and industry.</li> <li>2. Learn to critically assess the most effective document format and content for a particular situation.</li> <li>3. Appreciate the importance of creating and maintaining records/documents.</li> <li>4. Communicate effectively in a variety of written forms.</li> <li>5. Understand liability when endorsing documents.</li> <li>6. Evaluate and select the most effective way to communicate specific information.</li> <li>7. Distinguish between the formal and informal communications.</li> <li>8. Assess and determine the data required for specific documents and publications and arrange the material in logical sequence.</li> <li>9. Evaluate documents and publications on appearance, organization, word usage, spelling, and punctuation.</li> <li>10. Use effective writing skills to develop communications with a clear focus developed fully and comprehensively in idiomatic English that is grammatically correct.</li> </ol>	<p>A study of the types of communications used in industry and government with emphasis on the content and practice of creating and writing various types of letters, memorandums, reports, Internet e-mail, multimedia presentations and other types of documents. Spelling, correct word usage, sentence structure, punctuation, appearance of copy and organization of ideas are emphasized.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Computer Concepts and Applications TOPS: 514.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"> <li>1. Understand and appreciate the uses and impact of the computer in society.</li> <li>2. Understand and appreciate the user/software/hardware interface.</li> <li>3. Understand logical processes of computer problem solving.</li> <li>4. Use computer software in a business office environment.</li> <li>5. Compare and evaluate the components and associated devices of computer systems.</li> <li>6. Distinguish between the basic terms and acronyms applicable to computer systems.</li> <li>7. Navigate and manage files and folders on a computer.</li> <li>8. Describe the types of computer networks and perform searches via the internet.</li> <li>9. Recite a brief history of the development of computers and their uses.</li> <li>10. Discuss the impact of current and emerging technology on society.</li> <li>11. Develop typical application output via word processing, spreadsheet, database and presentation software.</li> </ol>	<p>The focus of this course is to provide the computer skills that all college students need. Provides hands-on experience using software applications such as Internet browsers, word processing, spreadsheets, databases, and presentation software.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Survey of Accounting TOPS: 502.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"> <li>1. Understand accounting, the language of business, in order to effectively participate in activities such as planning, control, and decision-making.</li> <li>2. Appreciate what accounting information is, what it means, and how it is used.</li> <li>3. Understand the crucial decision-making and problem-solving skills needed to succeed in a professional environment.</li> <li>4. Recognize and use the vocabulary of accounting</li> <li>5. Evaluate business events in terms of the accounting implications</li> <li>6. Explain the rationale for the basic accounting procedures</li> <li>7. Read, analyze, and interpret a balance sheet, income statement and statement of cash flows</li> <li>8. Prepare and analyze a basic break-even analysis</li> <li>9. Prepare and analyze a basic operating budget</li> <li>10. Prepare and analyze a basic standard cost variance analysis</li> <li>11. Prepare various cost analyzes for decision making</li> </ol>	<p>A survey of financial and managerial accounting theory and practice with an emphasis on the user versus preparer perspective.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Marketing TOPS: 509.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"><li>1. Understand what marketing is and how it operates as a part of a total economic and social system.</li><li>2. Think critically about customers, both business and individual, and their behavior.</li><li>3. Appreciate the private enterprise system.</li><li>4. Understand marketing organization, control, and performance evaluation.</li><li>5. Identify markets for products.</li><li>6. Evaluate market data.</li><li>7. Select from alternatives a course of action for marketing a product.</li><li>8. Write marketing policies.</li><li>9. Develop marketing programs.</li></ol>	<p>The study of marketing channels and institutions; market structure, organizations, and behavior; retail, wholesale, and industrial marketing; and governmental regulations.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 13

Course Title: Essentials of Management TOPS: 506.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will demonstrate the ability to</b></p> <ol style="list-style-type: none"> <li>1. Define what a supervisor is.</li> <li>2. Describe the basic types of supervisory skills.</li> <li>3. Describe how the growing diversity of the workforce affects the supervisor’s role.</li> <li>4. Identify the general functions of a supervisor.</li> <li>5. Explain how supervisors are responsible to higher management, employees, and co- workers.</li> <li>6. Identify characteristics of a successful supervisor.</li> <li>7. Describe what a supervisor can do to ensure that a team is effective.</li> <li>8. Describe major types of ethical behavior that supervisors should practice.</li> <li>9. Discuss technologies that are used to transform today’s businesses.</li> <li>10. Describe some ways to communicate more effectively in the diverse workplace.</li> <li>11. Describe the types of planning that take place in an organization.</li> <li>12. Describe the principles of organizing.</li> <li>13. Discuss how and why supervisors delegate.</li> <li>14. Compare leadership styles that a leader might adopt.</li> <li>15. Identify steps in the rational model of decision-making.</li> <li>16. Discuss how supervisors can establish and maintain a creative work climate.</li> <li>17. Identify ways supervisors can establish can motivate their employees.</li> <li>18. Identify ways productivity can be improved.</li> <li>19. Describe ways to plan the use of time.</li> <li>20. Discuss how supervisors can overcome resistance and implement change.</li> <li>21. Discuss common roles of the supervisor in the selection, training, evaluation, and coaching of employees.</li> </ol>	<p>A review of essential management skills including the role of the supervisor, supervisory challenges, and related human resources responsibilities. Not open to students who have taken one of more of the “Essentials of Management” modules.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 14

Course Title: Business Organization and Management TOPS: 506.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"><li>1. Appreciate management's early stage of development as a body of knowledge or science.</li><li>2. Understand the purpose of company organization and how it functions to achieve objectives.</li><li>3. Understand the functions of managers.</li><li>4. Select from alternatives a course of action as a manager would.</li><li>5. Identify problems of managers which prevent them from reaching objectives.</li><li>6. Evaluate the qualities needed for effective management.</li><li>7. Identify basic management principles and apply them in the solution of management problems.</li></ol>	<p>A study of the structure of business firms and the principles of organization that determine departmentation and lines of authority and responsibility. Covers management principles and function, including planning, organization and control within a business firm.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 14

Course Title: Business Law: Contracts and Sales TOPS: 501.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"><li>1. Appreciate the role of the legal system in relation to business and personal legal situations.</li><li>2. Develop some competency in identifying legal questions in personal and business situations.</li><li>3. Develop greater competency in structuring an answer to a situation involving legal questions.</li><li>4. Identify legal concepts and terms as they relate to business law.</li><li>5. Evaluate information and determine the theory of law and appropriate jurisdiction.</li><li>6. Demonstrate a basic knowledge of the American business legal system.</li><li>7. Identify and differentiate between various legal concepts and their applications to business world.</li><li>8. Apply the concepts of business law through case studies by developing the ability to identify the appropriate resolution.</li></ol>	<p>A study of the legal environment of business and a survey of the law of contracts, agency, bailments, and sales.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 14

Course Title: Advertising TOPS: 509.10 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"> <li>1. Become aware of advertising and its effectiveness as an instrument of distribution and increasing usefulness to the public.</li> <li>2. Become familiar with the factors to be considered in developing an advertising program and budget.</li> <li>3. Become acquainted with some of the purposes and appeals of advertising.</li> <li>4. Learn about various advertising media and better evaluate the advantages of these media.</li> <li>5. Understand the use of advertising for special markets and purposes.</li> <li>6. Evaluate the need for advertising.</li> <li>7. Identify various types of advertising.</li> <li>8. Identify the social and professional aspects of advertising.</li> <li>9. Differentiate between the various advertising media and better evaluate the advantages of these media.</li> <li>10. Identify the factors to be considered in developing an advertising program and budget.</li> <li>11. Evaluate broadcast, print, outdoor, and transit advertising and their impact on our institutions.</li> <li>12. Provide examples and/or design advertising for special markets and special purposes.</li> </ol>	<p>A survey of advertising media; the psychology of advertising; motivational research; formulation of advertising budgets; mechanics of layout and copy; and evaluation and selection of media</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 14

Course Title: Human Relations in Business TOPS: 501.0 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will</b></p> <ol style="list-style-type: none"> <li>1. Understand what constitutes excellent human relations in a diverse workplace.</li> <li>2. Gain an appreciation of how outstanding human relations in a diverse workplace can benefit employees and employers.</li> <li>3. Learn to think critically about human problems in a diverse business environment.</li> <li>4. Understand how all of the social sciences can be utilized to create high-quality human relationships in diverse workplace.</li> <li>5. Diagnose human relations problems in a diverse workplace.</li> <li>6. Explore ethnic and gender relationships in business and study the experience of under-represented groups in the workplace.</li> <li>7. Identify human relations and multicultural/gender problems in business and develop an awareness of racism and sexism.</li> <li>8. Recognize personal attitudes toward multicultural and gender relationships.</li> <li>9. Analyze information from literature, employers, and employees regarding human relations problems in a diverse workplace.</li> <li>10. Evaluate information about human relations and multicultural/gender problems in business.</li> <li>11. Describe the value of communication in developing excellent human relationships and multicultural/gender relationships in business.</li> <li>12. Develop strategies to improve and maintain good communication in a diverse workplace.</li> <li>13. Solve human relations/multicultural/gender challenges in business and identify theories and strategies to resolve these problems.</li> <li>14. Describe theories for developing positive human relations in a diverse work environment.</li> <li>15. Think critically about issues relevant to under-represented groups and produce written reports to justify/explain your conclusions.</li> </ol>	<p>A study of human relations in business including multicultural and gender relationships in the workplace.</p>

Industry Sector: Marketing, Sales, and Service Career Pathway: Professional Sales and Service Grade: 14

Course Title: Sales and Marketing TOPS: 509.40 School: \_\_\_\_\_

Critical Course Competencies/Skills/Concepts	Course Description
<p><b>At the end of the course, the student will:</b></p> <ol style="list-style-type: none"> <li>1. Discuss the role of personal selling in the firm’s marketing relationship efforts.</li> <li>2. Describe a sell sequence.</li> <li>3. Identify the factors that influence the customer’s buying decision.</li> <li>4. Discuss the salesperson-buyer communication process.</li> <li>5. Explain the importance of using nonverbal communication process.</li> <li>6. Explain ways of developing persuasive communication.</li> <li>7. Describe the basic philosophies that influence an organization’s marketing activities.</li> <li>8. Describe the marketing process and identify the variables that make up the marketing mix.</li> <li>9. Identify the social factors that affect marketing.</li> <li>10. Explain the importance of global marketing.</li> <li>11. Discuss the role of relationship marketing and strategic alliances in business marketing.</li> <li>12. describe the characteristics of markets and market segmentation.</li> <li>13. Identify the steps involved in conducting a marketing research project.</li> <li>14. Explain what a marketing channel is and why intermediaries are needed.</li> <li>15. Describe franchising and describe its two basic forms.</li> <li>16. Discuss the elements of the promotional mix.</li> <li>17. Identify the effect of advertising on market share and consumers.</li> <li>18. Describe the impact of the internet on business practice.</li> <li>19. Identify and explain the variety of pricing objectives.</li> </ol>	<p>An overview of sales and marketing strategies including pricing, promotion, and distribution of goods, services, and concepts used create relationships that satisfy individual and organizational objectives.</p>

