PATHWAY: Management and Entrepreneurship

Pathway Topic: Career Development

Pathway KS Statement: Assess entrepreneurship/small-business management-career information to enhance opportunities for career success.

Performance Element: Analyze sales careers to determine careers of interest.

Measurement Criteria:
- Describe entrepreneurship’s/small business’s impact on a market economy.
- Identify career opportunities in small business ownership.
- Ascertain educational requirements/backgrounds for entrepreneurs/small-business owners.
- Determine income ranges for entrepreneurs/small-business ownership.
- Determine perquisites (perks) associated with entrepreneurs/small-business owners.
- Identify the entrepreneurship’s risks and rewards.
- Describe the lifestyles of entrepreneurs/small-business owners.
- Explain the personal characteristics associated with entrepreneurial success.

Performance Element: Compare individual’s abilities, interests, and attitudes with those associated with entrepreneurial success to determine the match between the two.

Measurement Criteria:
- Analyze desired lifestyle and that associated with entrepreneurship.
- Discern between desired benefits and those associated with entrepreneurship.
- Contrast personal characteristics with those associated with entrepreneurial success.
- Examine similarities and differences between personal educational goals and educational requirements for entrepreneurship.

Pathway Topic: Business Administration

Pathway KS Statement: Use staffing, organizing, leading, controlling, and planning to manage business activities.

Performance Element: Plan for organizational development and growth to facilitate business success.

Measurement Criteria:
- Determine technical assistance needed by business owners.
- Identify sources of assistance for entrepreneurs/small-business owners.
- Develop company objectives.
- Develop strategies to achieve company goals/objectives.
- Describe the role of management in the achievement of quality.
- Identify external factors that affect planning.
- Identify assumptions for creating projected financial statements.
- Develop a business plan.

Performance Element: Organize work efforts and staff to enhance work flow.
Pathway Topic: Business Administration

**Measurement Criteria:** Develop organizational plan.
**Measurement Criteria:** Develop job descriptions.
**Measurement Criteria:** Establish personnel policies.

**Performance Element:** Staff the business operation to expedite work efforts.

**Measurement Criteria:** Create orientation program.
**Measurement Criteria:** Explain wage and benefit programs.
**Measurement Criteria:** Develop compensation plan.
**Measurement Criteria:** Maintain personnel records.

**Performance Element:** Plan and evaluate purchasing activities to minimize expenses.

**Measurement Criteria:** Choose vendors.
**Measurement Criteria:** Negotiate contracts with vendors.
**Measurement Criteria:** Review performance of vendors.

**Performance Element:** Maintain fiscal control of business operations to limit expenses.

**Measurement Criteria:** Negotiate service and maintenance contracts.
**Measurement Criteria:** Negotiate lease or purchase of facility.
**Measurement Criteria:** Develop company’s budget.
**Measurement Criteria:** Use budgets to control operations.
**Measurement Criteria:** Develop expense-control plans.
**Measurement Criteria:** Analyze cash-flow patterns.
**Measurement Criteria:** Prepare cash-flow statements.
**Measurement Criteria:** Calculate financial ratios.
**Measurement Criteria:** Prepare balance sheets.
**Measurement Criteria:** Prepare profit-and-loss statements.
**Measurement Criteria:** Interpret financial statements.
**Measurement Criteria:** Analyze operating results in relation to budget/industry.
**Measurement Criteria:** Prepare financial statements for audit.

**Pathway KS Statement:** Implement business ethics, regulations, and safeguards to protect the business and to create trust.

**Performance Element:** Apply ethics and government regulations to protect the business.

**Measurement Criteria:** Implement managerial ethics.
**Measurement Criteria:** Apply trade regulations.
**Measurement Criteria:** Analyze environmental regulations.
**Measurement Criteria:** Comply with tax regulations.
**Measurement Criteria:** Fulfill business’s reporting requirements.

**Performance Element:** Create safety and security plans to minimize loss and to maximize return.

**Measurement Criteria:** Identify speculative business risks.
**Measurement Criteria:** Obtain insurance coverage.
**Measurement Criteria:** Develop strategies to protect digital data.
**Measurement Criteria:** Establish policies/procedures for preventing internal theft.
Pathway Topic: Business Administration

**Measurement Criteria:** Develop policies/procedures for preventing vendor theft.
**Measurement Criteria:** Develop procedures for preventing burglary.
**Measurement Criteria:** Establish fire-prevention program.
**Measurement Criteria:** Establish safety policies and procedures.
**Measurement Criteria:** Explain risk management.

Performance Element: Resolve safety and security breaches to create safe working environment and to minimize loss.

**Measurement Criteria:** Correct hazardous conditions.
**Measurement Criteria:** Settle insurance claims.

Pathway Topic: Communication and Interpersonal Skills

**Pathway KS Statement:** Implement communication and interpersonal skills to manage a business operation.

Performance Element: Communicate and apply interpersonal skills to manage a business.

**Measurement Criteria:** Prepare complex written reports.
**Measurement Criteria:** Fulfill management’s role in customer relations.

Pathway Topic: Marketing Functions

**Pathway KS Statement:** Manage marketing activities to facilitate business development and growth.

Performance Element: Utilize distribution knowledge and skill to manage supply-chain activities.

**Measurement Criteria:** Interpret channel strategies.
**Measurement Criteria:** Select channels of distribution.
**Measurement Criteria:** Evaluate channel members.

Performance Element: Employ financial knowledge and skill to make business decisions.

**Measurement Criteria:** Make critical decisions regarding acceptance of bank cards.
**Measurement Criteria:** Explain the importance of business credit.
**Measurement Criteria:** Identify risks associated with obtaining business credit.
**Measurement Criteria:** Recognize sources of business financing.
**Measurement Criteria:** Explain loan evaluation criteria used by lending institutions.
**Measurement Criteria:** Determine financing needed for business operations.
**Measurement Criteria:** Determine financing needed to start a business.
**Measurement Criteria:** Complete loan application package.

Performance Element: Manage marketing-information to make business decisions.

**Measurement Criteria:** Assess marketing-information needs.
**Measurement Criteria:** Develop marketing-information management system.
**Measurement Criteria:** Identify considerations in implementing international marketing strategies.
**Measurement Criteria:** Select target market.
**Measurement Criteria:** Conduct SWOT analysis for use in marketing planning process.
**Measurement Criteria:** Forecast sales.
Pathway Topic: Marketing Functions

Measurement Criteria: Develop marketing plan.
Measurement Criteria: Identify measures used to control marketing planning.
Measurement Criteria: Conduct marketing audits.

Performance Element: Utilize pricing strategies to maximize return and meet customers’ perceptions of value.

Measurement Criteria: Select approach for setting a base price (cost, demand, competition).
Measurement Criteria: Determine cost of product (break-even, ROI, markup).
Measurement Criteria: Calculate break-even.
Measurement Criteria: Identify strategies for pricing new products (for imitative new products, for innovative new products).
Measurement Criteria: Determine discounts and allowances that can be used to adjust base prices.
Measurement Criteria: Use psychological pricing to adjust base prices.
Measurement Criteria: Select promotional pricing strategies used to adjust base prices.
Measurement Criteria: Determine geographic pricing strategies to adjust base prices.
Measurement Criteria: Identify segmented pricing strategies that can be used to adjust base prices.
Measurement Criteria: Set prices.
Measurement Criteria: Adjust prices to maximize profitability.

Performance Element: Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

Measurement Criteria: Determine services to provide customers.
Measurement Criteria: Explain the role of customer service in positioning/image.
Measurement Criteria: Analyze factors that contribute to business success.
Measurement Criteria: Develop strategies to position product/business.

Performance Element: Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.

Measurement Criteria: Conceptualize web-site design/components.
Measurement Criteria: Select advertising media.
Measurement Criteria: Buy advertisements.
Measurement Criteria: Evaluate effectiveness of advertising.
Measurement Criteria: Obtain publicity.
Measurement Criteria: Analyze costs/benefits of company participation in community activities.
Measurement Criteria: Develop a public relations plan.
Measurement Criteria: Design frequency marketing program.
Measurement Criteria: Analyze use of specialty catalogs.
Measurement Criteria: Develop a sales-promotion plan.
Pathway Topic: Marketing Functions

Measurement Criteria: Use past advertisements to aid in promotional planning.
Measurement Criteria: Prepare promotional budget.
Measurement Criteria: Manage promotional allowances.
Measurement Criteria: Explain the use of advertising agencies.
Measurement Criteria: Develop an advertising campaign.
Measurement Criteria: Develop promotional plan for a business.

Performance Element: Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.

Measurement Criteria: Analyze technology for use in the sales function.
PATHWAY: Professional Sales and Marketing

Pathway Topic: Career Development
Pathway KS Statement: Assess sales-career information to enhance opportunities for career success.

Performance Element: Analyze sales careers to determine careers of interest.
Measurement Criteria: Describe selling’s impact on a market economy.
Measurement Criteria: Identify career opportunities in selling.
Measurement Criteria: Ascertain educational requirements for sales careers.
Measurement Criteria: Determine income ranges associated with sales careers.
Measurement Criteria: Assess working conditions associated with sales careers.
Measurement Criteria: Determine perquisites (perks) associated with sales careers.
Measurement Criteria: Describe the lifestyles of salespeople.
Measurement Criteria: Identify opportunities for advancement in sales careers.
Measurement Criteria: Explain the personal characteristics associated with sales success.

Performance Element: Compare individual’s abilities, interests, and attitudes with those associated with sales success to determine the match between the two.
Measurement Criteria: Analyze desired lifestyle and that associated with sales careers.
Measurement Criteria: Discern between desired benefits and those associated with sales careers.
Measurement Criteria: Contrast personal characteristics with those associated with sales success.
Measurement Criteria: Examine similarities and differences between personal educational goals and educational requirements for sales careers.

Pathway Topic: Selling Process and Techniques
Pathway KS Statement: Employ processes and techniques to sell goods/services/ideas.

Performance Element: Acquire product knowledge needed to perform professional selling.
Measurement Criteria: Synthesize information accompanying product.
Measurement Criteria: Read promotional literature from manufacturers/service providers.
Measurement Criteria: Identify geographic area in which company provides products.*
Measurement Criteria: Recognize company’s product lines.
Measurement Criteria: Identify ways that customers will use products.
Measurement Criteria: Determine ways products will perform in different circumstances.
Measurement Criteria: Master techniques to access additional information or training efficiently.
Measurement Criteria: Determine sources of and information about competitors’ products.
Pathway Topic: Selling Process and Techniques

Measurement Criteria: Compare product with those of competitors.
Measurement Criteria: Identify product promotions or sales.

Performance Element: Prospect to maintain or increase client numbers in professional selling.

Measurement Criteria: Select prospecting techniques.
Measurement Criteria: Construct prospect list.
Measurement Criteria: Qualify leads.
Measurement Criteria: Maintain prospect list.
Measurement Criteria: Demonstrate prospecting procedures.

Performance Element: Complete preparation needed to make a sales presentation.

Measurement Criteria: Write sales letters.
Measurement Criteria: Obtain/Create sales aids.
Measurement Criteria: Organize sales talk and materials.

Performance Element: Establish initial relationship with clients to sell goods/services/ideas.

Measurement Criteria: Analyze client information.
Measurement Criteria: Choose techniques to establish client relationships.
Measurement Criteria: Implement sales openings.
Measurement Criteria: Identify client’s personality.
Measurement Criteria: Establish relationships with different types of clients.
Measurement Criteria: Maintain courteous, professional treatment throughout interaction.

Performance Element: Determine client needs/wants to increase the likelihood of making immediate and repeat sales.

Measurement Criteria: Question clients to obtain information useful in satisfying their needs.
Measurement Criteria: Identify client’s buying motives as emotional, rational, or patronage.
Measurement Criteria: Ascertain extent of client’s purchase decision making.
Measurement Criteria: Use probing techniques to obtain client information.
Measurement Criteria: Assess client’s needs.

Performance Element: Employ recommendation processes and techniques to educate client and to sell goods/services/ideas.

Measurement Criteria: Base product recommendations on client buying motives and needs.
Measurement Criteria: Recommend product substitutions, when appropriate.
Measurement Criteria: Select product to demonstrate.
Measurement Criteria: Demonstrate product.
Measurement Criteria: Demonstrate cost/benefits/value to client.
Measurement Criteria: Communicate product improvements to client, when
Pathway Topic: Selling Process and Techniques

Measurement Criteria: Provide accurate pricing information.

Performance Element: Convert objections into benefits to continue sales process.

Measurement Criteria: Compare objections and excuses.
Measurement Criteria: Recognize the importance of converting client objections into benefits.
Measurement Criteria: Provide rationale for product prices and about comparative advantages/disadvantages of differently priced offerings, when appropriate.
Measurement Criteria: Generate alternative solutions to client’s expectations.
Measurement Criteria: Use techniques to convert client objections into benefits.

Performance Element: Close sales to conclude sales process.

Measurement Criteria: Make accurate judgments as to whether a client is ready to complete a sale.
Measurement Criteria: Evaluate verbal signals and body language to judge client’s intentions.
Measurement Criteria: Use sales close appropriate to situation.
Measurement Criteria: Recommend additional products, as appropriate.
Measurement Criteria: Determine inventory availability.
Measurement Criteria: Negotiate sales agreement.
Measurement Criteria: Calculate client’s charges.
Measurement Criteria: Provide clients with information, including accurate order numbers and properly completed paperwork, to enable them to check on status of delivery.
Measurement Criteria: Explain customer-service policies when closing sales.
Measurement Criteria: Process/Accept client’s payment.
Measurement Criteria: Take equipment shortcuts to expedite transactions.

Performance Element: Develop and implement a sales follow-up plan to enhance client satisfaction and build sales.

Measurement Criteria: Identify types of follow-up activities.
Measurement Criteria: Determine occasions to follow up sales activities.
Measurement Criteria: Contact client in a timely fashion.
Measurement Criteria: Use appropriate follow-up activities that conform to company policies for sales situations.
Measurement Criteria: Communicate accurate information about product delivery, when appropriate.
Measurement Criteria: Take corrective measures, when needed.
Measurement Criteria: Resolve complaints.
Measurement Criteria: Maintain ongoing support and communication with client.
Measurement Criteria: Obtain feedback from clients.
Measurement Criteria: Treat customer courteously throughout follow-up.
Measurement Criteria: Provide suggestions for future purchases, including information on products that complement past purchases
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Pathway Topic: Selling Process and Techniques

well as information on new products.

Measurement Criteria: Educate client as to changes in standard procedure.
Measurement Criteria: Train client’s personnel, when needed.
Measurement Criteria: Expand collaborative involvement between companies.
Measurement Criteria: Meet client’s customer-service expectations.

Pathway Topic: Sales Management

Pathway KS Statement: Use staffing, organizing, leading, controlling, and planning to manage sales activities.

Performance Element: Staff sales force to meet company needs.

Measurement Criteria: Determine sales-force size.
Measurement Criteria: Establish structure of sales organization.
Measurement Criteria: Develop profile of desired salespeople.
Measurement Criteria: Select sales staff.

Performance Element: Organize sales-force and its activities to maximize effectiveness.

Measurement Criteria: Design sales territories.
Measurement Criteria: Assign staff to sales territories.
Measurement Criteria: Set up system for covering sales territories.
Measurement Criteria: Establish sales-call reporting activities.
Measurement Criteria: Design sales-force compensation plans and rewards.

Performance Element: Lead sales force to improve staff’s sales abilities.

Measurement Criteria: Design sales-training program.
Measurement Criteria: Train sales force.
Measurement Criteria: Motivate sales teams.
Measurement Criteria: Conduct sales meetings.
Measurement Criteria: Coordinate efforts of multifunctional teams.

Performance Element: Control sales staff and activities to maximize sales.

Measurement Criteria: Prepare sales quotas.
Measurement Criteria: Prepare sales-territory analysis.
Measurement Criteria: Establish prospecting standards.
Measurement Criteria: Monitor ethical and legal conduct of sales force.
Measurement Criteria: Justify accounts through territory screening.

Performance Element: Control sales staff and activities to minimize expenses.

Measurement Criteria: Develop expense-control plan for sales force.
Measurement Criteria: Analyze sales force’s use of time.
Measurement Criteria: Monitor sales budgets.
Pathway Topic: Sales Management
   Performance Element: Plan sales activities and strategies to guide sales force.
      Measurement Criteria: Develop sales strategy.
      Measurement Criteria: Implement sales tactics.
      Measurement Criteria: Prepare sales budget.

Pathway Topic: Marketing-Information Management
   Pathway KS Statement: Monitor marketing information to enhance sales opportunities.
   Performance Element: Predict sales to guide business activities.
      Measurement Criteria: Estimate market and sales potentials.
      Measurement Criteria: Project sales forecasts realistically.
PATHWAY: Buying and Merchandising

Pathway Topic: Career Development

Pathway KS Statement: Assess buying and merchandising-career information to enhance opportunities for career success.

Performance Element: Analyze buying and merchandising careers to determine careers of interest.

Measurement Criteria: Identify career opportunities in buying and merchandising.

Measurement Criteria: Investigate the role and responsibilities of retail buyers and merchandisers.

Measurement Criteria: Recognize factors that affect the scope of buyers’/merchandisers’ responsibilities.

Measurement Criteria: Compare and contrast buying for a single store with buying for multiple stores.

Measurement Criteria: Ascertain educational requirements for buying and merchandising careers.

Measurement Criteria: Determine income ranges associated with buying and merchandising careers.

Measurement Criteria: Assess working conditions associated with buying and merchandising careers.

Measurement Criteria: Determine perquisites (perks) associated with buying and merchandising careers.

Measurement Criteria: Describe the lifestyles of buyers and merchandisers.

Measurement Criteria: Identify career paths in buying and merchandising careers.

Measurement Criteria: Explain the personal characteristics associated with buying and merchandising success.

Performance Element: Compare individual’s abilities, interests, and attitudes with those associated with buying and merchandising success to determine the match between the two.

Measurement Criteria: Analyze desired lifestyle and that associated with buying and merchandising careers.

Measurement Criteria: Discern between desired benefits and those associated with buying and merchandising careers.

Measurement Criteria: Contrast personal characteristics with those associated with buying and merchandising success.

Measurement Criteria: Examine similarities and differences between personal educational goals and educational requirements for buying and merchandising careers.

Pathway Topic: Communication and Interpersonal Skills

Pathway KS Statement: Employ communication and interpersonal skills to facilitate interactions with others.

Performance Element: Communicate and apply interpersonal skills to manage buying and merchandising and to provide customer assistance.

Measurement Criteria: Give directions to other locations.

Measurement Criteria: Verify customer’s identification when providing age-restricted products.
**Pathway Topic: Communication and Interpersonal Skills**

**Measurement Criteria:** Prepare complex written reports.

**Measurement Criteria:** Fulfill management’s role in customer relations.

**Pathway Topic: Business Administration**

**Pathway KS Statement:** Acquire foundational knowledge of retailing to understand its scope and impact on the economy.

**Performance Element:** Investigate the retail industry to understand the background of retailing.

**Measurement Criteria:** Identify reasons for changes occurring in retailing.

**Measurement Criteria:** Determine classifications of retailers.

**Measurement Criteria:** Ascertain advantages/disadvantages associated with each classification of retailer.

**Measurement Criteria:** Identify types of non-store retailers.

**Measurement Criteria:** Explain the growth of non-store retailing.

**Measurement Criteria:** Describe the evolution of retail competition.

**Measurement Criteria:** Analyze the impact of technology on retailing.

**Measurement Criteria:** Recognize the effects of international trade on buying and merchandising.

**Measurement Criteria:** Identify issues and trends in retailing.

**Performance Element:** Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences.

**Measurement Criteria:** Distinguish between merchandising and marketing.

**Measurement Criteria:** Ascertain the importance of merchandising to retailers and to e-tailors.

**Measurement Criteria:** Distinguish between merchandising for brick-and-mortar retailers and for online retailers.

**Measurement Criteria:** Identify merchandising activities.

**Performance Element:** Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.

**Measurement Criteria:** Identify factors to consider when placing orders/reorders.

**Measurement Criteria:** Describe the use of smart cards in placing orders/reorders.

**Measurement Criteria:** Calculate amount of order/reorder.

**Measurement Criteria:** Write purchase orders.

**Performance Element:** Plan and evaluate purchasing activities to minimize expenses.

**Measurement Criteria:** Analyze the use of central buying.

**Measurement Criteria:** Choose vendors.

**Measurement Criteria:** Negotiate terms with vendors.

**Measurement Criteria:** Follow up orders.

**Measurement Criteria:** Evaluate performance of vendors.

**Pathway KS Statement:** Implement business ethics, regulations, and safeguards to protect the business and to create trust.

**Performance Element:** Apply ethics and government regulations to protect a retail business.

**Measurement Criteria:** Implement managerial ethics.
Pathway Topic: Business Administration

**Measurement Criteria:** Apply trade regulations.
**Measurement Criteria:** Analyze environmental regulations.
**Measurement Criteria:** Comply with tax regulations.
**Measurement Criteria:** Fulfill business’s reporting requirements.
**Measurement Criteria:** Record and report sales tax, when appropriate.

Performance Element: Plan and implement security measures to minimize loss and to create trust.

**Measurement Criteria:** Identify policies and procedures for handling shoplifters.
**Measurement Criteria:** Implement procedures for reducing bad-check losses.
**Measurement Criteria:** Establish policies/procedures for preventing internal theft.
**Measurement Criteria:** Develop policies/procedures for preventing vendor theft.
**Measurement Criteria:** Recognize procedures for handling robbery situations.
**Measurement Criteria:** Open/close business facility.
**Measurement Criteria:** Develop procedures for safeguarding cash.
**Measurement Criteria:** Complete bank deposits/records.
**Measurement Criteria:** Select security systems for the business.
**Measurement Criteria:** Conduct risk assessments.

Performance Element: Implement measures to maintain a safe working environment.

**Measurement Criteria:** Clean service and work areas.

**Pathway KS Statement:** Use leading, controlling, and planning to manage buying and merchandising activities.

Performance Element: Lead store/department staff to improve their job performance.

**Measurement Criteria:** Coordinate efforts of multifunctional teams.
**Measurement Criteria:** Coordinate activities with other departments/stores.
**Measurement Criteria:** Recognize management’s role in the achievement of quality.
**Measurement Criteria:** Update staff on business and economic trends.

Performance Element: Maintain fiscal control of retail operations to minimize expenses and maximize profit.

**Measurement Criteria:** Develop expense-control plans.

Performance Element: Plan and implement activities and strategies to guide staff.

**Measurement Criteria:** Identify factors that affect planning.
**Measurement Criteria:** Develop strategies to achieve company goals/objectives.
**Measurement Criteria:** Implement tactics to accomplish strategies.

**Pathway Topic:** Marketing Functions

**Pathway KS Statement:** Manage marketing activities to facilitate business’s development and growth.

Performance Element: Utilize distribution knowledge and skill to manage supply-chain activities.

**Measurement Criteria:** Explain distribution issues and trends.
**Measurement Criteria:** Process incoming merchandise.
**Measurement Criteria:** Resolve problems with incoming shipments.
**Measurement Criteria:** Process returned/damaged product.
Pathway Topic: Marketing Functions

**Measurement Criteria:** Establish receiving schedules.
**Measurement Criteria:** Select bar-code system.
**Measurement Criteria:** Route stock to sales floor.
**Measurement Criteria:** Store merchandise.
**Measurement Criteria:** Select appropriate storage equipment.
**Measurement Criteria:** Plan storage space.
**Measurement Criteria:** Fulfill orders.
**Measurement Criteria:** Select best shipping method.
**Measurement Criteria:** Analyze shipping needs.
**Measurement Criteria:** Analyze capabilities of electronic business systems to facilitate order fulfillment.
**Measurement Criteria:** Assess order fulfillment processes.
**Measurement Criteria:** Maintain inventory levels.
**Measurement Criteria:** Complete inventory counts.
**Measurement Criteria:** Plan/organize inventory counts.
**Measurement Criteria:** Monitor merchandise classification system.
**Measurement Criteria:** Describe inventory control systems.
**Measurement Criteria:** Identify types of unit inventory-control systems.
**Measurement Criteria:** Determine inventory shrinkage.
**Measurement Criteria:** Maintain inventory-control systems.
**Measurement Criteria:** Develop inventory-control systems.
**Measurement Criteria:** Implement category management process.
**Measurement Criteria:** Develop collaborative relationships with channel members.
**Measurement Criteria:** Interpret channel strategies.
**Measurement Criteria:** Evaluate channel members.
**Measurement Criteria:** Establish system for processing dead/excess merchandise.
**Measurement Criteria:** Value inventory (LIFO, FIFO).
**Measurement Criteria:** Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy, etc.).

**Performance Element:** Employ financial knowledge and skill to make retail decisions.

**Measurement Criteria:** Make critical decisions regarding acceptance of bank cards.
**Measurement Criteria:** Select strategies for electronic payment.
**Measurement Criteria:** Identify legal considerations for granting credit.
**Measurement Criteria:** Recognize factors affecting the extension of credit.
**Measurement Criteria:** Determine creditworthiness of customers/clients.
**Measurement Criteria:** Collect payments.
**Measurement Criteria:** Close credit accounts.
**Measurement Criteria:** Establish collection procedures.
**Measurement Criteria:** Explain the importance of business credit.
**Measurement Criteria:** Identify risks associated with obtaining business credit.
**Measurement Criteria:** Recognize sources of business financing.

**Performance Element:** Manage marketing-information to make retail decisions.

**Measurement Criteria:** Identify information helpful to retailers in planning.
Pathway Topic: Marketing Functions

**Measurement Criteria:** Identify data available through online tracking methods.
**Measurement Criteria:** Assess marketing-information needs.
**Measurement Criteria:** Assess trading area.
**Measurement Criteria:** Identify factors to consider when selecting a store site.
**Measurement Criteria:** Conduct a location feasibility study.
**Measurement Criteria:** Investigate competitors’ environments, activities, and product offerings.
**Measurement Criteria:** Identify trends.
**Measurement Criteria:** Identify considerations in implementing international marketing strategies.
**Measurement Criteria:** Select target market.
**Measurement Criteria:** Assess product categories using spreadsheets.
**Measurement Criteria:** Predict patterns of demand.
**Measurement Criteria:** Forecast sales.
**Measurement Criteria:** Develop marketing plan.
**Measurement Criteria:** Evaluate performance of marketing plan.

Performance Element: Utilize pricing strategies to maximize return and meet customers’ perceptions of value.

**Measurement Criteria:** Select approach for setting a base price (cost, demand, competition).
**Measurement Criteria:** Determine cost of product (break-even, ROI, markup).
**Measurement Criteria:** Calculate break-even.
**Measurement Criteria:** Identify strategies for pricing new products (for imitative new products, for innovative new products).
**Measurement Criteria:** Determine discounts and allowances that can be used to adjust base prices.
**Measurement Criteria:** Use psychological pricing to adjust base prices.
**Measurement Criteria:** Select promotional pricing strategies to adjust base prices.
**Measurement Criteria:** Determine geographic pricing strategies to adjust base prices.
**Measurement Criteria:** Identify segmented pricing strategies that can be used to adjust base prices.
**Measurement Criteria:** Set prices.
**Measurement Criteria:** Adjust prices to maximize profitability.
**Measurement Criteria:** Evaluate pricing decisions.

Performance Element: Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

**Measurement Criteria:** Plan product mix.
**Measurement Criteria:** Determine services to provide customers.
**Measurement Criteria:** Recognize the role of customer service in positioning/image.
**Measurement Criteria:** Establish merchandise standards.
**Measurement Criteria:** Develop strategies to position product/business.
**Measurement Criteria:** Determine the feasibility of having a web presence.
Pathway Topic: Marketing Functions

Measurement Criteria: Explain environmental factors conducive to customer satisfaction.
Measurement Criteria: Determine space requirements and allocation.
Measurement Criteria: Design store’s layout.
Measurement Criteria: Create desired atmosphere.
Measurement Criteria: Explain the nature of merchandise plans (budgets).
Measurement Criteria: Plan reductions.
Measurement Criteria: Plan purchases.
Measurement Criteria: Determine what to buy.
Measurement Criteria: Determine quantities to buy.
Measurement Criteria: Determine when to buy.
Measurement Criteria: Plan gross margin.
Measurement Criteria: Prepare merchandise plan (budget).
Measurement Criteria: Select resident buying office.
Measurement Criteria: Compare and contrast buying from domestic sources with that of foreign sources.
Measurement Criteria: Determine final cost of purchases from domestic and international sources.
Measurement Criteria: Plan and make market trips.
Measurement Criteria: Negotiate special buying situations with vendors.

Performance Element: Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.

Measurement Criteria: Prepare request for advertising.
Measurement Criteria: Evaluate effectiveness of advertising.
Measurement Criteria: Obtain publicity.
Measurement Criteria: Analyze costs/benefits of company participation in community activities.
Measurement Criteria: Plan special events.
Measurement Criteria: Prepare store/department for special event.
Measurement Criteria: Investigate the use of visual merchandising in retailing.
Measurement Criteria: Identify types of display arrangements.
Measurement Criteria: Maintain displays.
Measurement Criteria: Dismantle/store displays/display fixtures/forms.
Measurement Criteria: Create promotional signs.
Measurement Criteria: Select and use display fixtures/forms.
Measurement Criteria: Set up point-of-sale displays and handouts.
Measurement Criteria: Create displays.
Measurement Criteria: Inspect/approve displays.
Measurement Criteria: Plan/schedule displays/themes with management.
Measurement Criteria: Plan visual merchandising activities.
Measurement Criteria: Develop promotional campaign.
Measurement Criteria: Use past advertisements to aid in promotional planning.
Pathway Topic: Marketing Functions

Measurement Criteria: Manage promotional allowances.
Performance Element: Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.

Measurement Criteria: Analyze product information to identify product features and benefits.
Measurement Criteria: Facilitate retail sales.
Measurement Criteria: Recognize the use of brand names in selling.
Measurement Criteria: Establish relationship with customer.
Measurement Criteria: Address needs of individual personalities.
Measurement Criteria: Determine customer needs.
Measurement Criteria: Identify customer’s buying motives for use in selling.
Measurement Criteria: Facilitate customer buying decisions.
Measurement Criteria: Assess customer needs.
Measurement Criteria: Recommend specific product.
Measurement Criteria: Demonstrate product.
Measurement Criteria: Prescribe solution to customer needs.
Measurement Criteria: Convert customer objections into selling points.
Measurement Criteria: Close the sale.
Measurement Criteria: Demonstrate suggestion selling.
Measurement Criteria: Process cash and credit sales.
Measurement Criteria: Accept checks from customers.
Measurement Criteria: Open/close register/terminal.
Measurement Criteria: Pack and wrap purchases.
Measurement Criteria: Process special orders.
Measurement Criteria: Sell gift certificates.
Measurement Criteria: Analyze and interpret sales reports.
PATHWAY: Marketing Communication and Promotion

Pathway Topic: Professional Development

Pathway KS Statement: Assess marketing communication and promotion career information to enhance opportunities for career success.

Performance Element: Analyze marketing communication and promotion careers to determine careers of interest.

Measurement Criteria: Identify career opportunities in marketing communication and promotion.

Measurement Criteria: Investigate the role and responsibilities of marketing communication and promotion employees.

Measurement Criteria: Recognize factors that affect the scope of responsibilities of marketing communication and promotion employees.

Measurement Criteria: Ascertain educational requirements for marketing communication and promotion careers.

Measurement Criteria: Determine income ranges associated with marketing communication and promotion careers.

Measurement Criteria: Assess working conditions associated with marketing communication and promotion careers.

Measurement Criteria: Determine perquisites (perks) associated with marketing communication and promotion careers.

Measurement Criteria: Describe the lifestyles of marketing communication and promotion employees.

Measurement Criteria: Identify career paths in marketing communication and promotion careers.

Measurement Criteria: Describe traits important to marketing communication and promotion success.

Measurement Criteria: Assess the services provided by professional organizations in marketing communication and promotion.

Performance Element: Compare individual’s abilities, interests, and attitudes with those associated with marketing communication and promotion success to determine the match between the two.

Measurement Criteria: Analyze desired lifestyle and that associated with marketing communication and promotion careers.

Measurement Criteria: Discern between desired benefits and those associated with marketing communication and promotion careers.

Measurement Criteria: Contrast personal characteristics with those associated with marketing communication and promotion success.

Measurement Criteria: Examine similarities and differences between personal educational goals and educational requirements for marketing communication and promotion careers.

Pathway Topic: Communication and Interpersonal Skills

Pathway KS Statement: Employ communication and interpersonal skills to facilitate interactions with others.

Performance Element: Communicate with staff to clarify workplace objectives and maximize workflow.

Measurement Criteria:
Pathway Topic: Communication and Interpersonal Skills

- Participate in meetings and problem-solving groups.
- Resolve complaints.
- Communicate and apply interpersonal skills to manage marketing communication and promotion activities.
- Apply ethics to online communication.
- Employ communication and interpersonal skills appropriate to the culture and audience.

Pathway Topic: Business Administration

Pathway KS Statement: Acquire foundational knowledge of marketing communication and promotion to understand its scope and impact on business.

- Investigate the marketing communication and promotion industry to understand its background.
- Describe the advertising industry.
- Identify types of advertising agencies.
- Explain departmental divisions of advertising agencies.
- Identify reasons for changes occurring in marketing communication and promotion.
- Recognize types of marketing communication and promotion activities.
- Identify factors affecting the development and growth of the advertising industry.
- Explain the economic and social effects of advertising.
- Analyze the impact of technology on marketing communication and promotion.
- Recognize the effects of international trade on marketing communication and promotion.
- Identify issues and trends in marketing communication and promotion.
- Determine types of technology needed by agency/business.
- Determine the impact of the Internet on marketing.
- Identify issues and trends in e-commerce.
- Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.
- Identify factors to consider when placing orders/reorders.
- Describe the use of smart cards in placing orders/reorders.
- Calculate amount of order/reorder.
- Write purchase orders.

Pathway KS Statement: Apply technological tools in the workplace to expedite work flow and to prepare professional looking materials.

- Demonstrate basic desktop publishing functions to prepare promotional materials.
- Identify examples of desktop publishing programs.
Pathway Topic: Business Administration

Measurement Criteria: Recognize the capabilities of desktop publishing programs.
Measurement Criteria: Determine the benefits of using desktop publishing software.
Measurement Criteria: Employ elements of design in desktop publishing (i.e., lines, shapes, mass, texture, and color).
Measurement Criteria: Apply principles of design when using desktop publishing (i.e., balance, proximity, alignment, repetition, contrast, and white space).
Measurement Criteria: Recognize the importance of desktop publishing planning.
Measurement Criteria: Select grids to use in desktop publishing.
Measurement Criteria: Scan images.
Measurement Criteria: Wrap text around images.
Measurement Criteria: Add color to document/image.
Measurement Criteria: Employ repurposing tools.
Measurement Criteria: Edit photographs.
Measurement Criteria: Manipulate graphics to achieve desired image.
Measurement Criteria: Arrange text and graphics on page.
Measurement Criteria: Overlap graphics and text elements.
Measurement Criteria: Add frame/box/border to a text document.
Measurement Criteria: Prepare documents using desktop publishing program.

Performance Element: Integrate software applications to prepare professional looking materials.

Measurement Criteria: Identify situations in which integration of software applications is appropriate.
Measurement Criteria: Move and copy information between applications.
Measurement Criteria: Embed information in applications.
Measurement Criteria: Link objects between applications.
Measurement Criteria: Prepare documents that require software applications integration.

Performance Element: Recognize tools used in web-site creation to understand their capabilities.

Measurement Criteria: Recognize capabilities of web-site creation tools.
Measurement Criteria: Explain typography used in web-site creation.
Measurement Criteria: Identify graphics options for web-site creation.
Measurement Criteria: Describe navigation tools/requirements in web-site creation.
Measurement Criteria: Determine features/benefits of shopping carts.
Measurement Criteria: Explain reasons and considerations in using hyperlinks and buttons on web pages.
Measurement Criteria: Recognize the use of drop down menus.
Measurement Criteria: Describe the use of site templates to facilitate page creation.
Measurement Criteria: Determine the purpose of text editors.
Measurement Criteria: Identify software applications that can be used to create mock-ups of web pages.
Pathway Topic: Business Administration

**Measurement Criteria:** Compare and contrast the capabilities of software applications in web-page creation.

**Pathway KS Statement:** Implement business ethics, regulations, and safeguards to protect the business and to create trust.

- **Performance Element:** Apply ethics and regulations to protect an agency/business.
  - **Measurement Criteria:** Implement managerial ethics.
  - **Measurement Criteria:** Identify legal considerations in e-commerce.

- **Performance Element:** Plan and implement security measures to minimize loss and to create trust.
  - **Measurement Criteria:** Maintain data security.
  - **Measurement Criteria:** Develop strategies to protect digital data.
  - **Measurement Criteria:** Identify strategies for protecting business’s web site.
  - **Measurement Criteria:** Identify strategies for protecting online customer transactions.

**Pathway KS Statement:** Use organizing, leading, and planning to manage marketing communication and promotion activities.

- **Performance Element:** Organize work efforts and staff to enhance work flow.
  - **Measurement Criteria:** Coordinate efforts of multifunctional teams.
  - **Measurement Criteria:** Coordinate activities with other departments.

- **Performance Element:** Lead staff to improve their job performance.
  - **Measurement Criteria:** Recognize management’s role in the achievement of quality.
  - **Measurement Criteria:** Mentor/coach staff members.

- **Performance Element:** Plan and implement activities and strategies to guide staff.
  - **Measurement Criteria:** Identify factors that affect planning.
  - **Measurement Criteria:** Implement tactics to accomplish strategies.

Pathway Topic: Marketing Communication and Promotion Activities

**Pathway KS Statement:** Manage marketing communication and promotion activities to facilitate business’s development and growth and to contribute to customer satisfaction.

- **Performance Element:** Acquire foundational knowledge of marketing communication and promotion activities to gain an understanding of their nature and scope.
  - **Measurement Criteria:** Explain the nature and scope of marketing communication and promotion in the advertising industry.
  - **Measurement Criteria:** Identify factors affecting international marketing communication and promotion.

- **Performance Element:** Advertise to communicate with targeted audiences.
  - **Measurement Criteria:** Describe the use of color in advertisements.
  - **Measurement Criteria:** Develop advertising headlines.
  - **Measurement Criteria:** Select illustrations for advertisements.
  - **Measurement Criteria:** Determine copy strategies.
  - **Measurement Criteria:** Select type style and font for advertisements.
  - **Measurement Criteria:** Create advertising layouts.
Pathway Topic: Marketing Communication and Promotion Activities

**Measurement Criteria:** Prepare advertisements.
**Measurement Criteria:** Check advertising proofs.
**Measurement Criteria:** Write direct-mail letters.
**Measurement Criteria:** Compare and contrast online advertisements with traditional advertisements.
**Measurement Criteria:** Explain e-mail marketing.
**Measurement Criteria:** Write content to use on the Internet.
**Measurement Criteria:** Explain e-mail marketing.
**Measurement Criteria:** Execute targeted e-mails.
**Measurement Criteria:** Select strategies for online advertising.
**Measurement Criteria:** Develop direct advertising strategies.
**Measurement Criteria:** Conceptualize web-site design/components.
**Measurement Criteria:** Pre-test advertising.
**Measurement Criteria:** Measure media audience.
**Measurement Criteria:** Select advertising media.
**Measurement Criteria:** Select placement of advertisements.
**Measurement Criteria:** Buy advertising time/space.
**Measurement Criteria:** Schedule media.
**Measurement Criteria:** Conduct advertising tracking studies.
**Measurement Criteria:** Evaluate effectiveness of advertising.

**Performance Element:** Conduct publicity and public relations to create goodwill and to remind others about business activities.

**Measurement Criteria:** Obtain publicity.
**Measurement Criteria:** Coordinate news releases.
**Measurement Criteria:** Analyze costs/benefits of company participation in community activities.
**Measurement Criteria:** Create interactive public relations.
**Measurement Criteria:** Develop a public-relations plan.

**Performance Element:** Employ sales promotion activities to inform or remind others.

**Measurement Criteria:** Recognize the use of slogans in sales promotion.
**Measurement Criteria:** Create promotional signs.
**Measurement Criteria:** Design company brochures.
**Measurement Criteria:** Develop sales packets for clients.
**Measurement Criteria:** Design catalogs.
**Measurement Criteria:** Design frequency marketing program.
**Measurement Criteria:** Analyze use of specialty promotions.
**Measurement Criteria:** Create online sales promotions.
**Measurement Criteria:** Develop a sales-promotion plan.

**Performance Element:** Manage promotional activities and staff to expedite work, to coordinate activities, and to maximize the value of marketing communication and promotion.

**Measurement Criteria:** Select techniques for promoting web sites.
**Measurement Criteria:** Use past advertisements to aid in promotional planning.
Pathway Topic: Marketing Communication and Promotion Activities

**Measurement Criteria:** Select techniques to improve online response rates.

**Measurement Criteria:** Predict and control promotional expenditures.

**Measurement Criteria:** Prepare promotional budgets.

**Measurement Criteria:** Employ a computerized promotional budget system.

**Measurement Criteria:** Develop an advertising campaign.

**Measurement Criteria:** Develop promotional plan for a business.

**Measurement Criteria:** Incorporate e-commerce considerations into promotional plan.

**Measurement Criteria:** Select strategies for delivering promotional materials to clients.

**Measurement Criteria:** Determine effectiveness of promotional efforts.

Pathway Topic: Marketing Functions

**Pathway KS Statement:** Manage marketing activities to facilitate business development and growth.

**Performance Element:** Utilize distribution knowledge and skill to manage supply-chain activities.

**Measurement Criteria:** Interpret channel strategies.

**Measurement Criteria:** Select channels of distribution.

**Measurement Criteria:** Evaluate channel members.

**Performance Element:** Employ financial knowledge and skill to make business decisions.

**Measurement Criteria:** Identify strategies for electronic payment.

**Measurement Criteria:** Explain the importance of business credit.

**Measurement Criteria:** Identify risks associated with obtaining business credit.

**Measurement Criteria:** Recognize sources of business financing.

**Measurement Criteria:** Explain loan evaluation criteria used by lending institutions.

**Measurement Criteria:** Determine financing needed for business operations.

**Measurement Criteria:** Complete loan application package.

**Performance Element:** Manage marketing-information to make business decisions.

**Measurement Criteria:** Recognize privacy issues in e-commerce.

**Measurement Criteria:** Identify data available through online tracking methods.

**Measurement Criteria:** Use web-site tracking methods for decision making.

**Measurement Criteria:** Employ online marketing research tools/techniques to collect primary and secondary data.

**Measurement Criteria:** Maintain customer database.

**Measurement Criteria:** Recognize the value of data mining in marketing communication and promotion.

**Measurement Criteria:** Use results of data mining to make marketing decisions.

**Measurement Criteria:** Develop customer/client profile.

**Measurement Criteria:** Assess trading areas.

**Measurement Criteria:** Identify factors to consider when selecting a business site.

**Measurement Criteria:** Conduct location feasibility study.

**Measurement Criteria:** Implement target marketing for marketing communication and promotion activities.
Pathway Topic: Marketing Functions

Performance Element: Manage pricing strategies to maximize return and meet customers’ perceptions of value.

Measurement Criteria: Identify factors affecting marketing communication and promotion services prices.

Performance Element: Manage product/service management activities to assist in obtaining, developing, maintaining, and improving a product/service mix that responds to market opportunities.

Measurement Criteria: Describe marketing communication and promotion services.

Measurement Criteria: Identify customization strategies for e-commerce activities.

Measurement Criteria: Evaluate effectiveness of advertising services.

Measurement Criteria: Select personalization strategies for e-commerce activities.

Measurement Criteria: Optimize business’s web-site placement with major search engines and directories.

Measurement Criteria: Use the Internet to build brand equity.

Measurement Criteria: Identify customer-service issues in e-commerce.

Measurement Criteria: Develop strategies to position product/business.


Performance Element: Manage the sales function to determine client needs and wants and to respond through planned, personalized communication.

Measurement Criteria: Identify unique aspects of Internet sales.

Measurement Criteria: Recognize the nature of customer support for online sales.

Measurement Criteria: Determine strategies for online customer support.

Measurement Criteria: Explain the use of brand names in selling.

Measurement Criteria: Distinguish between online consumer and organizational buying behavior.

Measurement Criteria: Develop a plan for online suggestion selling.

Measurement Criteria: Train sales staff in use of the Internet.

Measurement Criteria: Analyze technology for use in the sales function.

Measurement Criteria: Develop plan for selling online.
PATHWAY: Marketing Information Management and Research

Pathway Topic: Career Development

Pathway KS Statement: Assess marketing information and research career information to enhance opportunities for career success.

Performance Element: Analyze marketing information and research careers to determine careers of interest.

Measurement Criteria: Identify career opportunities in marketing information and research.
Measurement Criteria: Investigate the role and responsibilities of marketing information and research employees.
Measurement Criteria: Recognize factors that affect the scope of responsibilities of marketing information and research employees.
Measurement Criteria: Ascertertain educational requirements for marketing information and research careers.
Measurement Criteria: Determine income ranges associated with marketing information and research careers.
Measurement Criteria: Assess working conditions associated with marketing information and research careers.
Measurement Criteria: Determine perquisites (perks) associated with marketing information and research careers.
Measurement Criteria: Describe the lifestyles of marketing information and research employees.
Measurement Criteria: Identify career paths in marketing information and research careers.
Measurement Criteria: Explain the personal characteristics associated with marketing information and research success.
Measurement Criteria: Identify types of marketing-research firms.

Performance Element: Compare individual's abilities, interests, and attitudes with those associated with marketing information and research success to determine the match between the two.

Measurement Criteria: Analyze desired lifestyle and that associated with marketing information and research careers.
Measurement Criteria: Discern between desired benefits and those associated with marketing information and research.
Measurement Criteria: Contrast personal characteristics with those associated with marketing information and research success.
Measurement Criteria: Examine similarities and differences between personal educational goals and educational requirements for marketing information and research careers.

Pathway Topic: Communication and Interpersonal Skills

Pathway KS Statement: Employ communication and interpersonal skills to facilitate interaction with others.

Performance Element: Communicate with staff to clarify workplace objectives and maximize workflow.

Measurement Criteria: Participate in meetings and problem-solving groups.
Pathway Topic: Communication and Interpersonal Skills

Measurement Criteria: Resolve complaints.

Performance Element: Communicate and apply interpersonal skills to manage marketing information and research.

Measurement Criteria: Prepare complex written reports.

Measurement Criteria: Write cover letter for surveys.

Pathway Topic: Business Administration

Pathway KS Statement: Acquire foundational knowledge of marketing information and research to understand its scope and impact on business.

Performance Element: Investigate the marketing information and research industry to understand its background.

Measurement Criteria: Identify reasons for changes occurring in marketing-information management and research.

Measurement Criteria: Recognize types of marketing information and research activities.

Measurement Criteria: Analyze the impact of technology on marketing-information management and research.

Measurement Criteria: Recognize the effects of international trade on marketing information and research.

Measurement Criteria: Identify issues and trends in marketing information and research.

Pathway KS Statement: Implement business ethics and safeguards to protect the business and to create trust.

Performance Element: Apply ethics to protect a business.

Measurement Criteria: Implement managerial ethics.

Performance Element: Plan and implement security measures to minimize loss and to create trust.

Measurement Criteria: Maintain data security.

Performance Element: Implement measures to maintain a safe working environment.

Measurement Criteria: Clean service and work areas.

Pathway KS Statement: Use organizing, leading, and planning to manage marketing information and research activities.

Performance Element: Organize work efforts and staff to enhance work flow.

Measurement Criteria: Coordinate efforts of multifunctional teams.

Measurement Criteria: Coordinate activities with other departments.

Measurement Criteria: Manage cross-functional activities.

Performance Element: Lead staff to improve their job performance.

Measurement Criteria: Recognize management’s role in the achievement of quality.

Measurement Criteria: Mentor/coach staff members.

Performance Element: Plan and implement activities and strategies to guide staff.

Measurement Criteria: Identify factors that affect planning.

Measurement Criteria: Implement tactics to accomplish strategies.

Measurement Criteria: Provide input into strategic planning.
Pathway Topic: Marketing-Information Management

Pathway KS Statement: Manage marketing-information and research activities to facilitate business’s development and growth and to contribute to customer satisfaction.

Performance Element: Acquire foundational knowledge of marketing-information and research to understand what information and equipment are needed to carry out marketing information and research activities.

**Measurement Criteria:**
- Assess information needs.
- Describe the use of electronic data interchange (EDI) in marketing information and research activities.
- Analyze capabilities of electronic business systems in marketing-information management and research.

Performance Element: Collect marketing information to facilitate decision making.

**Measurement Criteria:**
- Differentiate between external and internal information monitoring.
- Identify sources of primary and secondary data.
- Obtain information from customer databases.
- Employ computer search engines to locate marketing research information.
- Search online databases to access marketing information.
- Data mine web log for marketing information.
- Purchase information services.
- Collect information about the competition.
- Track technological changes.
- Monitor consumer needs.
- Track economic changes.
- Track regulatory changes.
- Obtain and track information about domestic and foreign suppliers/manufacturers.
- Monitor sales data (by volume, product, territory, channel, time period, etc.)
- Collect and monitor transactional data through electronic means (e.g., bar coding, optical scanners, automatic replenishing systems, electronic data interchange [EDI], and reader-sorters).
- Monitor inventory data.
- Track cost data.
- Collect product-quality data.
- Measure market size, composition, and structure.
- Analyze purchasing behavior.
- Analyze market areas using spatial modeling techniques.
- Evaluate product usage.
- Conduct SWOT analysis.

Performance Element: Design and implement marketing research activities to test hypotheses and/or resolve issues.
Pathway Topic: Marketing-Information Management

Measurement Criteria: Compare and contrast marketing-information management with marketing research.

Measurement Criteria: Distinguish between types of marketing research (e.g., quantitative vs. qualitative, ad hoc vs. continuous, etc.).

Measurement Criteria: Diagnose the marketing-research problem/issue.

Measurement Criteria: Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem.

Measurement Criteria: Select data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners).

Measurement Criteria: Evaluate the relationship between the research purpose and the marketing research objectives.

Measurement Criteria: Estimate the value of research information.

Measurement Criteria: Distinguish between purposive and representative samples.

Measurement Criteria: Compare and contrast probability and non-probability sampling.

Measurement Criteria: Determine needed sample size.

Measurement Criteria: Develop sampling plans (i.e., who, how many, how chosen).

Measurement Criteria: Prepare research briefs and proposals.

Measurement Criteria: Control sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design).

Measurement Criteria: Develop rating scales.

Measurement Criteria: Prepare diaries (e.g., product, media-use, contact).

Measurement Criteria: Create and administer simple questionnaires (e.g., types of questions, question wording, routing, sequencing, length, layout).

Measurement Criteria: Conduct telephone interviews.

Measurement Criteria: Select attitudinal scaling format (e.g., Likert scales, semantic differential scales, behavior intention scales).

Measurement Criteria: Employ techniques to assess ongoing behavior (e.g., business records; manual record sheets; electronic recording devices for telephone, personal, and computer interviewing; smart cards; audio-visual equipment).

Measurement Criteria: Conduct experiments (e.g., lab and field experiments).

Measurement Criteria: Conduct in-depth interviews.

Measurement Criteria: Conduct focus groups.

Measurement Criteria: Conduct continuous panel research.

Measurement Criteria: Conduct test markets.

Measurement Criteria: Evaluate marketing research studies.

Measurement Criteria: Assess quality of contracted research firms.

Performance Element: Process marketing information to translate data into useful information for decision making.

Measurement Criteria: Edit research data.

Measurement Criteria: Code research data.
Pathway Topic: Marketing-Information Management

**Measurement Criteria**: Conduct error detection/edit routines.

**Measurement Criteria**: Tabulate data.

**Measurement Criteria**: Create data matrix.

**Measurement Criteria**: Apply statistical methods and software systems to aid in data interpretation (e.g., testing for significant differences, testing for relationships, testing for association).

**Measurement Criteria**: Identify types of modeling techniques.

**Measurement Criteria**: Apply mathematical modeling techniques.

**Measurement Criteria**: Use statistical inferences to make estimates or to test hypotheses.

**Measurement Criteria**: Create and use marketing decision support systems to evaluate alternative solutions to marketing problems.

**Measurement Criteria**: Analyze narrative text (e.g., sorting, classifying/categorizing, identifying patterns, interpreting, selecting mechanical analysis approaches).

**Measurement Criteria**: Interpret research data into information for decision making.

**Measurement Criteria**: Display data in charts/graphs or in tables.

**Performance Element**: Report findings to communicate research information to others.

**Measurement Criteria**: Provide sales analysis reports.

**Measurement Criteria**: Provide simulators.

**Measurement Criteria**: Prepare and use presentation software to support oral reports.

**Measurement Criteria**: Present findings to client orally.

**Measurement Criteria**: Prepare written reports for decision making.

**Measurement Criteria**: Post marketing results on web page.

**Performance Element**: Employ marketing information to plan marketing activities.

**Measurement Criteria**: Select target market.

**Measurement Criteria**: Identify trends.

**Measurement Criteria**: Predict demand patterns.

**Measurement Criteria**: Forecast sales.

**Measurement Criteria**: Predict brand share.

**Measurement Criteria**: Estimate market share.

**Measurement Criteria**: Conduct environmental forecasting.

**Measurement Criteria**: Prepare trend analyses.

**Measurement Criteria**: Develop customer profiles.

**Measurement Criteria**: Determine usage patterns.

**Measurement Criteria**: Identify measures used to control marketing planning.

**Measurement Criteria**: Evaluate performance of marketing plan.

**Measurement Criteria**: Conduct marketing audits.

Pathway Topic: Marketing Functions

**Pathway KS Statement**: Manage marketing information to facilitate marketing functions.

**Performance Element**: Manage marketing-information to make and evaluate...
Pathway Topic: Marketing Functions

logistical decisions.

**Measurement Criteria:** Identify information helpful to supply chain members in planning.

**Measurement Criteria:** Identify data available through online tracking methods.

**Measurement Criteria:** Assess bar-code data.

**Measurement Criteria:** Monitor inventory data.

**Measurement Criteria:** Track cost data.

**Measurement Criteria:** Collect product quality data.

**Measurement Criteria:** Conduct total cost analysis of logistics.

**Measurement Criteria:** Analyze service sensitivity.

**Measurement Criteria:** Evaluate suppliers.

**Measurement Criteria:** Evaluate use of wholesalers in product distribution.

Performance Element: Manage marketing information to facilitate pricing strategies that maximize return and meet customers’ perceptions of value.

**Measurement Criteria:** Conduct demand analysis.

**Measurement Criteria:** Determine price sensitivity.

Performance Element: Manage marketing information to assist in obtaining, developing, maintaining, and improving a product/service mix that responds to market opportunities.

**Measurement Criteria:** Conduct product analysis.

**Measurement Criteria:** Conduct customer-satisfaction studies.

**Measurement Criteria:** Conduct service-quality studies.

**Measurement Criteria:** Identify new-product opportunities.

**Measurement Criteria:** Test product concepts.

**Measurement Criteria:** Design and conduct product tests.

**Measurement Criteria:** Determine attitudes towards products and brands.

**Measurement Criteria:** Provide information to launch new products.

**Measurement Criteria:** Estimate repeat purchase rate.

**Measurement Criteria:** Estimate purchase cycle.

Performance Element: Manage marketing information to facilitate promotional activities.

**Measurement Criteria:** Pre-test advertising.

**Measurement Criteria:** Conduct advertising tracking studies.

**Measurement Criteria:** Measure media audience.

**Measurement Criteria:** Predict and control promotional expenditures.

**Measurement Criteria:** Employ a computerized promotional budget system.
PATHWAY: Distribution and Logistics

Pathway Topic: Career Development

*Pathway KS Statement:* Assess distribution and logistics-career information to enhance opportunities for career success.

**Performance Element:** Analyze distribution and logistics careers to determine careers of interest.

- **Measurement Criteria:** Identify career opportunities in distribution and logistics.
- **Measurement Criteria:** Investigate the role and responsibilities of distribution/logistics employees.
- **Measurement Criteria:** Recognize factors that affect the scope of responsibilities of distribution/logistics employees.
- **Measurement Criteria:** Ascertain educational requirements for distribution and logistics careers.
- **Measurement Criteria:** Determine income ranges associated with distribution and logistics careers.
- **Measurement Criteria:** Assess working conditions associated with distribution and logistics careers.
- **Measurement Criteria:** Determine perquisites (perks) associated with distribution and logistics careers.
- **Measurement Criteria:** Describe the lifestyles of distribution and logistics employees.
- **Measurement Criteria:** Identify career paths in distribution and logistics careers.
- **Measurement Criteria:** Explain the personal characteristics associated with distribution and logistics success.

**Performance Element:** Compare individual’s abilities, interests, and attitudes with those associated with distribution and logistics success to determine the match between the two.

- **Measurement Criteria:** Analyze desired lifestyle and that associated with distribution and logistics careers.
- **Measurement Criteria:** Discern between desired benefits and those associated with distribution and logistics careers.
- **Measurement Criteria:** Contrast personal characteristics with those associated with distribution and logistics success.
- **Measurement Criteria:** Examine similarities and differences between personal educational goals and educational requirements for distribution and logistics careers.

*Pathway Topic: Communication and Interpersonal Skills

*Pathway KS Statement:* Employ communication and interpersonal skills to facilitate interactions with others.

**Performance Element:** Communicate with staff to clarify workplace objectives and maximize workflow.

- **Measurement Criteria:** Participate in meetings and problem-solving groups.
- **Measurement Criteria:** Resolve complaints.

**Performance Element:** Communicate and apply interpersonal skills to manage distribution and logistics and to provide customer assistance.

- **Measurement Criteria:** Prepare complex written reports.
Pathway Topic: Communication and Interpersonal Skills

**Measurement Criteria:** Fulfill management’s role in customer relations.
**Measurement Criteria:** Evaluate the use of real-time communications.

Pathway Topic: Business Administration

**Pathway KS Statement:** Acquire foundational knowledge of distribution and logistics to understand its scope and impact on the economy.

**Performance Element:** Investigate the distribution and logistics industry to understand its background.

**Measurement Criteria:** Identify reasons for changes occurring in distribution/logistics.
**Measurement Criteria:** Recognize types of distribution/logistics activities.
**Measurement Criteria:** Recognize trade-offs and relationships among functions in the supply chain.
**Measurement Criteria:** Analyze the impact of technology on distribution/logistics.
**Measurement Criteria:** Recognize the effects of international trade on distribution/logistics.
**Measurement Criteria:** Explain the impact of ISO standards on distribution/logistics.
**Measurement Criteria:** Identify issues and trends in distribution/logistics.

**Performance Element:** Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.

**Measurement Criteria:** Identify factors to consider when placing orders/reorders.
**Measurement Criteria:** Calculate amount of order/reorder.
**Measurement Criteria:** Plan orders.
**Measurement Criteria:** Prepare purchase orders.

**Performance Element:** Plan and evaluate purchasing activities to minimize expenses.

**Measurement Criteria:** Solicit competitive proposals to functional bid specifications.
**Measurement Criteria:** Choose vendors.
**Measurement Criteria:** Negotiate terms with vendors.
**Measurement Criteria:** Follow up orders.
**Measurement Criteria:** Evaluate performance of vendors.

**Pathway KS Statement:** Implement business ethics, regulations, and safeguards to protect the business and to create trust.

**Performance Element:** Apply ethics and government regulations to protect a business.

**Measurement Criteria:** Implement managerial ethics.
**Measurement Criteria:** Identify tariff and trade restrictions.
**Measurement Criteria:** Adhere to transportation law.
**Measurement Criteria:** Identify and adhere to labeling regulations.
**Measurement Criteria:** Explain export and import legislation.
**Measurement Criteria:** Apply trade regulations.
**Measurement Criteria:** Analyze environmental regulations.
**Measurement Criteria:** Adhere to environmentally correct distribution/logistics practices.

**Measurement Criteria:** Negotiate and administer logistics contracts.

**Performance Element:** Plan and implement security measures to minimize loss and to
Pathway Topic: Business Administration

create trust.

**Measurement Criteria:** Establish policies/procedures for preventing internal theft.

**Measurement Criteria:** Develop policies/procedures for preventing vendor theft.

**Measurement Criteria:** Inspect incoming/outgoing containers for tampering.

**Measurement Criteria:** Maintain data security.

**Measurement Criteria:** Obtain insurance coverage for shipments.

**Measurement Criteria:** Conduct risk assessments.

Performance Element: Implement measures to maintain a safe working environment.

**Measurement Criteria:** Clean service and work areas.

**Measurement Criteria:** Follow procedures to ensure OSHA compliance.

**Measurement Criteria:** Conduct environmental and safety inspections.

**Measurement Criteria:** Conduct safety orientations for employees.

**Measurement Criteria:** Analyze potential terrorist threats posed by inbound/outbound container traffic.

**Measurement Criteria:** Implement pattern recognition techniques to identify high risk shipments/containers.

**Measurement Criteria:** Correct unsafe conditions.

**Measurement Criteria:** Adhere to requirements of global hazardous materials packaging.

**Measurement Criteria:** Implement security measures in the hazmat supply chain.

Pathway KS Statement: Use organizing, leading, controlling, and planning to manage distribution and logistics activities.

Performance Element: Organize work efforts and staff to enhance work flow.

**Measurement Criteria:** Coordinate efforts of multifunctional teams.

**Measurement Criteria:** Coordinate activities with other departments.

**Measurement Criteria:** Manage cross-functional projects.

Performance Element: Lead staff to improve their job performance.

**Measurement Criteria:** Recognize management’s role in the achievement of quality.

**Measurement Criteria:** Cross train staff to perform a variety of tasks.

**Measurement Criteria:** Mentor/coach staff members.

Performance Element: Maintain fiscal control of logistical operations to minimize expenses and maximize profit.

**Measurement Criteria:** Develop expense-control plans.

**Measurement Criteria:** Explain supply management’s contribution to cost reduction.

**Measurement Criteria:** Apply learning curves to reduce costs.

Performance Element: Plan and implement activities and strategies to guide staff.

**Measurement Criteria:** Identify factors that affect planning.

**Measurement Criteria:** Develop strategies to achieve company goals/objectives.

**Measurement Criteria:** Implement tactics to accomplish strategies.

Pathway Topic: Supply Chain Management

**Pathway KS Statement:** Manage distribution/logistics activities to facilitate business’s development and growth and to satisfy customers.
Pathway Topic: Supply Chain Management

Performance Element: Acquire foundational knowledge of distribution/logistics.

Measurement Criteria: Explain distribution issues and trends.

Measurement Criteria: Describe the use of electronic data interchange (EDI) in distribution/logistics activities.

Performance Element: Utilize warehousing and stock-handling knowledge and skill to expedite supply-chain activities.


Measurement Criteria: Resolve problems with incoming shipments.

Measurement Criteria: Process returned/damaged product.

Measurement Criteria: Maintain loss and damage claim records.

Measurement Criteria: Establish procedures for handling, inspecting, and allowing claims on returned materials.

Measurement Criteria: Verify product labeling.

Measurement Criteria: Explain functions of packaging.

Measurement Criteria: Recycle/dispose of discarded packaging and containers.

Measurement Criteria: Establish receiving schedules.

Measurement Criteria: Store merchandise/materials.

Measurement Criteria: Recognize product stacking requirements.

Measurement Criteria: Select appropriate storage equipment/system.

Measurement Criteria: Plan storage space.

Measurement Criteria: Develop and maintain stock-location system.

Measurement Criteria: Maximize use of forklifts.

Measurement Criteria: Analyze warehouse space utilization.

Measurement Criteria: Adjust warehouse layout.

Measurement Criteria: Analyze warehousing capabilities in foreign markets.

Measurement Criteria: Describe storage facilities used for international shipments.

Measurement Criteria: Analyze capabilities of electronic business systems to facilitate warehouse operations.

Measurement Criteria: Develop warehouse contingency planning system.

Performance Element: Utilize order-fulfillment knowledge and skill to expedite supply-chain activities and to satisfy customers.

Measurement Criteria: Pick and assemble orders.

Measurement Criteria: Plan/select order-picking system.

Measurement Criteria: Identify types of shipping containers.


Measurement Criteria: Select dunnage, packing, materials.

Measurement Criteria: Estimate needed supplies of packing materials.

Measurement Criteria: Pack and label goods/boxes/containers for domestic/international shipment.

Measurement Criteria: Evaluate label-application alternatives and methods.

Measurement Criteria: Unitize loads for shipment.

Measurement Criteria: Stabilize unit loads for easy shipments and receipts.
Pathway Topic: Supply Chain Management

Measurement Criteria: Load outgoing shipments.

Measurement Criteria: Recognize shipping-label requirements.

Measurement Criteria: Explain international transportation and delivery terms (INCOTERMS).


Measurement Criteria: Apply for drawbacks.

Measurement Criteria: Determine duties on international shipments.

Measurement Criteria: Determine customs requirements.

Measurement Criteria: Prepare documents for domestic and international transportation.

Measurement Criteria: Ship product to meet customer requirements.

Measurement Criteria: Trace lost shipments.

Measurement Criteria: Estimate delivery times.

Measurement Criteria: Select best shipping method for domestic and international shipments.

Measurement Criteria: Schedule product transportation to meet customer needs.

Measurement Criteria: Determine transfer points for cargo.

Measurement Criteria: Route freight.

Measurement Criteria: Direct terminal-traffic flow.

Measurement Criteria: Analyze shipping needs.

Measurement Criteria: Analyze capabilities of electronic business systems to facilitate order fulfillment.


Performance Element: Control inventory to minimize expenses and satisfy customer requests.

Measurement Criteria: Rotate stock to minimize old/obtained inventory.

Measurement Criteria: Maintain inventory levels.

Measurement Criteria: Complete inventory counts.

Measurement Criteria: Plan/organize inventory counts.

Measurement Criteria: Assign and analyze ABC inventory rankings.

Measurement Criteria: Perform cycle counts.

Measurement Criteria: Develop and implement cycle-counting system.

Measurement Criteria: Monitor inventory turnover rates.

Measurement Criteria: Set order lead time requirements.

Measurement Criteria: Recognize international inventory issues.

Measurement Criteria: Describe inventory control systems.

Measurement Criteria: Identify types of unit inventory-control systems.

Measurement Criteria: Determine inventory shrinkage.

Measurement Criteria: Determine causes of inventory discrepancies.

Measurement Criteria: Define tolerance levels for inventory accuracy.

Measurement Criteria: Establish re-order points.

Measurement Criteria: Maintain inventory-control systems.

Measurement Criteria: Develop inventory-control systems.
Pathway Topic: Supply Chain Management

Measurement Criteria: Implement measures to control inventory costs.
Performance Element: Manage distribution/logistics activities to minimize costs and to facilitate workflow.

Measurement Criteria: Coordinate stages of order cycle.
Measurement Criteria: Establish system for processing dead/excess merchandise.
Measurement Criteria: Manage reverse distribution processes.
Measurement Criteria: Identify logistical benefits and constraints within a particular market.
Measurement Criteria: Determine value-added services to perform for customers.
Measurement Criteria: Set and meet distribution/logistics goals.
Measurement Criteria: Establish customer-service goals.
Measurement Criteria: Correct customer-service deficiencies.
Measurement Criteria: Set up processes for distribution/logistics activities.
Measurement Criteria: Measure process performance.
Measurement Criteria: Implement process-improvement techniques.
Measurement Criteria: Explain distribution resource planning.
Measurement Criteria: Select and implement bar-code system.
Measurement Criteria: Apply cost allocation measures.
Measurement Criteria: Develop collaborative relationships with channel members.
Measurement Criteria: Interpret channel strategies.
Measurement Criteria: Analyze just-in-time capabilities.
Measurement Criteria: Evaluate channel members.
Measurement Criteria: Terminate relationships with domestic and foreign channel members.
Measurement Criteria: Develop distribution network for new products.
Measurement Criteria: Develop distribution strategy for foreign markets.
Measurement Criteria: Conduct strategic distribution network planning process.
Measurement Criteria: Value inventory (LIFO, FIFO).
Measurement Criteria: Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy, etc.).
Measurement Criteria: Plan and implement a warehouse management system (WMS).

Pathway Topic: Marketing Functions

Pathway KS Statement: Manage marketing activities to facilitate business's development and growth.

Performance Element: Manage marketing-information to make logistical decisions.

Measurement Criteria: Identify information helpful to supply chain members in planning.
Measurement Criteria: Identify data available through online tracking methods.
Measurement Criteria: Assess bar-code data.
Measurement Criteria: Monitor inventory data.
Measurement Criteria: Track cost data.
Pathway Topic: Marketing Functions

Measurement Criteria: Collect product quality data.
Measurement Criteria: Assess marketing-information needs.
Measurement Criteria: Research viability of using free trade zones (FTZ).
Measurement Criteria: Conduct analysis of competitors’ distribution/logistics activities.
Measurement Criteria: Identify trends.
Measurement Criteria: Data mine point-of-sale (POS) information.
Measurement Criteria: Perform customer follow-up activities (e.g., surveys, reviews, warranty tracking, etc.).
Measurement Criteria: Identify considerations in implementing international marketing strategies.
Measurement Criteria: Segment markets on basis of logistical needs.
Measurement Criteria: Assess product categories using spreadsheets.
Measurement Criteria: Interpret statistical process control (SPC) charts.
Measurement Criteria: Predict patterns of demand.
Measurement Criteria: Forecast sales.
Measurement Criteria: Plan and implement a distribution information system.

Performance Element: Utilize pricing strategies to maximize return and meet customers’ perceptions of value.

Measurement Criteria: Select approach for setting a base price (cost, demand, competition).
Measurement Criteria: Determine cost of product (break-even, ROI, markup).
Measurement Criteria: Calculate break-even.
Measurement Criteria: Identify strategies for pricing new products (for imitative new products, for innovative new products).
Measurement Criteria: Determine discounts and allowances that can be used to adjust base prices.
Measurement Criteria: Use psychological pricing to adjust base prices.
Measurement Criteria: Select promotional pricing strategies to adjust base prices.
Measurement Criteria: Determine geographic pricing strategies to adjust base prices.
Measurement Criteria: Identify segmented pricing strategies that can be used to adjust base prices.
Measurement Criteria: Set prices.
Measurement Criteria: Adjust prices to maximize profitability.
Measurement Criteria: Evaluate pricing decisions.

Performance Element: Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

Measurement Criteria: Maintain product data files.
Measurement Criteria: Identify product classes.
Measurement Criteria: Determine services to provide customers.
Measurement Criteria: Recognize the role of customer service in positioning/image.
Measurement Criteria: Determine customers’ expectations of service level.
Pathway Topic: Marketing Functions

**Measurement Criteria:** Measure customer-service levels.

**Measurement Criteria:** Analyze competitors’ customer-service standards.

**Measurement Criteria:** Establish product standards.

**Measurement Criteria:** Develop strategies to position product/business.

**Measurement Criteria:** Determine space requirements and allocation.

**Measurement Criteria:** Create warehouse layouts.

**Measurement Criteria:** Select warehouse site.

**Measurement Criteria:** Develop and implement procurement policies and procedures.

**Measurement Criteria:** Plan stock.

**Measurement Criteria:** Plan reductions.

**Measurement Criteria:** Plan purchases.

**Measurement Criteria:** Determine what to buy.

**Measurement Criteria:** Determine quantities to buy.

**Measurement Criteria:** Determine when to buy.

**Measurement Criteria:** Plan gross margin.

**Measurement Criteria:** Determine final cost of purchases from domestic and international sources.

**Measurement Criteria:** Negotiate special buying situations with vendors.
PATHWAY: E-Marketing

Pathway Topic: Career Development

Pathway KS Statement: Assess e-marketing career information to enhance opportunities for career success.

Performance Element: Analyze e-marketing careers to determine careers of interest.

Measurement Criteria: Describe e-marketing’s impact on business.

Measurement Criteria: Identify career opportunities in e-marketing.

Measurement Criteria: Ascertain educational requirements/backgrounds of e-marketers.

Measurement Criteria: Determine income ranges for e-marketers.

Measurement Criteria: Determine perquisites (perks) associated with e-marketing.

Measurement Criteria: Describe the lifestyles of e-marketers.

Measurement Criteria: Explain the personal characteristics associated with e-marketing success.

Performance Element: Compare individual’s abilities, interests, and attitudes with those associated with e-marketing success to determine the match between the two.

Measurement Criteria: Analyze desired lifestyle and that associated with e-marketing.

Measurement Criteria: Discern between desired benefits and those associated with e-marketing.

Measurement Criteria: Contrast personal characteristics with those associated with e-marketing success.

Measurement Criteria: Examine similarities and differences between personal educational goals and educational requirements for e-marketing.

Pathway Topic: E-Business Administration

Pathway KS Statement: Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.

Performance Element: Investigate the retail industry to explore the relationship between retailing and e-commerce.

Measurement Criteria: Identify reasons for changes occurring in retailing.

Measurement Criteria: Determine classifications of retailers.

Measurement Criteria: Ascertain advantages/disadvantages associated with each classification of retailer.

Measurement Criteria: Identify types of non-store retailers.

Measurement Criteria: Explain the growth of non-store retailing.

Measurement Criteria: Compare e-commerce with traditional commerce.

Measurement Criteria: Determine issues and trends in retailing that impact e-commerce.

Performance Element: Explore the relationship between e-commerce and the Internet to understand the role of the Internet in e-commerce.

Measurement Criteria: Identify the process that enables different types of computers and different operating systems to communicate with each other.
Pathway Topic: E-Business Administration

Measurement Criteria: Recognize factors that affect the speed of an Internet connection.

Measurement Criteria: Describe Internet-access options.

Measurement Criteria: Explain the key components of the Internet.

Measurement Criteria: Discuss the primary applications of the Internet (e.g., network communications, market intelligence, promotion, etc.).

Measurement Criteria: Differentiate among e-commerce models.

Measurement Criteria: Identify competitive advantages provided by the Internet.

Performance Element: Analyze the economic impact of e-commerce.

Measurement Criteria: Determine investment opportunities associated with e-commerce.

Measurement Criteria: Discuss the results of media spending for e-commerce.

Measurement Criteria: Recognize the relationship between e-commerce and inflation.

Measurement Criteria: Determine the impact of e-commerce on a business’s efficiency and effectiveness.

Performance Element: Ascertain the impact of e-commerce on international trade to understand the global marketplace.

Measurement Criteria: Identify considerations in communicating with an international market.

Measurement Criteria: Analyze factors affecting a business’s ability to sell to an international market.

Measurement Criteria: Determine how e-commerce enables small businesses to compete internationally with large businesses.

Performance Element: Determine the impact of the Internet on marketing to determine the Internet’s usefulness in carrying out marketing activities.

Measurement Criteria: Distinguish between the WWW and the Internet.

Measurement Criteria: Compare and contrast the advantages/disadvantages of using e-mail as a marketing tool.

Measurement Criteria: Determine the advantages/disadvantages of the WWW as a marketing tool.

Measurement Criteria: Recognize the importance of Internet-use policies.

Measurement Criteria: Scrutinize the impact of the Internet on each of the marketing functions.

Performance Element: Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences.

Measurement Criteria: Distinguish between merchandising and marketing.

Measurement Criteria: Ascertain the importance of merchandising to retailers and to e-tailers.

Measurement Criteria: Distinguish between merchandising for brick-and-mortar retailers and for online retailers.

Measurement Criteria: Identify merchandising activities.

Performance Element: Identify the impact of the Internet on a business’s purchasing activities to appreciate the value added by the Internet.

Measurement Criteria: Investigate the online purchasing process.
Pathway Topic: E-Business Administration

Measurement Criteria: Identify ways that the Internet facilitates purchasing activities.

Measurement Criteria: Determine constraints associated with online purchasing.

Performance Element: Place orders/reorders to maintain appropriate levels of materials/equipment/supplies.

Measurement Criteria: Identify factors to consider when placing orders/reorders.

Measurement Criteria: Describe the use of smart cards in placing orders/reorders.

Measurement Criteria: Identify the components of purchase orders.

Measurement Criteria: Calculate amount of order/reorder.

Pathway KS Statement: Implement e-business ethics, regulations, and safeguards to protect the business and to create trust.

Performance Element: Apply ethics and government regulations to protect the e-business.

Measurement Criteria: Take ethical actions with online communications.

Measurement Criteria: Identify legal considerations in e-commerce.

Measurement Criteria: Record and report sales tax, when appropriate.

Performance Element: Secure company and customer data to minimize loss and to create trust.


Measurement Criteria: Select strategies for protecting online customer transactions.

Pathway KS Statement: Acquire needed skills to create a web presence.

Performance Element: Employ technological tools to create a web presence.

Measurement Criteria: Demonstrate basic desktop publishing functions.

Measurement Criteria: Integrate software applications.

Measurement Criteria: Identify tools used in web-site creation.

Measurement Criteria: Explain basic programming languages.

Measurement Criteria: Identify capabilities of Internet/Web programming.

Measurement Criteria: Select web host.

Pathway KS Statement: Organize, control and plan work efforts to manage e-business activities.

Performance Element: Organize work to facilitate e-business success.

Measurement Criteria: Develop an e-commerce project plan.

Performance Element: Control costs to minimize expenses and maximize return.

Measurement Criteria: Identify costs associated with e-commerce.

Measurement Criteria: Determine return on investment (ROI) for e-commerce.

Performance Element: Plan an e-business to maximize return and minimize expense.

Measurement Criteria: Incorporate e-commerce considerations into a business plan.

Pathway Topic: Marketing Functions

Pathway KS Statement: Manage marketing activities to facilitate e-business development and growth.

Performance Element: Utilize distribution knowledge and skill to manage supply-chain activities.

Measurement Criteria:
Pathway Topic:  Marketing Functions

Explain distribution issues and trends in e-commerce.

**Measurement Criteria:** Process incoming merchandise.

**Measurement Criteria:** Resolve problems with incoming shipments.

**Measurement Criteria:** Process returned/damaged product.

**Measurement Criteria:** Establish receiving schedules.

**Measurement Criteria:** Store merchandise.

**Measurement Criteria:** Select appropriate storage equipment.

**Measurement Criteria:** Plan storage space.

**Measurement Criteria:** Explain the nature of e-CRM.

**Measurement Criteria:** Fulfill orders.

**Measurement Criteria:** Select best shipping method.

**Measurement Criteria:** Analyze shipping needs.

**Measurement Criteria:** Analyze capabilities of electronic business systems to facilitate order fulfillment.

**Measurement Criteria:** Assess order-fulfillment processes.

**Measurement Criteria:** Maintain order-fulfillment levels.

**Measurement Criteria:** Complete inventory counts.

**Measurement Criteria:** Plan/organize inventory counts.

**Measurement Criteria:** Describe inventory control systems.

**Measurement Criteria:** Identify types of unit inventory-control systems.

**Measurement Criteria:** Determine inventory shrinkage.

**Measurement Criteria:** Maintain inventory-control systems.

**Measurement Criteria:** Develop inventory-control systems.

**Measurement Criteria:** Develop collaborative relationships with channel members.

**Measurement Criteria:** Establish system for processing dead/excess merchandise.

**Measurement Criteria:** Value inventory (LIFO, FIFO).

**Measurement Criteria:** Evaluate inventory (stock turnover, gross margin, return on inventory, open to buy).

**Performance Element:** Employ financial knowledge and skill to make e-business decisions.

**Measurement Criteria:** Identify strategies for electronic payment.

**Performance Element:** Manage marketing-information to make e-business decisions.

**Measurement Criteria:** Explain privacy issues in e-commerce.

**Measurement Criteria:** Identify data available through online tracking methods.

**Measurement Criteria:** Use online marketing research tools/techniques to collect primary data.

**Measurement Criteria:** Maintain customer database.

**Measurement Criteria:** Explain the use of data mining.

**Measurement Criteria:** Use results of data mining to make marketing decisions.

**Measurement Criteria:** Use web-site tracking methods for decision making.

**Measurement Criteria:** Identify online target market.

**Measurement Criteria:** Incorporate e-commerce considerations into marketing plan.

**Performance Element:** Acquire knowledge of e-pricing strategies to maximize return
Pathway Topic: Marketing Functions

and meet customers’ perceptions of value.

**Measurement Criteria:** Describe the impact of the Internet on pricing decisions.

Performance Element: Obtain, develop, maintain, and improve a product/service mix to respond to market opportunities.

**Measurement Criteria:** Maintain/update web site.

**Measurement Criteria:** Explain the use of customization strategies in e-commerce activities.

**Measurement Criteria:** Identify personalization strategies for use in e-commerce activities.

**Measurement Criteria:** Optimize business’s web-site placement with major search engines and directories.

**Measurement Criteria:** Use the Internet to build brand equity.

**Measurement Criteria:** Identify customer-service issues in e-commerce.

**Measurement Criteria:** Evaluate e-customer experience.

**Measurement Criteria:** Explain the nature of merchandise plans (budgets).

**Measurement Criteria:** Plan stock.

**Measurement Criteria:** Plan reductions.

**Measurement Criteria:** Plan purchases.

**Measurement Criteria:** Determine what to buy.

**Measurement Criteria:** Determine quantities to buy.

**Measurement Criteria:** Determine when to buy.

**Measurement Criteria:** Plan gross margin.

**Measurement Criteria:** Prepare merchandise plan (budget).

Performance Element: Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.

**Measurement Criteria:** Describe online advertisements.

**Measurement Criteria:** Explain e-mail marketing.

**Measurement Criteria:** Write content for use on the Internet.

**Measurement Criteria:** Execute targeted e-mails.

**Measurement Criteria:** Select strategies for online advertising.

**Measurement Criteria:** Create interactive public relations.

**Measurement Criteria:** Identify sales-promotion techniques for e-commerce.

**Measurement Criteria:** Select techniques for promoting web site.

**Measurement Criteria:** Select techniques to improve online response rate.

**Measurement Criteria:** Incorporate e-commerce into promotional plan.

Performance Element: Manage the e-sales function to determine client needs and wants and to respond through planned, personalized communication.

**Measurement Criteria:** Identify unique aspects of Internet sales.

**Measurement Criteria:** Describe customer support for online sales.

**Measurement Criteria:** Manage online customer support.

**Measurement Criteria:** Determine strategies for online customer support.

**Measurement Criteria:** Recognize the use of brand names in selling.

**Measurement Criteria:** Distinguish between online consumer and organizational
Pathway Topic: Marketing Functions

buying behavior.

**Measurement Criteria:** Develop a plan for online suggestion selling.

**Measurement Criteria:** Evaluate online prospects.

**Measurement Criteria:** Train sales staff in use of the Internet.

**Measurement Criteria:** Develop plan for selling online.