

## CONTENT STANDARD 1.0: INTRODUCTION TO ACCOUNTING

### Performance Standard 1.1: Accounting Careers

- 1.1.1 Identify student and professional accounting organizations and associations.
- 1.1.2 Identify professional designations and certifications in the accounting profession.
- 1.1.3 Describe the educational requirements for various careers, professional designations and certifications in the accounting profession.
- 1.1.4 Describe the skills and competencies needed to be successful in the accounting profession.
- 1.1.5 Describe the areas of specialization within the accounting profession and careers that require a knowledge of accounting.

### Performance Standard 1.2: Accounting Ethics

- 1.2.1 Discuss business ethics for accounting.
- 1.2.2 Explain various types of workplace fraud.
- 1.2.3 Describe how current events impact the accounting professions.
- 1.2.4 Discuss the use of Generally Accepted Accounting Principles (GAAP).
- 1.2.5 Explain the need for a code of ethics and accurate reporting in accounting.
- 1.2.6 Demonstrate ethical decision-making skills and conduct in a business scenario.

### Performance Standard 1.3: Career Development Skills

- 1.3.1 Apply analytical and critical decision-making skills.
- 1.3.2 Demonstrate the ability to work within a team concept.
- 1.3.3 Communicate with liaisons outside the company.
- 1.3.4 Prepare and deliver oral presentations.

### Performance Standard 1.4: Business Ownership

- 1.4.1 Explain types of business ownership.
- 1.4.2 Understand advantages and disadvantages of various types of business entity structures.

## CONTENT STANDARD 2.0: ACCOUNTING CONCEPTS, PROCEDURES, AND STRATEGIES

### Performance Standard 2.1: Accounting Functions

- 2.1.1 Discuss the nature of the accounting cycle.
- 2.1.2 Demonstrate the effects of transactions on the accounting equation.
- 2.1.3 Prepare a chart of accounts.
- 2.1.4 Use T accounts.
- 2.1.5 Explain a variety of source documents.
- 2.1.6 Record transactions in a general journal.
- 2.1.7 Post journal entries to general ledger accounts.
- 2.1.8 Prepare a trial balance.
- 2.1.9 Calculate, journalize, and post adjusting entries.
- 2.1.10 Calculate, journalize, and post closing entries.

- 2.1.11 Prepare a post-closing trial balance.
- 2.1.12 Prepare work sheets.
- 2.1.13 Discuss the purpose of annual reports.
- 2.1.14 Classify items as assets, liabilities, and owner's equity.
- 2.1.15 Examine documents for fundamental error detection.
- 2.1.16 Prepare a bank reconciliation.

## **Performance Standard 2.2: Business Software Application Packages**

- 2.2.1 Identify integrated business software application packages.
- 2.2.2 Demonstrate the ability to use common spreadsheet tools.

## **Performance Standard 2.3: Financial Statements**

- 2.3.1 Prepare balance sheets.
- 2.3.2 Prepare a statement of equity and retained earnings.
- 2.3.3 Prepare income statements.
- 2.3.4 Calculate cost of goods sold.
- 2.3.5 Calculate gross and net profit/loss.
- 2.3.6 Analyze a company's financial situation using its financial statements.
- 2.3.7 Explain how accounting information is used to allocate resources in the business and personal decision-making process.

## **Performance Standard 2.4: Accounts Payable and Accounts Receivable Functions**

- 2.4.1 Explain the nature of accounts payable and accounts receivable.
- 2.4.2 Prepare and post to an accounts payable and accounts receivable subsidiary ledger.
- 2.4.3 Analyze purchase and sales transactions.
- 2.4.4 Prepare an accounts payable and accounts receivable schedule.
- 2.4.5 Determine uncollectable accounts receivable and establish reserve for bad debt.
- 2.4.6 Utilize accounting methods to track, record, and analyze business costs.

## **Performance Standard 2.5: Asset Protection and Internal Controls**

- 2.5.1 Explain cash control procedures, e.g., internal and external controls and cash clearing.
- 2.5.2 Prove cash.
- 2.5.3 Journalize and post entries to establish and replenish petty cash.
- 2.5.4 Journalize and post entries related to banking activities.
- 2.5.5 Prepare and endorse checks.
- 2.5.6 Prepare a deposit slip and compute the checkbook balance.

## **Performance Standard 2.6: Inventory Records to Track Current Assets**

- 2.6.1 Record inventory usage.
- 2.6.2 Process inventory invoice.
- 2.6.3 Process inventory adjustments.
- 2.6.4 Determine the value and cost of inventory, e.g. Last In First Out (LIFO) method, First In First Out (FIFO) method, and weighted average.

**Performance Standard 2.7: Long-Term Assets**

- 2.7.1 Record the purchase of different types of assets.
- 2.7.2 Determine the book value of a long term asset.
- 2.7.3 Prepare depreciation schedules using various methods.
- 2.7.4 Record the disposition of assets.

**Performance Standard 2.8: Payroll Procedures**

- 2.8.1 Maintain employee earnings records.
- 2.8.2 Calculate employee earnings, e.g., gross earnings, net pay.
- 2.8.3 Calculate employee-paid withholdings, e.g., federal, state, personal deductions.
- 2.8.4 Prepare a payroll register.
- 2.8.5 Record the payroll in the general journal.
- 2.8.6 Describe compliance of payroll regulations.

**CONTENT STANDARD 1.0: USE STANDARD OFFICE SOFTWARE APPLICATIONS****Performance Standard 1.1: Demonstrate Proficiency in Word Processing**

- 1.1.1 Use a template to create a business document.
- 1.1.2 Create tables, charts, and graphs to depict information.
- 1.1.3 Demonstrate appropriate formatting and design to create business documents (i.e., letters, emails, memos, reports, and proposals).
- 1.1.4 Demonstrate competency in keyboarding and 10-key.
- 1.1.5 Draft, edit, and revise written work.
- 1.1.6 Create various desktop publications (e.g., newsletters, certificates, brochures, and flyers).
- 1.1.7 Use data to create mail merging with other software applications.

**Performance Standard 1.2: Demonstrate Proficiency in Spreadsheet Applications**

- 1.2.1 Generate formulas and use functions to solve a problem.
- 1.2.2 Use formatting and editing to create a spreadsheet.
- 1.2.3 Create tables, charts, and graphs to depict information.
- 1.2.4 Demonstrate sorting and filtering data.
- 1.2.5 Export data to other software applications.
- 1.2.6 Import data to create spreadsheets.
- 1.2.7 Implement security measures for spreadsheet protection.

**Performance Standard 1.3: Demonstrate Proficiency in Database Applications**

- 1.3.1 Use data to create tables.
- 1.3.2 Create forms to collect and enter data.
- 1.3.3 Formulate reports utilizing data queries to convey meaningful information.
- 1.3.4 Use filters to answer inquiries and create final reports.
- 1.3.5 Edit and revise collected data.

**Performance Standard 1.4: Demonstrate Proficiency in Presentation Software**

- 1.4.1 Use a template to create a presentation.
- 1.4.2 Demonstrate appropriate formatting and design of business presentations.
- 1.4.3 Edit and revise presentation content consistent with professional standards.
- 1.4.4 Customize presentations (e.g., animations, transitions, hidden slides, sound files).
- 1.4.5 Capture and insert graphics, audio, and video appropriate to the presentation.
- 1.4.6 Manage presentations (e.g., use rehearsed timings, screen navigation tools, pen, highlighter).

**Performance Standard 1.5: Demonstrate Proficiency in Technology Media**

- 1.5.1 Evaluate Internet research sites for credibility and reliability.
- 1.5.2 Manage an electronic file storage system.
- 1.5.3 Recognize the potential risks associated with information management.
- 1.5.4 Identify and apply information security practices (e.g., password security, login, logout).
- 1.5.5 Practice safe, legal, and responsible use of technology in the workplace.
- 1.5.6 Demonstrate effective and appropriate use of social media.

**CONTENT STANDARD 2.0: UNDERSTAND ACCOUNTING FUNCTIONS****Performance Standard 2.1: Perform Accounting Procedures**

- 2.1.1 Balance cash and receipts.
- 2.1.2 Balance bank statements with checkbook.
- 2.1.3 Maintain accounting records (e.g., AP, AR, payroll, cost, tax).

- 2.1.4 Process invoices for payment.
- 2.1.5 Prepare bank deposits.
- 2.1.6 Prepare purchase requisitions.
- 2.1.7 Complete travel vouchers.
- 2.1.8 Document and process receipt of payment.
- 2.1.9 Explain the nature of accounts payable and accounts receivable.
- 2.1.10 Manage budget allocation.

## **CONTENT STANDARD 3.0: UNDERSTAND LEGAL AND ETHICAL ISSUES THAT IMPACT BUSINESS**

### **Performance Standard 3.1: Understand Legal Issues in Business**

- 3.1.1 Describe various fraudulent business activities.
- 3.1.2 Explain legal issues associated with information management.
- 3.1.3 Describe methods used to protect copyrights, intellectual property, and corporate property.
- 3.1.4 Research local, state, and federal regulations impacting business operations.
- 3.1.5 Discuss the importance of maintaining records for software licenses.
- 3.1.6 Describe employee rights in the workplace.

### **Performance Standard 3.2: Understand Ethics in Business**

- 3.2.1 Explain ethical characteristics and traits.
- 3.2.2 Discuss business ethics in the office environment.
- 3.2.3 Describe the importance of workplace confidentiality.
- 3.2.4 Discuss and examine ethical usage of media content.

## **CONTENT STANDARD 4.0: UNDERSTAND THE IMPORTANCE OF POSITIVE CUSTOMER RELATIONS**

### **Performance Standard 4.1: Foster Positive Relationships with Customers**

- 4.1.1 Recognize the importance of and demonstrate how to properly acknowledge customers/clients.
- 4.1.2 Identify and address needs of customers/clients.
- 4.1.3 Provide helpful, courteous, and knowledgeable service.
- 4.1.4 Identify appropriate channels of communication with customers/clients (e.g., phone call, face-to-face, email, Web, social media, technology).
- 4.1.5 Identify techniques to seek and use customer/client feedback to improve company services.
- 4.1.6 Recognize the relationship between customer/client satisfaction and company success.

### **Performance Standard 4.2: Resolve Conflicts with/for Customers**

- 4.2.1 Identify conflict resolution skills to enhance productivity and improve workplace relationships.
- 4.2.2 Implement conflict resolution strategies and problem-solving skills.
- 4.2.3 Explain the role of documentation as a component in conflict resolution.

## **CONTENT STANDARD 5.0: UNDERSTAND BUSINESS COMMUNICATION**

### **Performance Standard 5.1: Demonstrate Written and Oral Communication**

- 5.1.1 Prepare correspondence (e.g., memo, business letter, electronic mail).
- 5.1.2 Proofread for all content, format, and keying errors.
- 5.1.3 Transcribe notes from written, verbal, and/or recorded formats.
- 5.1.4 Prepare agendas and compile materials for meetings.
- 5.1.5 Communicate with liaisons outside the company.

5.1.6 Prepare and deliver oral presentations.

## **CONTENT STANDARD 6.0: UNDERSTAND BUSINESS AND OFFICE OPERATIONS**

### **Performance Standard 6.1: Manage Office Functions for a Business**

- 6.1.1 Demonstrate management of office projects and meeting deadlines.
- 6.1.2 Explain purchasing, shipping, and receiving procedures.
- 6.1.3 Make travel arrangements for business purposes.
- 6.1.4 Plan and organize a meeting.
- 6.1.5 Describe the function of facilities management.
- 6.1.6 Plan organization/department activities.
- 6.1.7 Create and maintain electronic office calendars, tasks, appointments, resources.

### **Performance Standard 6.2: Understand Mail/Shipping Processes**

- 6.2.1 Process incoming and outgoing mail.
- 6.2.2 Identify special mail services through USPS (e.g., certified, registered, return receipt).
- 6.2.3 Identify mail/shipping couriers (e.g., FEDEX, UPS, DHL).

### **Performance Standard 6.3: Understand Telephone Techniques and Etiquette**

- 6.3.1 Identify techniques for answering, screening, and placing calls.
- 6.3.2 Identify techniques for placing callers on hold, transferring calls, and taking/leaving messages.
- 6.3.3 Locate telephone numbers and contact information.

### **Performance Standard 6.4: Understand File/Records Management**

- 6.4.1. Identify types of filing supplies, procedures, and systems.
- 6.4.2. File office information manually and electronically.
- 6.4.3. Retrieve information from files.
- 6.4.4. List the phases of a record life cycle.

### **Performance Standard 6.5: Understand How Businesses are Organized**

- 6.5.1. Describe the differences between the various types of business ownership.
- 6.5.2. Describe the hierarchy of a business organization and the roles of key officers in an organization.
- 6.5.3. Compare and contrast various types of management styles.

### **Performance Standard 6.6: Understand Proper Use of Office Tools and Equipment**

- 6.6.1. Identify when to use facsimile versus scanned documents.
- 6.6.2. Discuss copy machine usage and maintenance.
- 6.6.3. Operate 10-Key calculator.
- 6.6.4. Set up and use audio visual equipment.
- 6.6.5. Explain the use of multi-line phones and conference calls.
- 6.6.6. Describe web-based and video conferencing.
- 6.6.7. Discuss technology device trends as applied to business environments.

### **Performance Standards 6.7: Investigate Careers in Administrative Services**

- 6.7.1. Research various careers related to administrative services and office management.
- 6.7.2. Compare personal traits, likes, and dislikes with characteristics typical in administrative services careers.
- 6.7.3. Explain the role and responsibilities of administrative assistants.

**CONTENT STANDARD 1.0: BUSINESS FUNDAMENTALS****Performance Standard 1.1: Fundamental Business Concepts**

- 1.1.1 Define and describe the marketing concept.
- 1.1.2 Explain the impact of marketing on the consumer.
- 1.1.3 Explain the diverse set of activities involved in marketing.
- 1.1.4 Compare and contrast marketing strategies for products, services, ideas and persons.

**CONTENT STANDARD 2: ECONOMIC SYSTEMS, INDICATORS/TRENDS, AND INTERNATIONAL CONCEPTS****Performance Standard 2.1: Fundamental Economic Concepts**

- 2.1.1 Distinguish between economic goods and services.
- 2.1.2 Explain the concept of economic resources.
- 2.1.3 Describe the nature and scope of economics and economic activities.
- 2.1.4 Distinguish between the forms of economic utility.
- 2.1.5 Explain the principles of supply, demand, and equilibrium.
- 2.1.6 Compare and contrast the relationship between scarcity, trade and production.
- 2.1.7 Explain how quantity demand, quantity supply, and elasticity affect price.
- 2.1.8 Describe economic concepts that relate to and affect marketing decisions.

**Performance Standard 2.2: Fundamental Economic Systems**

- 2.2.1 Explain the types of economic systems.
- 2.2.2 Explain the concept of private enterprise.
- 2.2.3 Explain the nature of competition.
- 2.2.4 Explain how and why government plays a role in a market economy.
- 2.2.5 Compare and contrast the fundamental economic systems with its relationship between government and business.

**Performance Standard 2.3: Basic Economic Indicators/Trends**

- 2.3.1 Explain the concept of productivity.  
Describe the nature of current global economic events and how they influence marketing decisions.
- 2.3.2
- 2.3.3 Explain measures used to analyze economic conditions.
- 2.3.4 Determine the impact of economic cycles on business activities.
- 2.3.5 Explain the economic impact of interest rate fluctuations.

**Performance Standard 2.4: International Marketing and Trade**

- 2.4.1 Explain the nature of international marketing and trade.
- 2.4.2 Identify the impact of cultural and social environments on world marketing and trade.
- 2.4.3 Evaluate factors that influence a nation's ability to trade.
- 2.4.4 Define the purpose of the major trade alliances between countries.
- 2.4.5 Explain how scarcity and surplus influence trade between two or more countries.



**CONTENT STANDARD 3: ETHICS IN MARKETING****Performance Standard 3.1: Code of Ethics**

- 3.1.1 Describe how and why different cultures have different ethical systems.
- 3.1.2 Explain the importance of trust for the successful conduct of business.
- 3.1.3 Differentiate between ethics and government relations.
- 3.1.4 Give examples of how unethical behavior leads to governmental regulations.
- 3.1.5 Identify ethical considerations relating to marketing and product development.
- 3.1.6 Determine how patents, copyrights, and trademarks are used to combat unethical behavior.
- 3.1.7 Illustrate how unethical behavior can lead to fraudulent behavior.

**CONTENT STANDARD 4: EXTERNAL FACTORS TO BUSINESS****Performance Standard 4.1: External Factors that Impact Business**

- 4.1.1 Explain how government regulations influence marketing decisions.
- 4.1.2 Describe how the economy influences marketing decisions.
- 4.1.3 Recognize how the environment influences marketing decisions.
- 4.1.4 Provide an example for how special interest groups influence marketing decisions.
- 4.1.5 Analyze how cultural differences influence marketing decisions.
- 4.1.6 Synthesize how technology influences marketing decisions.
- 4.1.7 Evaluate how competition influences marketing decisions.

**CONTENT STANDARD 5: PRODUCT/SERVICE MANAGEMENT****Performance Standard 5.1: Product Life Cycle**

- 5.1.1 Describe how new product/services are conceived, developed, and test marketed.  
List the stages of the product life cycle and identify the stage in which a product is
- 5.1.2 located.

**Performance Standard 5.2: Product Packaging and Branding**

- 5.2.1 Name the common elements of a product's packaging.
- 5.2.2 Explain the various functions of packaging and why each is important.
- 5.2.3 Identify the qualities of effective branding.
- 5.2.4 Differentiate between brand name and generic products.

**Performance Standard 5.3: Product Mix and Extensions**

- 5.3.1 Define the nature of a product mix in a particular company.
- 5.3.2 Identify product mix decisions that must be made in order to successfully market the product or service.
- 5.3.3 Explain the advantages and disadvantages of product line diversification (i.e., extending product lines and adding new ones).
- 5.3.4 Define industrial or consumer product categories and provide examples of products that fit each category.
- 5.3.5 Explain the need for comprehensive marketing of the extended product such as warranty, service, contract, etc.



**CONTENT STANDARD 6: PRICING****Performance Standards 6.1.: Roles of Pricing and Pricing Strategies**

- 6.1.1 Identify the various objectives of pricing.
- 6.1.2 Identify the factors that will influence product price.
- 6.1.3 Identify various pricing policies and the circumstances in which each is applicable.
- 6.1.4 Explain the use of break-even analysis to determine price.
- 6.1.5 Calculate product price using a variety of methods.
- 6.1.6 Calculate a break-even point using cost and price information.
- 6.1.7 Explain the relationship between price and perceived quality.
- 6.1.8 Describe how economies of scale attained through mass production affect pricing strategy.

**CONTENT STANDARD 7: PLACE/DISTRIBUTION****Performance Standard 7.1: Distribution Processes and Plans**

- 7.1.1 Explain how channel management related to other marketing activities.
- 7.1.2 Explain the nature of channel member relationships.
- 7.1.3 Explain the nature of channel strategies.
- 7.1.4 Describe how distribution channels are selected.
- 7.1.5 Describe inventory control systems and how they are selected.
- 7.1.6 Discuss a typical order fulfillment process.
- 7.1.7 Assess inventory control methods in order to minimize costs and meet customer demand.
- 7.1.8 Identify sources of inventory loss and describe how to minimize shrinkage.

**CONTENT STANDARD 8: PROMOTIONAL MIX****Performance Standard 8.1: Advertising**

- 8.1.1 Identify the various mediums available for advertising.
- 8.1.2 Demonstrate the basics of the design process in graphics.
- 8.1.3 Describe the elements of an effective advertisement.
- 8.1.4 Identify the factors that determine media selection.
- 8.1.5 Explain how research can be used in the advertising process (e.g., pretesting, post testing).
- 8.1.6 Describe the roles of advertising in the creative process.
- 8.1.7 Explain how changing technology affects advertising.
- 8.1.8 Develop an advertising budget.

**Performance Standard 8.2: Sales Promotion**

- 8.2.1 Choose appropriate sales promotion tools for a particular product or service.
- 8.2.2 Compare and contrast the alternative forms of sales promotion.
- 8.2.3 Describe the factors used to determine the proportion of the promotional budget that should be allocated to sales promotion vs. advertising.

- 8.2.4 Describe how marketers combine trade and consumer promotions in developing effective promotional programs.
- 8.2.5 Distinguish between visual merchandising and a display.
- 8.2.6 Prepare merchandise for display and instructions for its maintenance.
- 8.2.7 Critique the layout of a local department store in terms of ease of entry, traffic flow, display space, and customer conveniences.
- 8.2.8 Create a themed display.

### **Performance Standard 8.3: Public Relations**

- 8.3.1 Identify the various forms of public relations activities used by marketers.
- 8.3.2 Critique public relations activities being used by marketers.
- 8.3.3 Differentiate between public relations activities (which are largely controllable) and publicity (which is largely uncontrollable).
- 8.3.4 Discuss ways in which companies can manage unfavorable publicity.

### **Performance Standard 8.4: Personal Sales**

- 8.4.1 Explain the importance of personal selling in a company's operation.
- 8.4.2 Demonstrate the steps involved in the selling process.
- 8.4.3 Describe the qualities necessary for success as a sales manager.
- 8.4.4 Identify the roles played by people involved in the purchase or use of the product (i.e. buyer, influencer, user).
- 8.4.5 Evaluate a variety of sales approaches (e.g. order-getting vs. order-taking).
- 8.4.6 Describe how sales forecasting contributes to business success.
- 8.4.7 Identify the various types of sales personnel and their functions.
- 8.4.8 Analyze customer's rational and emotional buying motives and decisions.
- 8.4.9 Analyze various products to identify the features and benefits of each.

## **CONTENT STANDARD 9: RETAIL MANAGEMENT**

### **Performance Standard 9.1: Retailing Support Activities**

- 9.1.1 Define cash, credit and debit card, and layaway sales transactions.
- 9.1.2 Define returns, exchanges, and allowances.
- 9.1.3 Describe the use of technology in the selling function.
- 9.1.4 Demonstrate how to create a sales invoice.
- 9.1.5 Compute the sales tax on a sales invoice.
- 9.1.6 Explain the miscellaneous charges that may be part of a sale.
- 9.1.7 Demonstrate proper cash control procedures (balancing cash drawer, giving proper change to customers, and calculating discounts).

## **CONTENT STANDARD 10: MARKET RESEARCH**

### **Performance Standard 10.1: Market Research Project**

- 10.1.1 Identify the steps in the market research process.
- 10.1.2 Explain the purposes for conducting market research.
- 10.1.3 Differentiate between primary and secondary sources of data.
- 10.1.4 Compare and contrast qualitative and quantitative research.

10.1.5 Evaluate the various data collection and sampling techniques.

### **CONTENT STANDARD 11: MARKET CHARACTERISTICS**

#### **Performance Standard 11.1: Marketing Segmentation**

- 11.1.1 Differentiate between the consumer market and non-consumer market.
- 11.1.2 Describe various methods of market segmentation.
- 11.1.3 Explain the marketing potential of multiple segments.
- 11.1.4 Identify a target market for a given product or service.
- 11.1.5 Explain why market segmentation is important to the achievement of market goals.
- 11.1.6 Explain the marketing strategies used to reach a given target market.

#### **Performance Standard 11.2: Market Positioning**

- 11.2.1 Explain how the characteristics of a given product or service contribute to a company's competitive advantage.
- 11.2.2 Identify why manufacturing locations are often close to the market served.
- 11.2.3 Determine extended product features that give a product a competitive advantage.
- 11.2.4 Contrast a domestic and international marketing plan for a given product or service.

### **CONTENT STANDARD 12: MARKETING PLANS**

#### **Performance Standard 12.1: Components of Marketing Plans**

- 12.1.1 Explain why market planning is essential for organization and product success.
- 12.1.2 Identify the steps involved in the development of a marketing plan.
- 12.1.3 Explain how the marketing plan addresses all elements of an organization's marketing activities.
- 12.1.4 Differentiate between strategic and short-term tactical planning.
- 12.1.5 Demonstrate the ability to develop a marketing plan.

### **CONTENT STANDARD 13: E-MARKETING**

#### **Performance Standard 13.1: Concepts, Strategies, Language and Systems to Convey Ideas and Information**

- 13.1.1 Define digital marketing.
- 13.1.2 Describe the benefits of digital marketing.
- 13.1.3 Compare and contrast digital marketing to traditional marketing.
- 13.1.4 Discuss how technology changes customer behaviors.
- 13.1.5 Explain how digital media and multimedia are used in marketing strategies.
- 13.1.6 Specify required elements needed in social media content designed for marketing campaigns.
- 13.1.7 Provide examples of how organizations use online media platforms as effective marketing tools.
- 13.1.8 Identify important metrics required for effective e-marketing.
- 13.1.9 Identify legal and ethical considerations in digital media and e-marketing.
- 13.1.10 Explain other key terms and concepts related to digital marketing including: SEL, Google analytics and Adwords, link strategies, e-mail campaigns, mobile marketing, electronic signatures, and server-based computing.

**CONTENT STANDARD 14: FINANCING AND FINANCIAL ANALYSIS****Performance Standard 14.1: Nature And Scope of Financing**

- 14.1.1 Explain the nature and scope of financing a marketing campaign.
- 14.1.2 Analyze the need for banking relations.
- 14.1.3 Identify and analyze the risks associated with obtaining business credit.  
Explain the advantages and disadvantages of the use of bank and/or store cards for
- 14.1.4 business transactions.
- 14.1.5 Explain loan evaluation criteria used by lending institutions.
- 14.1.6 Complete business or personal loan application package.
- 14.1.7 Complete a personal budget and set financial goals.
- 14.1.8 Explain the legal considerations for credit use.

**Performance Standard 14.2: Financial Resources**

- 14.2.1 Explain the time value of money.
- 14.2.2 Project the total cash needed to start a business.
- 14.2.3 Determine the differences between marginal costs and sunk costs.
- 14.2.4 Recommend records needed for the daily operation of a planned business.
- 14.2.5 Prepare pro forma financial statements for a planned business.
- 14.2.6 Understand the role of financial ratios in decision making.
- 14.2.7 Determine the financial condition of a business based on its financial records.
- 14.2.8 Identify potential threats and opportunities to protect a business's financial well-being.
- 14.2.9 Estimate project costs and return on marketing investment (ROMI).
- 14.2.10 Explain the financial implications of product cannibalization.