



Career Technical Education Content Standards

Business and Marketing Education

Revised and Adopted by the State Board of Education on August 31, 2017

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.

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- 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: FUNCTIONS OF MANAGEMENT

Performance Standard 1.1: Planning Function

- 1.1.1. Explain what planning is and why it is done.
- 1.1.2. Demonstrate the ability to set priorities.
- 1.1.3. Apply the decision-making process to a business application.
- 1.1.4. List the steps in problem solving.
- 1.1.5. Define the role of strategic planning in a business.
- 1.1.6. Identify factors involved with a strategic plan.
- 1.1.7. Describe the process involved in developing a budget.
- 1.1.8. Evaluation and measurement strategies for the effectiveness of plan implementation.
- 1.1.9. Explore company values, vision and mission statement.

Performance Standard 1.2: Organizing Function

- 1.2.1. Explain the importance of organizing for the business.
Explain how the organizing function relates to using various resources to accomplish
- 1.2.2. strategic goals.
- 1.2.3. Explain the advantages and disadvantages of centralization and decentralization.
Describe how the organization provides for accountability through authority and
- 1.2.4. responsibility.
- 1.2.5. Demonstrate ability to delegate responsibilities.
- 1.2.6. Develop procedures for efficient workflow.
- 1.2.7. Prepare an agenda and conduct an orderly meeting.

Performance Standard 1.3: Directing Function

- 1.3.1. Identify the need for leadership.
- 1.3.2. Identify leaders.
- 1.3.3. Describe leadership qualities (e.g., personality traits) of effective leaders.
Compare and contrast alternative leadership styles and the appropriate style for a given
- 1.3.4. situation.
- 1.3.5. Compare and contrast the leading/directing function to other management functions.
- 1.3.6. Describe management's role in stimulating innovation and creativity.

Performance Standard 1.4: Controlling and Evaluating Functions

- 1.4.1. Define the control function and discuss how to apply it to one's life.
- 1.4.2. Discuss why the control function is used in business.
- 1.4.3. Determine the controlling strategy to be used for a given business situation
Determine alternative actions when goals are not being met in a specific situation (e.g.,
- 1.4.4. changing goals, changing strategies)
Prepare managerial reports about production, personnel, equipment, and operational
- 1.4.5. costs.

1.4.6. Evaluate job applicants based upon interviews.

CONTENT STANDARD 2.0: FINANCIAL DECISION MAKING

Performance Standard 2.1: Internal and External Financial Statements

2.1.1. Describe why financial statements are important

2.1.2. Analyze and interpret data on financial statements

Performance Standard 2.2: Financial Data in Planning

2.2.1. Distinguish between short- and long-term plans.

2.2.2. Describe how a sales forecast can be a short- or long-term plan.

Performance Standard 2.3: Funding Sources

2.3.1. Identify traditional sources for securing financing.

2.3.2. Compare and contrast traditional and nontraditional sources for securing financing.

2.3.3. Identify the relationships among price, market share, and profitability.

CONTENT STANDARD 3.0: COMPETITIVE ANALYSIS AND MARKETING STRATEGIES

Performance Standard 3.1: Business Competition

3.1.1. Identify ways businesses compete with one another (e.g., quality, service, status, price).

3.1.2. Define market share.

3.1.3. Compare and contrast various forms of competition (e.g., pure competition, oligopoly, monopolistic).

3.1.4. Describe how various laws impact competition (e.g., Sherman Act, Robinson-Patman).

Performance Standard 3.2: Competitive Advantage

3.2.1. Calculate the return on investment when given a set of financial data.

3.2.2. Describe ways to increase market share.

3.2.3. Analyze relative competitive strengths and weaknesses using appropriate tools [e.g., strengths, weaknesses, opportunities, threats (SWOT)].

Performance Standard 3.3: Internal Comparisons and External Research Services

3.3.1. Explain the purposes of external research services and explain why businesses use them for competitive purposes.

3.3.2. Explain the purposes of internal research services and why businesses use them (e.g., consumer affairs, consumer panels, and marketing research).

3.3.3. Describe why an ongoing analysis of customer satisfaction is necessary for attaining competitive advantage.

CONTENT STANDARD 4.0: HUMAN RESOURCE MANAGEMENT

Performance Standard 4.1: Employee Development

4.1.1. Explain why orientation and ongoing training are needed for successful employee performance.

4.1.2. State why professional development is a shared responsibility between the business and the individual.

4.1.3. Identify different types of orientation and training needed.

4.1.4. Explain the relationship of continuous training to professional development.

4.1.5. Identify the benefits of other forms of employee development (e.g., workshops, conferences, course work, and professional associations).

4.1.6. Determine preventive actions for office communication problems.

4.1.7. Describe diversity and explain why it matters (e.g. social media).

Performance Standard 4.2: Evaluation

4.2.1. Explain the need for employee evaluation.

4.2.2. Explain how employees are evaluated.

4.2.3. Identify the consequences to employees of positive or negative performance appraisals.

4.2.4. Describe the procedures used in the evaluation process and why they are needed.

4.2.5. Design an evaluation system.

4.2.6. Describe the legal implications of using performance appraisals to terminate or demote employees.

4.2.7. Choose appropriate action in solving problems involving violation of business principles.

Performance Standard 4.3: Recruiting and Selection

4.3.1. Identify recruiting sources of new employees.

4.3.2. Identify methods used to recruit and select employees.

4.3.3. Complete a job application form.

4.3.4. Describe legislation affecting the selection process and why it is important (e.g., affirmative action, right to privacy).

4.3.5. Identify common selection tools and determine why they are used (e.g., interview, tests, reference checks).

4.3.6. Develop a job description and determine how it will be used in the recruiting process.

Performance Standard 4.4: Labor Contract Implementation

4.4.1. Describe the common elements of a labor contract.

4.4.2. Outline the procedures involved in the grievance process.

4.4.3. Discuss the role of human resources personnel in the collective bargaining process.

Performance Standard 4.5: Compensation, Promotion, Benefits, and Incentives

4.5.1. Identify benefits available to all employees.

4.5.2. Explain the methods used to compensate employees (e.g., wages, salary, commission).

4.5.3. Identify various career paths available to employees.

4.5.4. Calculate wages paid under various compensation methods.

4.5.5. Describe policies and procedures used to manage compensation (e.g., company performance, benchmarking, profit sharing).

4.5.6. Establish criteria for promoting employees.

4.5.7. Describe the relative merits and possible disadvantages of internal promotion vs. hiring from outside.

Performance Standard 4.6: Separation, Termination and Transition

4.6.1. Define the concept of downsizing and why it occurs.

4.6.2. Describe programs available to assist displaced employees.

4.6.3. Discuss how internal and external factors can affect downsizing (e.g., economy, competition, government regulations).

4.6.4. Identify the consequences of downsizing on the individual, the company, the economy, and society.

- 4.6.5. Discuss whether a company has a responsibility to provide retraining programs and severance packages for displaced workers.

Performance Standard 4.7: Labor Legislation

- 4.7.1. Describe how the workplace has changed as a result of labor legislation (e.g., drug testing, ADA, sexual harassment, safety).
- 4.7.2. Describe why the workplace has changed as a result of labor legislation.
- 4.7.3. Discuss the viability of specific labor legislation.
- 4.7.4. Discuss the effect of legislation has had on company productivity and profitability.

Performance Standard 4.8: Internal Communications

- 4.8.1. Describe the methods used by management to communicate with employees (e.g., formal and informal).
- 4.8.2. Demonstrate the effective use of various communication methods.
- 4.8.3. Differentiate among the various electronic and non electronic telecommunication methods.
- 4.8.4. Explain the importance of timely communication of information pertinent to employees.

CONTENT STANDARD 5.0: ORGANIZATIONAL STRUCTURE

Performance Standard 4.1: Basic Organizational Structures

- 5.1.1. Identify the levels of management.
- 5.1.2. Describe line vs. staff departments and the authority relationship between them.
- 5.1.3. Differentiate between tall and flat organizational structures.

Performance Standard 5.2: Business Ownership

- 5.2.1. Identify and provide examples of basic ownership forms.
- 5.2.2. Compare and contrast the forms of business ownership.
- 5.2.3. Identify variations of basic ownership forms (e.g., franchises, employee stock ownership programs).

Performance Standard 5.3: Organizational Models

- 5.3.1. State the advantages and disadvantages of the team concept to the organization.
- 5.3.2. Discuss the interrelationships of a variety of organizational models (e.g., line, line and staff, functional).
- 5.3.3. Analyze organizational charts and determine how they need to be modified.
- 5.3.4. Design an organizational chart.
- 5.3.5. Describe the effects of group dynamics on group decision making and consensus building.

CONTENT STANDARD 6.0: GENERAL MANAGMENET SKILLS

Performance Standard 6.1: Time Management Skills

- 6.1.1. Discuss the importance of time management, both professionally and personally, including the consequences of poor time management skills.
- 6.1.2. Perform a personal time management analysis for a given period of time.

6.1.3. Develop a time management plan using cases and simulations.

Performance Standard 6.2: Technology in Management

6.2.1. Describe the role of technology in the overall management process.

6.2.2. Use current technology in various facets of the managerial process.

Performance Standard 6.3: Networking Skills

6.3.1. Describe the advantages of networking in order to achieve personal and professional advancement.

6.3.2. Identify available resources inside and outside of the school useful for making professional contacts (e.g., career development centers, business schools, alumni, business leaders).

6.3.3. Develop liaisons with community and professional organizations using strategies such as internships, volunteer work, and membership in organizations.

6.3.4. Demonstrate a knowledge of professional organizations.

Performance Standard 6.4: Entrepreneurial Thinking

6.4.1. Define the entrepreneurial way of thinking and describe why it is important (e.g. opportunity recognition).

6.4.2. Use the entrepreneurial way of thinking in one's own life.

6.4.3. Apply the entrepreneurial way of thinking to solving managerial problems.

CONTENT STANDARD 7.0: KNOWLEDGE OF ETHICS

Performance Standard 7.1: Ethics in Decision Making

7.1.1. Describe a personal code of ethical behavior.

7.1.2. Explain the importance of trust for the successful conduct of business.

7.1.3. Give examples of how unethical behavior results in higher prices for consumers (e.g., insurance fraud).

7.1.4. Describe how and why different cultures have different ethical systems.

7.1.5. Explain the difference between ethics and governmental regulations.

7.1.6. Describe a business code of ethical behavior.

7.1.7. Give examples of how unethical behavior leads to governmental regulations.

7.1.8. Determine appropriate action in situations requiring application of business ethics.

7.1.9. Explain the law of precedent in the legal system.

7.1.10. Discuss legislation related to technology with a focus on electronic transitions, computers, and the internet.

Performance Standard 7.2: Code of Ethics

7.2.1. Identify ethical considerations resulting from technological advances (e.g., computer snooping or hacking).

7.2.2. Identify ethical considerations resulting from increasing international competition (e.g., dumping goods on the market at below-cost prices; and trading with countries where unfair labor practices, bribery, and human rights violations exist).

7.2.3. Identify ethical considerations resulting from increasing business positioning with politicians (e.g., should gifts, lobbying, and honoraria be given to political leaders for business gain?).

- 7.2.4. Identify ethical considerations involving employer/employee relationships (e.g., poor working conditions, hours wasted on the job, employee theft).
- 7.2.5. Identify ethical considerations affecting consumers (e.g., false advertising, shoplifting).
- 7.2.6. Select the best ways to handle confidential information.
- 7.2.7. Examine the role of social responsibility in decision making.

Performance Standard 7.3: Social Responsibility

- 7.3.1. Define social responsibility.
- 7.3.2. Identify ways in which a business organization demonstrates social responsibility.
- 7.3.3. Identify ways in which a business organization demonstrates social responsibility toward its internal and external stakeholders.
- 7.3.4. Discuss the impacts resulting from business organizations being socially responsibility toward their internal and external stakeholders.
- 7.3.5. Recognize the long-term impact of practicing social responsibility.
- 7.3.6. Identify government regulations that have resulted from social irresponsibility.

CONTENT STANDARD 8.0: GOVERNMENT REGULATIONS AND SOCIAL RESPONSIBILITY

Performance Standard 8.1: Government Regulations

- 8.1.1. Compare the relative merits of having more vs. less government regulation of business.
- 8.1.2. Identify the effects regulation has had on specific industries (e.g., long-distance telephone service).
- 8.1.3. Compare specific government regulations and their impact on doing business both domestically and internationally.
- 8.1.4. Identify the regulating responsibilities held by various government agencies (e.g., FTC, USDA, CPSC).
- 8.1.5. Discuss how business influences government regulation (e.g., through lobbying).

Performance Standard 8.2: Community Involvement

- 8.2.1. Discuss why the definition of “community” (e.g., local area, regional area, national, international) differs among businesses.
- 8.2.2. Identify specific ways in which a company can help its community (e.g., jobs, taxes, contributions to special community projects).
- 8.2.3. Explain the pros and cons of various levels of community involvement by a business.

CONTENT STANDARD 9.0: FUNCTIONS OF ORGANIZED LABOR

Performance Standard 9.1: Roles of Organized Labor and its Influences

- 9.1.1. Describe the history of the labor movement and why unions were organized.
- 9.1.2. Describe the collective bargaining process including the use of mediators and arbitrators.
- 9.1.3. Describe legal strategies used by labor and management to gain competitive advantage in contract negotiations (e.g., strikes, boycotts, layoffs, lockouts).
- 9.1.4. Identify federal legislation which has affected organized labor and management and explain its effect.
- 9.1.5. Explain why the participation of workers in labor unions has changed.
- 9.1.6. Describe illegal strategies which have been used by labor and management to gain competitive advantage (e.g., wildcat strikes, secondary boycotts, preventing workers

from forming unions).

9.1.7. Describe the changing provisions for the labor contract and reasons for such changes.

9.1.8. Describe the process involved in forming and operating a labor union.

CONTENT STANDARD 10.0: OPERATIONS MANAGEMENT

Performance Standard 10.1: Operations Management Principles and Procedures

Describe the importance of maintaining close working relationships with external

10.1.1. suppliers.

Identify the factors considered when selecting suppliers (e.g., quality, price, reliable

10.1.2. delivery).

10.1.3. Identify sources for raw materials and parts, both domestic and international.

10.1.4. Compare and contrast the production of parts internally vs. procurement from external sources.

Performance Standard 10.2: Managing Inventory

10.2.1. Identify the problems associated with having too much or too little inventory.

10.2.2. Apply methods used to count and inspect incoming inventory.

10.2.3. Identify the basic forms of inventory carried by a manufacturing firm (e.g., materials and parts, work in process, finished goods).

10.2.4. Identify appropriate situations in which a Just-In-Time inventory system can and should be used.

10.2.5. Develop a system for maintaining inventory system can and should be used.

10.2.6. Develop a system for maintaining inventory control (e.g., receiving, tracking, securing, reordering).

CONTENT STANDARD 11.0: POSITIVE CUSTOMER RELATIONS

Performance Standard 11.1: Positive Relationships to Enhance Company Image

11.1.1. Evaluate the nature of positive customer relations.

11.1.2. Demonstrate a customer service mindset.

11.1.3. Apply business policies to respond appropriately to customer inquiries.

11.1.4. Explain management's role in customer relations.

Performance Standard 11.2: Resolving Conflicts to Encourage Repeat Business

11.2.1. Resolve difficult customer situations.

11.2.2. Formulate solutions to customer/client complaints.

Performance Standard 11.3: Brand Promise

11.3.1. Describe a company's brand promise.

11.3.2. Determine ways of reinforcing a company's image through employee performance.

Performance Standard 11.4: Customer Relationship Management

11.4.1. Discuss the nature of customer relationship management.

11.4.2. Explain the role of ethics in customer relationship management.

11.4.3. Describe the use of technology in customer relationship management.

CONTENT STANDARD 12.0: PROJECT MANAGEMENT

Performance Standard 12.1: Project Plan

12.1.1. Prepare and critique a project plan.

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- 12.1.2. Explain the importance of organizing the implementation of the plan.
- 12.1.3. Explain the various resources available to accomplish the goal of plan implementation.
- 12.1.4. Describe the elements of project delegation.
Describe how proper implementation of human resources provides accountability by
- 12.1.5. delegating authority and responsibility.
- 12.1.6. Implement the plan.

**CONTENT STANDARD 1.0: ELEMENTS AND PRINCIPLES OF DESIGN AND
VISUAL COMMUNICATION**

Performance Standard 1.1: Elements of Design

- 1.1.1. Identify, analyze, and implement the application of color, line, shape, texture, size, and value in design.

Performance Standard 1.2: Principles of Design

- 1.2.1. Analyze and incorporate the principles of design (i.e. balance, contrast, alignment, rhythm, repetition, proximity, movement, harmony, emphasis, unity, etc.) in graphic works.
- 1.2.2. Demonstrate the principles of design through various design techniques.

Performance Standard 1.3: Principles of Typography

- 1.3.1. Identify the anatomical components and qualities of type (i.e., x-height, ascenders, descenders, counters, etc.)
- 1.3.2. Apply and adjust formatting to type.
- 1.2.6. Demonstrate the relationship of typography and design through the construction of graphic works utilizing and manipulating type.

Performance Standard 1.4: Principles and Elements of Design to Layout

- 1.4.1. Apply effective use of negative space, composition, message structure, graphics, etc., to graphic works.
- 1.4.2. Create graphic works utilizing grids and templates.
- 1.4.3. Utilize rule of thirds, simplicity, and/or complexity, etc. in layout.
- 1.4.4. Demonstrate layout skills for print (i.e. magazines, yearbooks) and digital media (i.e. mobile devices, tablets).
- 1.4.5. Explain the importance of consistency of design.
- 1.4.6. Explain the importance of usability.
- 1.4.7. Describe visual hierarchy and how it is used in design to control the viewer's eyes.
- 1.4.8. Explain the methods used to control visual hierarchy.

CONTENT STANDARD 2.0: PROFESSIONAL COMMUNICATION

Performance Standard 2.1: Basic Communication Skills

- 2.1.1. Demonstrate effective business communication skills in a clear, courteous, concise, and correct manner on personal and professional levels.
- 2.1.2. Demonstrate through vocal expression and listening skills in a clear, courteous, concise, and correct manner on personal and professional levels.
- 2.1.3. Demonstrate ability to give and receive constructive feedback, i.e. debrief a project not defend a project.
- 2.1.4. Demonstrate appropriate communication skills i.e. telephone, texting, social media.
- 2.1.5. Converse appropriately in a business, social, and media situations.
- 2.1.6. Explain the importance of developing a message for a specific audience.

2.1.7. Synthesize information collected from communications with various stakeholders.

CONTENT STANDARD 3.0: EDITING AND PROOFREADING SKILLS

Performance Standard 3.1: Proofreading Skills

3.1.1. Demonstrate ability to proofread and edit various forms of copy for different audiences.

3.1.2. Demonstrate knowledge of electronic proofreading skills.

3.1.3. Demonstrate knowledge of digital copy proofing, editing and correcting.

3.1.4. Understand how to use software to track changes.

CONTENT STANDARD 4.0: ETHICAL AND LEGAL ISSUES RELATING TO DIGITAL COMMUNICATIONS

Performance Standard 4.1: Copyright and Intellectual Property Law

4.1.1. Understand copyright law, fair use, and intellectual property.

4.1.2. Understand the use of Creative Commons, (including font usage, photography, illustration, audio, and video rights).

4.1.3. Understand laws governing copyright, intellectual property (including font usage, photography, illustration, audio and video rights), and software licensing.

4.1.4. Understand laws governing brand issues, trademark, and other proprietary rights.

4.1.5. Discuss consequences of violating copyright, privacy, and data security laws.

4.1.6. Define and debate fair use including authorships, rights of use for work and likeness, and credit lines.

4.1.7. Model fair use in production of visual communication products.

4.1.8. Understand creative commons, the concept of usage rights versus ownership rights, and the importance of using a release form.

CONTENT STANDARD 5.0: PORTFOLIO

Performance Standard 5.1: Portfolio Development

5.1.1. Develop portfolio that include various types of media, i.e. video, print, web, or graphic design.

5.1.2. Recognize that portfolios are dynamic and require variety and frequent updates.

Performance Standard 5.2: Evaluating Portfolios

5.2.1. Use a self-evaluation rubric.

5.2.2. Understand the elements of the critique process, including a respect for peer work and the ability to give and receive dispassionate and constructive criticism.

CONTENT STANDARD 6.0: CONTENT STRATEGY

Performance Standard 6.1: Content

6.1.1. Develop and use project plans e.g. goal, concept development, calendar, timelines, final deadlines.

6.1.2. Understanding the appropriate distribution method for content.

6.1.3. Understand your audience and their needs.

- 6.1.4. Understand how to develop consistent voice, e.g. creative content feels the same across mediums.

Performance Standard 6.2: Branding and Corporate Identity

- 6.2.1 Analyze branding and corporate identity, its purpose and constituents.
6.2.2. Create a visual that appropriately represents the brand's identity in multiple media formats.

CONTENT STANDARD 7.0: GRAPHIC COMMUNICATION PRODUCTION

Performance Standard 7.1: History of Graphic Design

- 7.1.1 Identify art movements of the past and current societal trends, and describe how they impact graphic design.
7.1.2 Describe the presence of graphic design in our culture.
7.1.3 Knowledge of the terminology used in the graphic design industry.

Performance Standard 7.2: Image Creation and Manipulation

- 7.2.1. Demonstrate the use of appropriate applications of vector-based and bitmap images.
7.2.2. Use a variety of devices and media to import/download photos, images, and other digital media content.
7.2.3. Incorporate the use of image manipulation and illustration software into final products.
7.2.4. Apply nondestructive image editing techniques such as layering and masking.
7.2.5. Practice using different selection tools and techniques to manipulate images.
7.2.6. Practice image composition, cropping, and the use of vector paths and raster channels in saving and creating complex masks.
7.2.7. Practice composition and cropping.
7.2.8. Analyze differences and appropriate applications of vector-based and bitmap images.
Use a variety of devices and media to import/download photos, images, and other digital media content.
7.2.9.

Performance Standard 7.3: Media Outputs

- 7.3.1. Use appropriate resolution, compression, and file formats for various media outputs including web, video, audio, and print.
7.3.2. Incorporate appropriate current industry standard color modes in graphic works (e.g., RGB, HEX, LAB, CMYK and Pantone), and explain how they relate to HSB.
7.3.3. Understand the difference between gray scale, spot color, and process colors.

CONTENT STANDARD 8.0: VIDEO EDITING

Performance Standard 8.1: Industry Terminology and Roles

- 8.1.1. Knowledge of the terminology used in the video industry.
8.1.2. Understand the roles and responsibilities of the digital video industry.

Performance Standard 8.2: History of the Video Industry

- 8.2.1. Research the history of technologies that advanced the video, web and graphic industry.
8.2.2. Describe past and present styles, and how they will affect future styles in the graphic design industry.
8.2.3. Identify art movements of the past and current societal trends, and describe how they impact graphic design.

8.2.4. Describe the importance of graphic design's influence on society.

Performance Standard 8.3: Pre-Production and Planning

8.3.1. Demonstrate consistent and logical naming conventions and document filing skills.

8.3.2. Demonstrate storyboard design and implementation.

8.3.3. Identify of the goal of the video.

8.3.4. Develop, read, write, and understand a script.

8.3.5. Determining the right format for the content e.g. promo, PSA, documentary.

8.3.6. Coordinate and communicate with an on-air talent.

Performance Standard 8.4: Production

8.4.1. Preparing and scouting a location.

8.4.2. Identify how to implement film theory i.e. knowing the type of shots and why you need those kind of shots.

8.4.3. Understand how and when to use lighting.

8.4.4. Understand how to produce quality audio.

Performance Standard 8.5: Post Production

8.5.1. Produce video: import video, edit video, sound, music, visual effects, and motion graphics.

8.5.2. Export video: choose appropriate file format for display medium.

8.5.3. Demonstrate editing techniques that present continuity, emphasis and pace.

CONTENT STANDARD 9.0: UNDERSTAND WEB PAGE DEVELOPMENT

Performance Standard 9.1: Use Standards-Compliant HTML to Create Basic Web Pages

9.1.1. Describe how the Internet and the World Wide Web work.

9.1.2. Understand the Web site development process.

9.1.3. Investigate Accessibility Standards.

9.1.4. Investigate roles and responsibilities behind the development of a Web site.

9.1.5. Understanding the Web design environment.

9.1.6. Create conventions for filenames and URLs and directory structure.

9.1.7. Identify and use tags on a Web page.

9.1.8. Document HTML code using comments.

9.1.9. Save a text document as an HTML file.

9.1.10. Specify Headings.

9.1.11. Format Web page text.

9.1.12. Insert HTML entities, superscripts, and subscripts.

9.1.13. Create a horizontal rule.

9.1.14. Create ordered and unordered lists.

9.1.15. Create tables.

9.1.16. Learn where to place anchors on a web page.

9.1.17. Create links.

9.1.18. Create links to e-mail.

- 9.1.19. Embed Widgets on a Web page.
- 9.1.20. Use the element.
- 9.1.21. Use an image as a link.
- 9.1.22. Organize files in your web directory.
- 9.1.23. Understand paths and their application to links.
- 9.1.24. Demonstrate an understanding of web traffic and analytics.

Performance Standard 9.2: Use Styles to Format Web Pages

- 9.2.1. Identify the differences between HTML and CSS.
- 9.2.2. Write CSS Styles.
- 9.2.3. Create an embedded style.
- 9.2.4. Understand and use the font property.
- 9.2.5. Control line spacing and white space.
- 9.2.6. Change foreground and background colors on a Web page with and without CSS.
- 9.2.7. Create and apply inline styles.
- 9.2.8. Use classes to style several tags.

Performance Standard 9.3: Demonstrate an Understanding of Advanced CSS Selectors and Properties

- 9.3.1. Identify and create dependent and independent classes.
- 9.3.2. Use external style sheets to format several Web pages.
- 9.3.3. Understand how to position text on a Web page.
- 9.3.4. Use the tag.
- 9.3.5. Use the <div> tag.
- 9.3.6. Investigate the box model.
- 9.3.7. Explore the padding, margin, and border properties.
- 9.3.8. Group links on a page.
- 9.3.9. Use CSS to style links.
- 9.3.10. Create a stylized navigation.

CONTENT STANDARD 10.0: UNDERSTAND WEB PAGE DESIGN AND LAYOUT

Performance Standard 10.1: Demonstrate understanding of Color Theory as it Applies to Web Design and Development

- 10.1.1. Explore Web Design Fundamentals and design theory.
- 10.1.2. Understand graphics file formats (vector versus raster).
- 10.1.3. Utilize graphics editors.
- 10.1.4. Understand computer color basics.

CONTENT STANDARD 11.0: UNDERSTAND INTEGRATION OF WEB PAGE CONTROLS

Performance Standard 11.1: Demonstrate the Ability to Use Design and Layout Web Forms

- 11.1.1. Create an HTML form.
- 11.1.2. Create fields for text.

- 11.1.3. Create text boxes.
- 11.1.4. Understand how to choose appropriate form controls.
- 11.1.5. Create radio buttons, check boxes, and list boxes.
- 11.1.6. Create selection lists.
- 11.1.7. Talk about HTML Form validation (but don't use).

CONTENT STANDARD 12.0: UNDERSTAND WEB RELATED PLANNING AND ORGANIZATIONAL STANDARDS

Performance Standard 12.1: Demonstrate Understanding of Site Organization and Navigation Principles

- 12.1.1. Create usable navigation.
- 12.1.2. Build text-based navigation.
- 12.1.3. Use graphics for navigation and linking.
- 12.1.4. Use lists for navigation.
- 12.1.5. Build horizontal navigation bars.
- 12.1.6. Build vertical navigation bars.
- 12.1.7. Use background color and graphics to enhance navigation.
- 12.1.8. Create hover rollovers.

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
- 2.3.2 decisions.
- 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.