CTE Marketing Essentials

PS 1   Define the role of listening in communication.

PS 2   Explain conflict resolution techniques.

PS 3   Identify the differences between goods and services.

PS 4   Identify the marketing concept.

PS 5   Clarify the concept of marketing utilities.

PS 6   Identify and apply the marketing mix.

PS 7   Explain and demonstrate the concepts of target market and market segmentation.

PS 8   Demonstrate the steps in a SWOT analysis.

PS 9   Identify the steps in a marketing plan and a business plan.

PS 10   Identify ways to prepare for and initiate a sale.

PS 11   Demonstrate how to determine customer needs.

PS 12   Handle customer complaints during a sale.

PS 13   Demonstrate suggestion selling.

PS 14   Demonstrate sales closing techniques.

PS 15   Identify different types of advertising media.

PS 16   Explain and demonstrate media costs.

PS 17   Identify the components of print ads.

PS 18   Interpret branding strategies.

PS 19   9-10.RST.4 Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 9–10 texts and topics.

PS 20   9-10.RST.7 Translate quantitative or technical information expressed in words in a text into visual form (e.g., a table or chart) and translate information expressed visually or mathematically (e.g., in an equation) into words.

PS 21   9-10.WHST.6 Use technology, including the Internet, to produce, publish, and update individual or shared writing products, taking advantage of technology's capacity to link to other information and to display information flexibly and dynamically.

PS 22   9-10.WHST.8 Gather relevant information from multiple authoritative print and digital sources, using advanced searches effectively; assess the usefulness of each source in answering the research question; integrate information into the text selectively to maintain the flow of ideas, avoiding plagiarism and following a standard format for citation