Competency Task List – Secondary Component
Sales, Distribution & Marketing Operations, General CIP 52.1801
High School Graduation Years 2025, 2026, 2027

100 Interpreting Marketing and Business Fundamentals

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
101	Explain the seven functions of marketing.		
102	Explain economic utilities.		
103	Explain the (4 P's) of the marketing mix.		
	RESERVED (104)		
105	Explain the role of marketing and business in society.		
106	Assess global trends in the marketplace.		
	RESERVED (107)		
108	Explain the concepts of market segmentation and target marketing.		
109	Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis.		

200 Pricing and Retail Math

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
201	Process sales documentation and employee records for a business.		
202	Calculate correct change for a customer transaction.		
203	Calculate sales tax and discounts.		
204	Perform an opening/closing reconciliation of a cash drawer.		
	RESERVED (205)		

206	Calculate profit/ loss, profit margins, and markdown.		
207	Calculate prices for merchandise using pricing strategies.		
	RESERVED (208)		
209	Calculate wages, taxes, and deductions.		

300 Exploring Career Development Opportunities

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
301	Prepare a résumé for a specific job in marketing or business.		
302	Prepare a cover letter for a specific job in the field of marketing or business.		
303	Complete a job application for a specific job in the field of marketing or business.		
304	Prepare for a job interview in the field of marketing or business.		
305	Research career and educational opportunities in marketing or business.		
306	Develop a network of contacts.		
307	Participate in a job interview.		

400 Technology Applications

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
401	Prepare marketing and business documents.		
	RESERVED (402)		
403	Create projects using multimedia sources and applications.		
404	Apply Research trends in marketing technology.		

500 Communications in Marketing

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (501)		
502	Use professional communication skills.		
503	Read and comprehend written business communications.		
504	Create a variety of written business communications utilized in the workplace.		
	RESERVED (505-506)		
507	Deliver a marketing related presentation.		
	RESERVED (508)		
509	Recognize and respond effectively to nonverbal communication in the business environment.		

600 Reserved

700 Marketing Information Management and Market Planning

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (701)		
702	Identify and define methods of conducting-marketing research.		
703	Conduct marketing research.		
704	Explain and/or use technology in customer relationship management.		
705	Compare primary and secondary marketing research data.		
706	Collect marketing research data to make recommendations and decisions.		
707	Explain the importance of marketing information management.		

800 Business Management and Administration

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
801	Identify and compare the different forms of business ownership.		
802	Identify safety concerns in the marketing and business industries.		
803	Examine and make recommendations based on risk management scenarios.		
	RESERVED (804)		
805	Explain business ethics.		
806	Identify levels of management.		
807	Demonstrate leadership within a team environment.		
808	Identify the different tasks associated with the levels of management, e.g., interviewing, hiring, firing, promoting, training.		

900 Selling Goods and Services

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
901	Identify the steps of a sale.		
902	Greet and approach a customer.		
903	Create probing questions to determine customer needs and wants.		
904	Perform feature-benefit selling.		
905	Perform suggestive selling techniques.		
906	Close a customer sale.		
907	Perform a sales presentation for a good or service.		
	RESERVED (908-910)		
911	Interpret company policies for customers.		

912	Handle sales objections.		
913	Establish and maintain long-term customer relationships.		
914	Create a customer profile.		

1000 Advertising and Promoting Goods and Services

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1001	Explain the goals and benefits of promotion.		
1002	Design projects that utilize principles of visual merchandising.		
1003	Compare and contrast different types of advertising media.		
1004	Create a promotional mix for a product or service.		
1005	Identify the major elements of a print advertisement.		
	RESERVED (1006-1007)		
1008	Create advertising slogans.		
1009	Differentiate between promotional advertising and institutional advertising.		
	RESERVED (1010)		
1011	Distinguish between advertising and publicity.		
	RESERVED (1012-1013)		
1014	Create a promotional project.		
1015	Identify and evaluate different sales promotion techniques.		
1016	Identify the major elements of online advertising.		

1100 Providing Personalized Customer Service

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1101	Describe the benefits of customer service.		
	RESERVED (1102)		
1103	Demonstrate positive communicate with customers.		

1104	Develop a rapport with customers.		
1105	Solve customer problems.		
	RESERVED (1106)		
1107	Manage and solve difficult scenarios with consumers.		
	RESERVED (1108-1110)		
1111	Develop a customer service policy.		

1200 Channel Management

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1201	Explain channels of distribution.		
1202	Determine a channel of distribution for a product.		
1203	Identify various inventory control management systems.		
1204	Describe the basic steps in receiving and inspecting merchandise.		
1205	Explain the elements of purchasing.		
1206	Describe the different types of inventory control management systems.		

1300 Reserved

1400 Economics

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
	RESERVED (1401)		
1402	Describe economic goods and services.		
1403	Examine economic resources.		
1404	Examine supply and demand factors.		
	RESERVED (1405-1406)		
1407	Compare and contrast types of economic systems.		

1408	Determine the impact of the business cycle on business activities.		
1409	Identify economic measurements.		

1500 Product/Service Management

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1501	Identify the difference between national and private brands.		
1502	Explain product/service branding.		
1503	Identify the elements of branding and packaging.		
1504	Develop strategies to position a product/business.		

1600 Social Media

Item	Task	(X) Indicates Proficiency [1]	Secondary Course Crosswalk
1601	Distinguish the different types of social media.		
1602	Compare various social media platforms as a marketing tool.		
1603	Design content for different social media platforms.		
1604	Develop a personal brand.		
1605	Demonstrate professionalism while using social media platforms.		
1606	Distinguish between paid, owned and earned media.		

[1] Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____ Date _____

Student Signature _____ Date _____