

Florida Department of Education
Curriculum Framework

The standards and/or benchmarks for this program were updated for the 2026-27 academic year.

Program Title: Marketing, Management and Entrepreneurial Principles
Program Type: Career Preparatory
Career Cluster: Marketing, Sales and Service

Secondary – Career Preparatory	
Program Number	9200500
CIP Number	0252140103
Grade Level	9-12
Program Length	4 credits
Teacher Certification	Refer to the Program Structure section.
CTSO	DECA, FBLA-PBL
SOC Codes (all applicable)	41-2031 – Retail Salespersons 11-2021 – Marketing Managers 11-1021 – General and Operations Managers
CTE Program Resources	http://www.fldoe.org/academics/career-adult-edu/career-tech-edu/program-resources.stml

Purpose

This program offers a sequence of courses that provides coherent and rigorous content aligned with challenging academic standards and relevant technical knowledge and skills needed to prepare for further education and careers in the Marketing, Sales and Service career cluster; provides technical skill proficiency and includes competency-based applied learning that contributes to the academic knowledge, higher-order reasoning and problem-solving skills, work attitudes, general employability skills, technical skills and occupation-specific skills and knowledge of all aspects of the Marketing, Sales and Service career cluster.

Additional Information relevant to this Career and Technical Education (CTE) program is provided at the end of this document.

Program Structure

This program is a planned sequence of instruction totaling four credits.

To teach the courses listed below, instructors must hold at least one of the teacher certifications indicated for that course.

The following table illustrates the secondary program structure:

Course Number	Course Title	Teacher Certification	Length	SOC Code	Level	Graduation Requirement
8827110	Marketing Essentials	ADVR PROM 7 G BUS ED 1@2 MKTG 1 MKTG MGMT 7G RETAILING @7 7G TC COOP ED@7	1 credit	41-2031	2	CT
8827120	Marketing Applications	ADVR PROM 7G BUS ED 1 MKTG 1 MKTG MGMT 7G RETAILING @7 7G	1 credit		2	CT
8827130	Marketing Management	ADVR PROM 7G BUS ED 1 MKTG 1 MKTG MGMT 7G RETAILING @7 7G	1 credit	11-2021	2	CT
8812000	Business Ownership	ADVR PROM 7G BUS ED 1 MKTG 1 MKTG MGMT 7G RETAILING @7 7G TC COOP ED @7 VOE @7	1 credit	11-1021	3	CT

(Graduation Requirement Codes: CT=Career & Technical Education, EQ= Equally Rigorous Science, EC= Economics, MA=Mathematics, PL=Personal Financial Literacy)

Florida's Career Readiness Skills for CTE Programs

Employability Skills	
01.0	Apply academic skills to workplace scenarios.
01.01	Use reading skills.
01.02	Use writing skills.
01.03	Use mathematical strategies and procedures.
01.04	Use scientific principles and procedures.
02.0	Design a solution to an industry problem.
02.01	Use critical thinking.
02.02	Use creativity.
02.03	Make sound decisions.
02.04	Solve problems.
02.05	Reason.
02.06	Plan and organize.
03.0	Manage resources within an industry project
03.01	Manage time.
03.02	Manage money or resources.
03.03	Manage materials.
03.04	Manage personnel.
04.0	Oversee the subcomponents, operations and output of a technical or organizational system.
04.01	Manage systems.
04.02	Monitor systems.
04.03	Improve systems.
05.0	Use information for decision making.
05.01	Locate information.
05.02	Organize information.
05.03	Use information.

05.04	Analyze information.
05.05	Communicate information.
06.0	Apply relevant technology to workplace scenarios to aid productivity.
06.01	Use technology.
07.0	Interpret and express interpersonal communication.
07.01	Communicate verbally.
07.02	Listen actively.
07.03	Comprehend written material.
07.04	Convey information in writing.
07.05	Communicate nonverbally.
07.06	Interpret nonverbal communication.
08.0	Interact with others to accomplish workplace goals.
08.01	Collaborate with others in a team.
08.02	Respond to customer needs.
08.03	Exercise leadership.
08.04	Negotiate to resolve conflict.
08.05	Respect others.
09.0	Manage personal behavior to maximize productivity and professional growth.
09.01	Demonstrate responsibility and self-discipline.
09.02	Adapt and show flexibility.
09.03	Work independently.
09.04	Demonstrate a willingness to learn.
09.05	Demonstrate integrity.
09.06	Demonstrate professionalism.
09.07	Take initiative.
09.08	Display positive attitude.
09.09	Take responsibility for professional growth.

Career Exploration & Planning	
10.0	Explain career opportunities aligned with the regional economy and personal aspirations.
10.01	Describe regional occupations that are high-demand, high-growth, high-wage and/or high-skill.
10.02	Describe careers aligned with his or her interests, skills and values based on career assessment, experiential learning, career informational interviews, research and/or reflection.
11.0	Explain postsecondary pathways aligned with his or her career aspirations.
11.01	Compare and contrast postsecondary pathways, including education, employment, entrepreneurship and enlistment (the “Four Es”).
11.02	Compare and contrast regional postsecondary training provider options, including apprenticeships, technical colleges, state colleges, universities and industry-recognized certification providers.
11.03	Define postsecondary credentialing and stacking options, including industry-recognized certifications, apprenticeship certificates of completion, career certificates, licenses and associate or baccalaureate degrees.
11.04	Compare postsecondary training data for training programs of interest, such as total costs, average student loan debt, and median earnings and job placement rates after program completion.
12.0	Develop a personalized career and academic plan.
12.01	Prioritize an occupation, credential and postsecondary training provider for plan formation.
12.02	Self-assess progress toward meeting graduation requirements and skill-development goals.
12.03	Develop and complete a chronological checklist of steps and deadlines prior to postsecondary training or national service application that includes any required documentation to gather, writing prompts and examinations.
12.04	Identify a variety of financial aid opportunities, including scholarships, grants, savings, work, work-study programs, private loans and federal loans.
12.05	Develop a postsecondary training budget that is inclusive of living and school expenses.
Job Attainment	
13.0	Find, assess and apply to job opportunities.
13.01	Identify online job posts relevant to his or her career aspirations.
13.02	Compare and contrast the job posts’ required qualifications, job duties, compensation, benefits and employers.
13.03	Define what information, documentation and writing prompts are required for the positions.
14.0	Communicate personal competence, character and fit for a job opportunity.
14.01	Develop a resume.
14.02	Write a cover letter.
14.03	Curate a professional portfolio that includes work products.
14.04	Prepare for and experience a mock job interview.

15.0	Cultivate and leverage relationships to professionally advance.
15.01	Request a signed reference letter, letter of recommendation and/or an online skill/professionalism endorsement.
15.02	Develop a plan to cultivate a professional digital footprint.
15.03	Develop a networking plan for a specific industry of interest.

Standards

After successfully completing this program, the student will be able to perform the following:

Marketing Essentials

- 01.0 Demonstrate the ability to connect and work well with others for success in any marketing occupation.
- 02.0 Demonstrate proficiency in utilizing e-Commerce marketing technology and tools.
- 03.0 Demonstrate proficiency in applying math skills unique to marketing.
- 04.0 Identify how core concepts of economics apply to the way businesses operate.
- 05.0 Identify marketing and business fundamentals.
- 06.0 Identify current effective selling techniques and procedures.

Marketing Applications

- 07.0 Select a marketing industry for career planning.
- 08.0 Demonstrate applications of channel management (distribution) for the selected marketing segment.
- 09.0 Explain the concepts of financing for the selected marketing segment.
- 10.0 Demonstrate product/service planning for the selected marketing segment.
- 11.0 Demonstrate marketing information management for the selected marketing segment.
- 12.0 Demonstrate pricing applications for the selected marketing segment.
- 13.0 Demonstrate promotion applications for the selected marketing segment.
- 14.0 Understand the Core Principles of Branding.
- 15.0 Analyze Branding Strategies.
- 16.0 Develop a Brand Strategy.
- 17.0 Measure Brand Success.
- 18.0 Evaluate the Impact of Digital Media on Branding.
- 19.0 Understand Ethical Branding Practices.
- 20.0 Demonstrate purchasing applications for the selected marketing segment.
- 21.0 Demonstrate applications of safety and risk management for the selected marketing segment.
- 22.0 Demonstrate selling techniques within the selected marketing segment.
- 23.0 Demonstrate an understanding of entrepreneurship.
- 24.0 Identify the uses of technology in marketing.

Marketing Management

- 25.0 Apply economic principles of business to marketing.
- 26.0 Apply product and service technology.
- 27.0 Demonstrate merchandising skills appropriate for marketing.
- 28.0 Implement marketing operational techniques.
- 29.0 Demonstrate proficiency in applying higher-level mathematical skills specific to marketing.
- 30.0 Apply promotional planning techniques and procedures to product and service marketing.
- 31.0 Apply Entrepreneurship concepts to marketing.

- 32.0 Apply marketing management principles to a business.
- 33.0 Analyze global trends in marketing.
- 34.0 Demonstrate applications of technology to marketing.
- 35.0 Apply a career plan to marketing.

Business Ownership

- 36.0 Analyze the changing role of entrepreneurship in the global marketplace.
- 37.0 Prepare a self-analysis.
- 38.0 Analyze how to build a competitive advantage by testing opportunities and evaluating management theories, models and tools.
- 39.0 Explain the role of management and project management in the operation of an enterprise.
- 40.0 Determine business plan development steps and procedures.
- 41.0 Prepare a business and financial plan for a business.
- 42.0 Prepare a description of a proposed business organization.
- 43.0 Prepare and explain the importance of building relationships in business and entrepreneurship.
- 44.0 Prepare a market segment analysis.
- 45.0 Prepare an analysis of a potential location.
- 46.0 Prepare a description of proposed products/services.
- 47.0 Prepare a proposed pricing policy.
- 48.0 Prepare a marketing strategy.
- 49.0 Identify Ethical marketing and sales techniques.
- 50.0 Demonstrate the uses of business-related software.
- 51.0 Apply Basic Accounting Concepts.
- 52.0 Apply a career plan for entrepreneurship.

**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Essentials
Course Number 8827110
Course Credit: 1

Course Description:

Marketing Essentials blends theory and practice to facilitate immediate implementation and impact. Students will learn to develop strategic marketing with sales and customer plans. A review of the marketing environment is used to help develop the segmentation, targeting and market positioning strategy for implementation along with the marketing mix (product, price, place and promotion). The goal is the identification and delivery of organizational competitive advantage and customer satisfaction – key to long-term revenue growth, profitability and success.

CTE Standards and Benchmarks	
01.0	Demonstrate the ability to connect and work well with others for success in any marketing occupation. The student will be able to:
01.01	Demonstrate the ability to collaborate effectively with team members or partnerships, leadership, and peers from socio-cultural and socio-economic backgrounds, genders, disabilities, and ages.
01.02	Demonstrate interpersonal skills (e.g. courtesy, loyalty, being a team player, adaptability, empathy, etc.).
01.03	Demonstrate personality traits important to business (e.g. interest, enthusiasm, honesty, responsibility, flexibility, integrity, credibility, reliability and perseverance, etc.).
01.04	Demonstrate the ability to use creative problem-solving, decision-making, and critical-thinking strategies.
01.05	Demonstrate self-management, initiative, multitasking, team management techniques, and organizational skills. (Optionally, demonstrate the ability to utilize team management software.)
01.06	Explore the impact of self-awareness, self-confidence, and personal branding
01.07	Demonstrate professional behavior, etiquette, and acceptance of feedback.
01.08	Demonstrate respect for the opinions, cultural diversity, customs, and individual differences of others.
01.09	Set personal and career goals and develop a plan of action to achieve those goals, including searching and optionally applying for jobs.
01.10	Develop and demonstrate the human relations skills needed for successful entry and progress in the occupation selected by the student as a career objective.
02.0	Demonstrate proficiency in utilizing eCommerce marketing technologies and tools. The student will be able to:

CTE Standards and Benchmarks

02.01	Identify and apply effective workplace communication skills (i.e., verbal, nonverbal, written, and electronic).
02.02	Demonstrate the ability to communicate effectively amongst all stakeholders (e.g., customers/clients, co-workers, supervisors, vendors, etc.) using appropriate grammar and terminology.
02.03	Discuss the importance of developing networking skills to expand business contacts and optionally, how to utilize various online networking platforms.
02.04	Prepare and deliver a business-related presentation.
02.05	Demonstrate active listening strategies that improve understanding and performance.
02.06	Describe positive customer relations, including conflict and dispute resolution.
02.07	Interpret business policies to customers/clients in a client-positive manner.
02.08	Discuss the importance of providing clear directions, descriptions, and explanations.
02.09	Demonstrate the ability to locate, understand, and interpret information found in trade journals, manuals, graphs, schedules, charts, diagrams, social media platforms, and other electronic media resources.
02.10	Identify and explain how electronic media, technological advances, social media platforms, and application software programs continue to shape the field of marketing and increase business productivity.
03.0	Demonstrate proficiency in applying math skills unique to marketing. The student will be able to:
03.01	Perform addition, subtraction, multiplication, division, ratios, and percentage problems as related to the marketing industry.
03.02	Understand problem-solving techniques for sales-related transactions (i.e., cash, checks, debit cards, credit cards, electronic, online payment methods, cryptocurrency, discounts, layaway, Credit on Delivery (COD), returns, gift certificates, invoices, and automatic fee withdrawals).
03.03	Interpret quantitative information from tables, charts, and graphs as related to the workplace.
03.04	Demonstrate the ability to make changes correctly.
03.05	Calculate tax, gratuity, commission, and miscellaneous charges.
03.06	Demonstrate the ability to collect, organize, and interpret data.
03.07	Understand the importance of stock turnover and stock-to-sales ratio in the industry.
03.08	Apply standard industry formulas to determine markup and markdown on merchandise.
03.09	Understand the difference between income (credit) and expense (debit).

CTE Standards and Benchmarks

04.0	Identify how core concepts of economics apply to the way businesses operate. The student will be able to:
04.01	Explain the concepts of economics and determine economic activities and the types of economic indicators used to measure the economy.
04.02	Explain the concept of economic goods and services.
04.03	Explain the concept of economic resources and the scarcity of resources.
04.04	Explain the concept of utility (i.e., form, place, time, possession, and information).
04.05	Understand the concept of "supply and demand".
04.06	Understand the differences between major types of economic systems.
04.07	Explain the relationship between government and business.
04.08	Explain the concept of free enterprise and business ownership.
04.09	Explain the concept of price and its role in profit motive.
04.10	Explain the concept of risk.
04.11	Explain the concept of competition and recognize the government regulations monitoring competition, including monopolies.
04.12	Understand the concept of productivity and the factors of production needed to produce goods and services.
04.13	Identify components of the Gross National Product (GNP) and the Gross Domestic Product (GDP).
05.0	Identify marketing and business fundamentals. The student will be able to:
05.01	Define marketing and its benefits.
05.02	Explain the purpose and scope of marketing in a free enterprise system.
05.03	Identify and explain each marketing function. (7 functions of Marketing as defined)
05.04	Explain how each component of the marketing mix (product, price, place, and promotion) contributes to marketing.
05.05	Compare and contrast consumer and industrial markets. B2B and B2C
05.06	Understand the relationship of marketing to business and the economy (i.e., incorporate, analyze, and create a SWOT analysis – strength, weakness, opportunity, and threat).

CTE Standards and Benchmarks

05.07	Describe how marketers use consumer research and knowledge of the market to sell products.
05.08	Discuss major fields of business activity (e.g., manufacturing, wholesaling, retailing, services, cottage industries, street sales, pop-up markets, farmers markets e-Commerce, etc.).
05.09	Explain marketing strategies and marketing concepts.
05.10	Differentiate between mass marketing and market segmentation.
05.11	Explain the importance and techniques of offering the right merchandising mix
05.12	Explain the nature and evolution of channel management (distribution).
05.13	Explain the elements that allow the development of a marketing plan (e.g. executive summary, business description research, advertising, public relations, direct and indirect marketing, promotions, merchandising, branding, feedback, revision, channel management, etc.).
05.14	Explain the “4 P’s” of marketing: price, place, promotion, and product.
05.15	Define and analyze a target market as it applies to product development, promotion, and channel management (distribution).
05.16	Discuss the roles e-Commerce and social media platforms play in the marketing of goods and services.
05.17	Understand network marketing (multilevel marketing) and how it differs from a pyramid scheme. (Optional)
05.18	Identify the role of federal regulatory agencies [i.e., Food and Drug Administration (FDA), Consumer Product Safety Commission (CPSC), Environmental Protection Agency (EPA), Securities and Exchange Commission (SEC), Federal Trade Commission (FTC), Occupational Safety and Health Administration (OSHA)].
05.19	Identify the advantages and disadvantages of different types of business ownership (e.g., Private Corporation, Sole Proprietorship, Partnership, C Corps Limited Liability Corporation (LLC), Shareholder Corporation, etc.).
06.0	Identify effective selling techniques and procedures. The student will be able to:
06.01	Explain the purpose, principles, and importance of selling and how it relates to the marketing concept.
06.02	Identify the qualities of a professional sales associate and the responsibilities of sales management.
06.03	Identify an effective sales presentation for a target market (e.g., steps of a sale, consumer buying motives, approaches through greeting, merchandise, and service, the proper time to approach a customer to open sale, feature-benefit analysis, overcoming objections building and closing the sale, suggestion, and substitution selling, etc.).
06.04	Understand different customer segmentation techniques and how different customers make buying decisions.
06.05	Discuss the importance of meeting specialized sales needs and describe legal and ethical sales issues.
06.06	Describe the importance of analyzing sales trends and the use of current technologies.

CTE Standards and Benchmarks

06.07 Analyze the use of websites, social media, email, and customer loyalty programs to establish and maintain a customer database.

**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Applications
Course Number: 8827120
Course Credit: 1

Course Description:

This course is designed to provide students with an in-depth study of marketing in a free enterprise society and includes advertising, promotion, product development and branding, selling and marketing research. This course also includes the uses of technology and the electronic media in marketing, purchasing, retail positioning strategies, and e-Commerce marketing.

CTE Standards and Benchmarks	
07.0	Select a marketing industry for career planning. The student will be able to:
07.01	Identify current employment opportunities in marketing-related fields.
07.02	Identify sources of information for career planning.
07.03	Conduct in-depth career research, including requirements for entry and advancement, career ladders, and opportunities related to the career field.
07.04	Explain the duties, responsibilities, required skills, and knowledge for a particular career in the marketing industry.
07.05	Identify the advantages and disadvantages of a particular career in marketing.
07.06	Complete self-assessments and an analysis of lifestyle goals and career aspirations.
07.07	Develop an individualized education and career plan related to a major marketing field, including the development of a resume.
07.08	Write a job description for a selected marketing occupation.
08.0	Demonstrate applications of channel management (distribution) for the selected marketing segment. The student will be able to:
08.01	Explain the concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services.
08.02	Explain the concepts of physical channel management (distribution) and transportation systems related to the industry.
08.03	Develop appropriate plans utilizing channel management for the specific industry.
08.04	Explain the relationship between customer service and distribution.

CTE Standards and Benchmarks

08.05	Explain network marketing (multilevel marketing) and how it differs from a pyramid scheme.
09.0	Explain the concepts of financing for the selected marketing segment. The student will be able to:
09.01	Explain the financial concepts used in making business decisions.
09.02	Explain the concept of financial administration.
09.03	Explain the difference between income (credit) and expense (debit).
09.04	Identify various types of credit policies and procedures.
09.05	Explain the purposes and importance of credit.
09.06	Identify the positive and negative impacts of using credit in marketing situations and understand the regulations affecting credit. (Optional)
09.07	Compare and contrast the use of different credit applications, types of credit accounts, and the differences between debit and credit cards.
09.08	Students will analyze and differentiate between the various types of electronic payment methods used in modern commerce. They will evaluate the benefits and limitations of each type and understand their application in marketing transactions.
09.09	Examine and evaluate key industry drivers: pricing strategies, profit dynamics, competition trends, and productivity factors.
10.0	Demonstrate product/service planning for the selected marketing segment. The student will be able to:
10.01	Explain the steps involved in decision-making (e.g., assessment, planning, implementation design, evaluation, etc.).
10.02	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities, trends, and environmental factors.
10.03	Define product and service quality in terms of performance standards and industry benchmarks, emphasizing their relevance to both customer expectations and competitive differentiation.
10.04	Discuss product-liability risks.
10.05	Explain warranties and guarantees.
10.06	Develop a product/service plan.
10.07	Describe factors used by marketers to position products/businesses.
10.08	Explain the stages and impact of the product life cycle.
11.0	Demonstrate marketing information management for the selected marketing segment. The student will be able to:

CTE Standards and Benchmarks	
11.01	Explain the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.
11.02	Explain the process of marketing information management.
11.03	Explain the nature and scope of marketing operations.
11.04	Demonstrate knowledge of inventory control systems and shipping and receiving procedures.
11.05	Identify procedures for the use of marketing information management to gather and manage information.
12.0	Demonstrate pricing applications for the selected marketing segment. The student will be able to:
12.01	Explain concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.
12.02	Explain pricing objectives, policies, and strategies.
12.03	Explain different price techniques and methods. (Demand/Competition/Cost-Oriented Pricing)
12.04	Explain procedures for changing prices.
12.05	Demonstrate decision-making skills and methodologies required for determining pricing relative to the competition.
12.06	Demonstrate problem-solving skills required when considering profit price and margins.
13.0	Demonstrate promotion applications for the selected marketing segment. The student will be able to:
13.01	Explain the concepts and strategies needed to communicate information about products, services, branding, and/or ideas to achieve a desired outcome.
13.02	Identify types of promotion used in the industry. (Advertising, Direct Marketing, Sales Promotion, and Public Relations.)
13.03	Discuss the importance of advertising media and the role of digital and social media in advertising.
13.04	Explain the purposes and elements of advertising and display.
13.05	Use advertising guidelines and/or regulations to design appropriate media sample ads (e.g., print, radio, television, electronic media, etc.).
13.06	Use design principles to prepare such merchandise/service displays (e.g., windows, endcaps, kiosks, point of sale activity, etc.).
13.07	Write a promotional message to appeal to a specific target market.
13.08	Develop a sales promotion plan for a marketing organization.

CTE Standards and Benchmarks

13.09	Demonstrate and understand public relations techniques used in the marketing industry.
13.10	Evaluate effective website designs including analyzing and assessing the impact of user-centric website designs, focusing on functionality, visual appeal, mobile responsiveness, and conversion optimization to enhance user experience and drive business goals.
14.0	Understand the Core Principles of Branding. The student will be able to:
14.01	Define branding, including its role in business identity and customer perception.
14.02	Explain the difference between brand identity, brand image, and brand equity.
14.03	Identify elements that make up a brand (name, logo, color scheme, tagline, voice, etc.) and discuss how each element influences consumer perception.
15.0	Analyze Branding Strategies. The student will be able to:
15.01	Evaluate different branding strategies, such as corporate branding, product branding, and personal branding, and understand their applications in various industries.
15.02	Investigate the concept of brand positioning and how businesses differentiate themselves in the marketplace.
16.0	Develop a Brand Strategy. The student will be able to:
16.01	Create a comprehensive brand strategy, including brand positioning, target audience identification, and key messaging.
16.02	Develop a brand identity kit (logo, colors, typography) and explain how these elements support brand recognition and consistency.
17.0	Measure Brand Success. The student will be able to:
17.01	Identify key performance indicators (KPIs) used to assess brand strength and success, such as brand awareness, customer loyalty, and market share.
17.02	Understand the importance of brand consistency across multiple channels, both online and offline, and its impact on customer trust and engagement.
18.0	Evaluate the Impact of Digital Media on Branding. The student will be able to:
18.01	Explore how social media, influencers, and digital content contribute to building and maintaining a brand's presence.
18.02	Assess the role of customer feedback, online reviews, and reputation management in shaping brand perception.
19.0	Understand Ethical Branding Practices. The student will be able to:
19.01	Discuss the role of corporate social responsibility (CSR) in branding and how ethical practices can enhance brand reputation.

CTE Standards and Benchmarks	
19.02	Explore examples of businesses that have successfully built their brands around sustainability, inclusivity, and social responsibility.
20.0	Demonstrate purchasing applications for the selected marketing segment. The student will be able to:
20.01	Explain different types of purchasing situations.
20.02	Demonstrate techniques used to obtain the best terms when negotiating a purchase.
21.0	Demonstrate applications of safety and risk management for the selected marketing segment. The student will be able to:
21.01	Explain the nature and scope of risk management.
21.02	Identify various types of business risks.
21.03	Describe ways businesses can manage risks, including purchasing different types of insurance that may be applicable.
22.0	Demonstrate selling techniques within the selected marketing segment. The student will be able to:
22.01	Explain the purpose and goal of the selling function and how it relates to the marketing concept.
22.02	Explain the steps in a sale and how to handle objections.
22.03	Create a sales presentation using presentation/media software.
23.0	Demonstrate an understanding of entrepreneurship. The student will be able to:
23.01	Define entrepreneurship.
23.02	Identify, explain, and compare the different types of business ownership (e.g., sole-proprietorship, partnership, corporation, S Corp, Limited Liability franchise, licensing, etc.).
23.03	Discuss the role of the entrepreneur/ small business in the domestic and global economy.
23.04	Discuss entrepreneurship as a career choice (e.g., characteristics, aptitudes, skills necessary to be a successful entrepreneur, etc.).
23.05	Discuss the four parts of a business (i.e., production, finance, marketing, and customer service).
23.06	Analyze current entrepreneurial trends in the marketplace. (Online vs Brick and Mortar)
23.07	Discuss the importance of ethics and social responsibility in business.
23.08	Identify the strategies and methods for generating a business plan (e.g., business model canvas, boilerplate, etc.).

CTE Standards and Benchmarks

23.09	Identify the types and sources of international, federal, state, and local government regulations and taxation that may affect a business.
23.10	Describe the advantages and risks of entrepreneurship.
24.0	Identify the uses of technology in marketing. The student will be able to:
24.01	Explain the importance and uses of technology within the realm of marketing.
24.02	Utilize application software (e.g., word processing, spreadsheets, presentation/media software, etc.) to create career/industry-related materials.
24.03	Identify technology appropriate for marketing functions and practices related to a selected marketing career field.
24.04	Select and use a variety of technology (e.g., electronic media, information services, desktop-publishing software programs, etc.) to create, revise and verify marketing media.

**Florida Department of Education
Student Performance Standards**

Course Title: Marketing Management
Course Number: 8827130
Course Credit: 1

Course Description:

This course provides instruction for career-sustaining level of employment in the industry. The content includes applied skills related to marketing functions, employment skills required for success in marketing and career planning as related to a marketing industry.

CTE Standards and Benchmarks	
25.0	Apply economic principles of business to marketing. The student will be able to:
25.01	Explain economic trends related to marketing and its global impact.
25.02	Explain the role of the profit motive in the marketing of products.
25.03	Explain the role of marketing in a free enterprise system.
25.04	Apply economic concepts to marketing (e.g., pricing, risk, productivity, competition, cycles, etc.).
26.0	Apply product and service technology. The student will be able to:
26.01	Demonstrate appropriate techniques and terminology for selling.
26.02	Apply modern marketing strategies to effectively promote products and drive consumer engagement
26.03	Discuss inventors and entrepreneurs who have had a major influence on the marketing industry.
26.04	Identify past, present, and future marketing products, styles, and services.
27.0	Demonstrate merchandising skills appropriate for marketing. The student will be able to:
27.01	Identify and explain basic stock-keeping techniques (e.g., sorting by color, size, classification, etc.) and the maintenance of merchandise fixtures.
27.02	Explain initiatives in maintaining stock (e.g., rehangng merchandise, studying hang tags, restocking merchandise, etc.).
27.03	Demonstrate the sales promotion technique of locating advertised merchandise on the selling floor.
27.04	Demonstrate techniques to perform a merchandise inventory and receiving and checking of merchandise.

CTE Standards and Benchmarks	
27.05	Explain the importance of merchandise displays by demonstrating knowledge of design principles and elements (e.g., patterns of arrangement, color principles, appropriate displays for specific types of merchandise, etc.).
27.06	Plan a promotional campaign for a product or line (e.g., types of media, promotional mix, evaluation of effectiveness, etc.).
27.07	Create a floor plan and a planogram and describe their importance.
28.0	Implement marketing operational techniques. The student will be able to:
28.01	Define and explain accident prevention techniques in work situations.
28.02	Identify techniques to prevent security issues, including correct procedures for recognizing and monitoring potential shoplifters, vandalism, and other unlawful behaviors.
28.03	Identify procedures related to the employee's role in preventing internal losses.
28.04	Identify guidelines that address concerns and issues related to the operation of a business, including safety practices.
28.05	Understand the process of new employee orientation and onboarding.
29.0	Demonstrate proficiency in applying higher-level mathematical skills specific to marketing. The student will be able to:
29.01	Apply standard industry formulas to determine markup and markdown on merchandise or services.
29.02	Analyze standard industry formulas relating to the discount date and due date to determine the amount of payment on an invoice.
29.03	Determine the amount of merchandise to be reordered utilizing model stock by collecting, organizing, representing, and interpreting data and predicting outcomes.
29.04	Complete pricing problems involving fixed or variable pricing, odd-cent pricing, and loss leader pricing.
29.05	Calculate sales productivity.
29.06	Calculate sales per hour.
29.07	Calculate the average number of items and average dollars per transaction.
30.0	Apply promotional planning techniques and procedures to product and service marketing. The student will be able to:
30.01	Explain the role of promotion in marketing and merchandising.
30.02	Identify the markets for and develop a promotion plan for a given product, service, or event.
30.03	Develop a promotional mix for a product or service.

CTE Standards and Benchmarks

30.04	Develop a dynamic content and event strategy calendar to drive engagement and brand visibility
30.05	Prepare a written advertisement layout.
30.06	Select and evaluate a variety of advertising media to carry the advertising message.
30.07	Apply steps involved in planning and setting up displays.
30.08	Identify factors to consider when evaluating different types of displays.
30.09	Differentiate between promotional displays and institutional displays.
30.10	Create strategies to be used for public relations.
30.11	Establish promotion plan sales quotas and incentives.
30.12	Evaluate the overall promotion plan.
30.13	Develop a marketing plan.
31.0	Apply entrepreneurial concepts to marketing. The student will be able to:
31.01	Describe the importance of entrepreneurship in various industries.
31.02	Analyze the advantages and disadvantages of business ownership.
31.03	Compare and contrast entrepreneurship and intrapreneurship.
31.04	Discuss prospects for entrepreneurship and intrapreneurship in marketing.
31.05	Assess education, aptitudes, attitudes, and skills recommended for entrepreneurs and intrapreneurs.
31.06	Assess personal potential to become an entrepreneur and/or an intrapreneur.
31.07	Develop a business plan.
31.08	Understand the concepts of investments, stock options, loans, and royalties.
32.0	Apply marketing management principles to a business. The student will be able to do:
32.01	Explain marketing management functions.
32.02	Explain how a marketing manager manages people, ideas, time, capital, and resources.

CTE Standards and Benchmarks

32.03	Explain the different types of management.
32.04	Explain why effective communication is critical to the marketing manager.
32.05	Apply the steps in the management problem-solving process.
32.06	Demonstrate and evaluate different strategies the marketing manager can use to motivate employees.
32.07	Evaluate how the marketing concept influences marketing.
32.08	Examine the four phases of the business cycle (i.e., peak, contraction/recession, trough and expansion/recovery).
33.0	Analyze global trends in marketing. The student will be able to:
33.01	Compare and contrast global marketing trends in selected industries.
33.02	Analyze the impact of global marketing.
33.03	Identify foreign markets and distributors.
33.04	Analyze multicultural influences on global marketing trends.
33.05	Demonstrate methods of researching specific global markets.
33.06	Explore how digital media drives global marketing by enhancing connectivity, expanding reach, and enabling real-time engagement with audiences worldwide
34.0	Demonstrate applications of technology to marketing. The student will be able to:
34.01	Demonstrate mastery of software applications and technology currently used in marketing.
34.02	Explore the use of various virtual means of communication.
34.03	Demonstrate the use of electronic media and information networks in marketing.
35.0	Apply a career plan to marketing. The student will be able to:
35.01	Develop a plan for pursuing a specific career in marketing (e.g., training and educational requirements, required skills and abilities, steps for reaching career goals in the chosen career, etc.).
35.02	Identify competencies required for career-sustaining and mid-level management positions in a chosen marketing field.
35.03	Demonstrate specific technology applications related to the student's marketing career plan.

CTE Standards and Benchmarks

35.04 Develop forms of documentation for inclusion in a marketing career portfolio (e.g., resume, coursework samples, etc.).

**Florida Department of Education
Student Performance Standards**

Course Title: Business Ownership
Course Number: 8812000
Course Credit: 1

Course Description:

The purpose of this course is to prepare students for careers as entrepreneurs, present entrepreneurship as a career path worthy of consideration, provide students with the skills needed to realistically evaluate their potential as business owners and develop the fundamental knowledge and skills necessary to start and operate a business.

CTE Standards and Benchmarks	
36.0	Analyze the changing role of entrepreneurship in the global marketplace. The student will be able to:
36.01	Define entrepreneurship and identify its characteristics.
36.02	Examine the innovations and inventions throughout history that created businesses.
36.03	Analyze business trends created by changes in technology (e.g., on-demand economy shift, e-commerce, and social commerce dominance, future of business trends, etc.).
36.04	Evaluate the importance of entrepreneurship to the global economy; identify and research famous entrepreneurs.
36.05	Summarize factors that have led to increased interdependence within the global marketplace.
36.06	Research the tools, resources, and various methods available to start a new business such as journals, search engines, Small Business Administration, Better Business Bureau, government websites, other websites, etc.
37.0	Prepare a self-analysis. The student will be able to:
37.01	Describe personal education, training, strengths, and weaknesses relevant to the operation of a business and optionally, incorporate an emotional Intelligence exercise.
37.02	Develop a timeline for the personal and professional development required for a specific field of business; outline the steps needed to acquire skills and obtain licensure.
37.03	Describe personality traits and work habits relevant to the operation of a business; compare to the individual's traits and habits.
38.0	Analyze how to build a competitive advantage by testing opportunities and evaluating management theories, models, and tools. The student will be able to:
38.01	Define and discuss the SWOT (Strength, Weakness Opportunities & Threats), TOWS (Threats, Opportunities, Weakness & Strength) and PESTLE (Political, Economic, Sociological, Technological, Legal & Environmental) analytical models.

CTE Standards and Benchmarks

38.02	Utilize Porter's 5 Forces on a mock business. (Optional)
39.0	Explain the role of management and project management in the operation of an enterprise. The student will be able to:
39.01	Analyze and explain the functions of management.
39.02	Prepare an organizational chart and explain its importance.
39.03	Discuss various aspects of supervising employees and understand the language and processes of project management and the role of employees in the workplace.
39.04	Analyze the relationship of government entities (federal, state, local) to small and large businesses; note the differences in certain laws (e.g., Family and Medical Leave Act); expand on the importance of Human Resources. (Optional)
39.05	Discuss business ethics and regulations' impact on small and large businesses.
39.06	Identify the various types of taxes levied on a small business, including income tax, sales tax, and payroll taxes.
39.07	Compare sources of management information systems for the small business owner.
39.08	Analyze and determine possible employee work environments (remote, in-person, hybrid, etc.) to maximize employee retention and productivity.
39.09	Determine how to find the best possible employees using various websites, recruiting firms or other means.
40.0	Determine business plan development steps and procedures. The student will be able to:
40.01	Define the five common forms of businesses.
40.02	Describe the components of a business plan (e.g., Executive Summary, Introduction, Analysis of Business Situation, Planned Operation, Planned Financing, Objectives, Lead Business Model Canvas).
40.03	Analyze the importance of a business plan in developing a business idea and evaluating success.
40.04	Select data, graphics, maps, and diagrams to include in a business plan.
40.05	Evaluate the possibility of and procedures for buying an existing business or franchise.
41.0	Prepare a business and financial plan for a business. The student will be able to:
41.01	Identify and justify the type of business being proposed.
41.02	Analyze how current or changing economic situations create unfulfilled consumer demand for the proposed business.
41.03	Evaluate various corporate vision and mission statements and develop individualized vision and mission statements for the selected business.

CTE Standards and Benchmarks

41.04	Compose a description of the product/service and the advantages and benefits the product/service will provide customers.
41.05	Substantiate why the business will be successful.
41.06	Identify three business failures, evaluate the causes of each failure, and describe how to avoid those failures in your business.
41.07	Estimate the start-up costs required to open a business.
41.08	Compare available funding sources; identify the amount of personal financial commitment necessary to open a business.
41.09	Use a financial calculator or an online program to determine the loan payment and amortization of a business loan.
41.10	Prepare a plan to repay borrowed funds or provide a return on investment to equity funds.
41.11	Project monthly and annual business income for the first year of operation and prepare an Income Statement.
41.12	Estimate monthly and annual cash flow projections for the first year of operation.
41.13	Calculate the sales volume required for the first year of operation to be profitable.
41.14	Prepare a statement of opening assets, liabilities, and net worth (balance sheet). (Optional)
41.15	Prepare a five-year financial plan.
41.16	Develop a summary of key points for supporting financial requests.
41.17	Develop alternative payment options such as credit, contactless payments, cryptocurrency, etc.
41.18	Explain the importance of personal finance with regard to financing (e.g., credit score, asset/debt ratio, etc.). (Optional)
42.0	Prepare a description of a proposed business organization. The student will be able to:
42.01	Determine the form of ownership best suited for the proposed business.
42.02	Identify the steps required to establish various types of businesses (e.g., licenses, special permits, bank accounts, etc.).
42.03	Outline steps for the hiring of employees.
42.04	Prepare an organizational chart.
42.05	Compose job descriptions and determine employee benefits for the identified positions.
42.06	Perform a risk management analysis and determine employee benefits.

CTE Standards and Benchmarks

43.0 Prepare and explain the importance of building relationships in business and entrepreneurship. The student will be able to:

43.01 Communicate effectively and professionally in a variety of formats (e.g., verbal, written, digital, presentations).

43.02 Explain how networking is vital to business.

43.03 Practice active listening and empathetic communication to understand and respond to diverse perspectives.

43.04 Negotiate and resolve conflicts effectively and ethically.

43.05 Demonstrate cultural awareness and sensitivity in all interactions.

43.06 Explain the different leadership styles and how communication relates to each style of leadership.

44.0 Prepare a market segment analysis. The student will be able to:

44.01 Analyze the target market by geographical area, demographics, lifestyles, and product benefits.

44.02 Explain the importance of market segmentation.

44.03 Describe customer buying behavior related to the proposed business.

44.04 Analyze the customer base relative to local market demographics.

45.0 Prepare an analysis of a potential location. The student will be able to:

45.01 Evaluate the availability, costs, traffic patterns, accessibility, and proximity to competition of an appropriate business location.

45.02 Research cultural, financial, vocational, age, and mobility characteristics of the inhabitants of the potential location.

45.03 Determine the advantages and disadvantages of different types of business locations.

45.04 Understand different types of commercial leases and practice the calculations needed to establish rent.

45.05 Determine the steps involved in selecting a specific business site.

46.0 Prepare a description of proposed products/services. The student will be able to:

46.01 Summarize the features, benefits, and advantages of the products and services to be offered.

46.02 Develop an inventory policy, if applicable.

46.03 Develop a plan for virtual services for the business. (Optional)

CTE Standards and Benchmarks

47.0 Prepare a proposed pricing policy. The student will be able to:

47.01 Identify the elements and reasons for developing a pricing strategy and how it effects affects the profitability and sustainability of a business.

47.02 Identify pricing incentive options.

47.03 Define and compute profit margin.

47.04 Determine the economics of one unit and the break-even point.

48.0 Prepare a marketing strategy. The student will be able to:

48.01 Determine and describe an appropriate business and product branding image. (Optional).

48.02 Select a promotional mix for the business.

48.03 Establish promotional objectives for the business.

48.04 Design and prepare an advertising brochure.

48.05 Identify methods of promotion to be used by comparing and contrasting costs versus benefits.

48.06 Explore various advertising mediums and the costs associated with each type.

48.07 Develop a promotional plan that includes digital marketing and sales promotions.

48.08 Develop ideas for obtaining publicity for the business, including using a social media campaign, press release, etc.

48.09 Determine the best publications to use and write a press release.

48.10 Analyze advertising trends by looking at all forms of marketing media and determine their effectiveness.

48.11 Identify the role of customer service (e.g., surveying, feedback, customer retention, customer empathy. etc.).

48.12 Introduce personalized omnichannel and multichannel experiences.

49.0 Identify Ethical marketing and sales techniques. The student will be able to:

49.01 Define and explain emotions in marketing and prepare examples.

49.02 Recognize and understand the role of emotions in consumer decision-making.

49.03 Develop and implement marketing strategies that appeal to customer emotions and values.

CTE Standards and Benchmarks

49.04	Use emotional intelligence and other soft skills to build rapport and trust with clients.
49.05	Identify and address customer concerns and objections empathetically.
49.06	Communicate with customers in a way that is authentic and builds trust.
49.07	Determine and analyze ethical and unethical marketing and sales techniques.
49.08	Identify and apply ethical principles and legal guidelines related to marketing and sales practices.
49.09	Recognize and avoid deceptive or misleading marketing tactics.
49.10	Understand and comply with consumer protection laws and regulations.
49.11	Maintain confidentiality and protect customer data.
49.12	Act with integrity and honesty in all business dealings.
50.0	Demonstrate the uses of business-related software. The student will be able to:
50.01	Perform data entry procedures.
50.02	Perform merchandising math data entry procedures (e.g., stock turnover, markup, markdown, open to buy, pricing, invoicing).
50.03	Analyze a marketing spreadsheet in a decision-making situation, such as the Return on Investment (ROI), cash flow analysis.
50.04	Discuss the importance of all forms of online media services to a small business.
50.05	Analyze various software options for business operations (e.g., search engines, business software, web services, market searches, etc.).
51.0	Apply basic accounting concepts. The student will be able to:
51.01	Recognize the difference between debits and credits.
51.02	Compare and contrast the two accounting methods (Cash vs. Accrual) to justify the method of choice for the business.
51.03	Categorize various accounts as either accounts payable or accounts receivable and show a clear understanding of these terms.
51.04	Understand the importance of the break-even point in setting realistic financial goals and ensuring profitability.
51.05	Develop an understanding of key financial ratios essential for managing a business's financial health.

CTE Standards and Benchmarks

51.06	Explore both traditional and modern methods of bookkeeping, including paper-based systems, spreadsheet tools, desktop software, cloud-based platforms, and specialized applications.
52.0	Apply a career plan for entrepreneurship. The student will be able to:
52.01	Develop a plan for pursuing a career as an entrepreneur; include training and educational requirements, skills and abilities, and steps for reaching career goals.
52.02	Demonstrate specific technology applications related to a career plan.
52.03	Develop a digital career portfolio.
52.04	Plan for continuous development of skills, keeping licenses current, and any other requirements needed to keep business profitable.

Additional Information

Laboratory Activities

Laboratory investigations that include scientific inquiry, research, measurement, problem solving, emerging technologies, tools and equipment, as well as, experimental, quality and safety procedures are an integral part of this career and technical program/course. Laboratory investigations benefit all students by developing an understanding of the complexity and ambiguity of empirical work, as well as the skills required to manage, operate, calibrate and troubleshoot equipment/tools used to make observations. Students understand measurement error; and have the skills to aggregate, interpret and present the resulting data. Equipment and supplies should be provided to enhance hands-on experiences for students.

Florida Standards for English Language Development (ELD)

English language learners communicate for social and instructional purposes within the school setting. ELD.K12.ELL.SI.1

English Language Development (ELD) Standards Special Notes:

Teachers are required to provide listening, speaking, reading and writing instruction that allows English language learners (ELL) to communicate for social and instructional purposes within the school setting. For the given level of English language proficiency and with visual, graphic, or interactive support, students will interact with grade level words, expressions, sentences and discourse to process or produce language necessary for academic success. The ELD standard should specify a relevant content area concept or topic of study chosen by curriculum developers and teachers which maximizes an ELL's need for communication and social skills. For additional information on the development and implementation of the ELD standards, please contact the Bureau of Student Achievement through Language Acquisition at sala@fldoe.org.

Career and Technical Student Organization (CTSO)

CTSOs are co-curricular career and technical student organizations providing leadership training and reinforcing specific career and technical skills. Career and Technical Student Organizations provide activities for students as an integral part of the instruction offered. Other CTSOs not listed in this curriculum framework or recognized by the Florida Department of Education are permissible provided they support student mastery over the standards and benchmarks of this curriculum framework.

Cooperative Training – OJT

On-the-job training is appropriate but not required for this program. Whenever offered, the rules, guidelines and requirements specified in the OJT framework apply.

Accommodations

Federal and state legislation requires the provision of accommodations for students with disabilities as identified on the secondary student's Individual Educational Plan (IEP) or 504 plan or postsecondary student's accommodations' plan to meet individual needs and ensure equal access. Accommodations change the way the student is instructed. Students with disabilities may need accommodations in such areas as instructional

methods and materials, assignments and assessments, time demands and schedules, learning environment, assistive technology and special communication systems. Documentation of the accommodations requested and provided should be maintained in a confidential file.

In addition to accommodations, some secondary students with disabilities (students with an IEP served in Exceptional Student Education (ESE)) will need modifications to meet their needs. Modifications change the outcomes or what the student is expected to learn, e.g. modifying the curriculum of a secondary career and technical education course. Note: postsecondary curriculum and regulated secondary programs cannot be modified.

Some secondary students with disabilities (ESE) may need additional time (i.e., longer than the regular school year), to master the student performance standards associated with a regular course or a modified course. If needed, a student may enroll in the same career and technical course more than once. Documentation should be included in the IEP that clearly indicates that it is anticipated that the student may need an additional year to complete a Career and Technical Education (CTE) course. The student should work on different competencies and new applications of competencies each year toward completion of the CTE course. After achieving the competencies identified for the year, the student earns credit for the course. It is important to ensure that credits earned by students are reported accurately. The district's information system must be designed to accept multiple credits for the same course number for eligible students with disabilities.