

COMPETENCIES FOR SECONDARY TEACHERS: MARKETING TECHNOLOGY, GRADES 7-12



In addition to the Arkansas Teaching Standards (ATS) and the competencies for the Teacher Excellence and Support System (TESS), including competencies regarding the knowledge and use of educational technology that reflect the International Society for Technology in Education standards, the teacher of Marketing Technology, grades 7-12, shall also demonstrate knowledge and competencies in the following areas:

1. MARKETING: SOCIAL AND HISTORICAL PERSPECTIVES



CCTC: MK

- 1.1 Ability to describe the impact of economics, economics systems and entrepreneurship on marketing
- 1.2 Ability to implement marketing research to obtain and evaluate information for the creation of a marketing plan
- 1.3 Ability to plan, monitor, manage and maintain the use of financial resources for marketing activities
- 1.4 Ability to plan, monitor and manage the day-to-day activities required for continued marketing business operations
- 1.5 Ability to describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways
- 1.6 Ability to select, monitor and manage sales and distribution channels
- 1.7 Ability to determine and adjust prices to maximize return while maintaining customer perception of value
- 1.8 Ability to obtain, develop, maintain and improve a product or service mix in response to market opportunities
- 1.9 Ability to communicate information about products, services, images and/or ideas to achieve a desired outcome
- 1.10 Ability to use marketing strategies and processes to determine and meet client needs and wants

2. COMMUNICATION



CCTC: MK-COM

- 2.1 Ability to apply techniques and strategies to convey ideas and information through marketing communications
- 2.2 Ability to plan, manage and monitor day-to-day activities of marketing communications operations
- 2.3 Ability to access, evaluate and disseminate information to enhance marketing decision-making processes
- 2.4 Ability to obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities
- 2.5 Ability to communicate information about products, services, images and/or ideas to achieve a desired outcome

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3. MARKETING MANAGEMENT

CCTC: MK-MGT

- 3.1 Ability to plan, organize and lead marketing staff to achieve business goals
- 3.2 Ability to plan, manage and monitor day-to-day marketing management operations
- 3.3 Ability to plan, manage and organize to meet the requirements of the marketing plan
- 3.4 Ability to access, evaluate and disseminate information to aid in making marketing management decisions
- 3.5 Ability to determine and adjust prices to maximize return and meet customers' perceptions of value
- 3.6 Ability to obtain, develop, maintain and improve a product or service mix in response to market opportunities
- 3.7 Ability to communicate information about products, services, images and/or ideas

4. RESEARCH

CCTC: MK-RES

- 4.1 Ability to plan, organize and manage day-to-day marketing research activities
- 4.2 Ability to design and conduct research activities to facilitate marketing business decisions
- 4.3 Ability to use information systems and tools to make marketing research decisions

5. MERCHANDISING

CCTC: MK-RES

- 5.1 Ability to plan, organize and lead merchandising staff to enhance selling and merchandising skills
- 5.2 Ability to plan, manage and monitor day-to-day merchandising activities
- 5.3 Ability to move, store, locate and/or transfer ownership of retail goods and services
- 5.4 Ability to access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities
- 5.5 Ability to determine and adjust prices to maximize return and meet customers' perceptions of value
- 5.6 Ability to obtain, develop, maintain and improve a product or service mix to respond to market opportunities
- 5.7 Ability to communicate information about retail products, services, images and/or ideas
- 5.8 Ability to create and manage merchandising activities that provide for client needs and wants

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6. PROFESSIONAL SALES

CCTC: MK-SAL

- 6.1 Ability to access, evaluate and disseminate sales information
- 6.2 Ability to apply sales techniques to meet client needs and wants
- 6.3 Ability to plan, organize and lead sales staff to enhance sales goals