



Indiana Content Standards for Educators

CAREER AND TECHNICAL EDUCATION—MARKETING

Marketing teachers are expected to have a broad and comprehensive understanding of the knowledge and skills needed for this educator license, and to use that knowledge to help students prepare for the challenges and opportunities of the twenty-first century. This requires the ability to identify, comprehend, analyze, synthesize, and evaluate the basic principles, fundamental concepts, and essential content defined in these standards, and to apply that knowledge to the tasks of planning and delivering effective instruction and assessment.

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Career and Technical Education—Marketing Educator Standards

Standard 1: Business and Human Resources Management

Marketing teachers have a broad and comprehensive understanding of business and human resources management.

Standard 2: Entrepreneurship and Business Ownership

Marketing teachers have a broad and comprehensive understanding of entrepreneurship and business ownership.

Standard 3: Business and Marketing Communication

Marketing teachers have a broad and comprehensive understanding of business and marketing communication.

Standard 4: Financial Management, Accounting, and Math for Business and Marketing

Marketing teachers have a broad and comprehensive understanding of financial management, accounting, and math for business and marketing.

Standard 5: Business, Marketing, and Personal Law and Ethics

Marketing teachers have a broad and comprehensive understanding of business, marketing, and personal law and ethics.

Standard 6: Personal Financial Literacy

Marketing teachers have a broad and comprehensive understanding of personal financial literacy.

Standard 7: Economics

Marketing teachers have a broad and comprehensive understanding of economics.

Standard 8: Marketing Research, Information Management, and Market Planning

Marketing teachers have a broad and comprehensive understanding of marketing research, information management, and market planning.

Standard 9: Product/Service Development, Management, and Distribution

Marketing teachers have a broad and comprehensive understanding of product/service development, management, and distribution.

Standard 10: Product/Service Pricing, Promotion, and Selling

Marketing teachers have a broad and comprehensive understanding of product/service pricing, promotion, and selling.

Standard 11: International, Internet, and Specialty Marketing

Marketing teachers have a broad and comprehensive understanding of international, Internet, and specialty marketing.

Standard 12: Marketing Careers and Career Development

Marketing teachers have a broad and comprehensive understanding of marketing careers and career development.

Standard 13: Core Knowledge and Skills for Marketing Teachers

Marketing teachers have a broad and comprehensive understanding of core knowledge and skills for marketing teachers.

Career and Technical Education—Marketing Educator Standards

Standard 14: Marketing Instruction and Assessment

Marketing teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and marketing education.

Career and Technical Education—Marketing Educator Standards

Standard 1: Business and Human Resources Management

Marketing teachers have a broad and comprehensive understanding of business and human resources management, including:

- 1.1** management theories and methods, and skills and management functions
- 1.2** types and characteristics of business organizational structures
- 1.3** the nature and scope of business operations and principles of operations management
- 1.4** procedures relating to recruitment, selection, training, evaluation, and termination of employees, and principles and practices of collective bargaining and labor contract implementation
- 1.5** factors that influence individual and group behavior, team building, employee motivation, and employee morale
- 1.6** strategies and practices pertaining to employee compensation and benefits and government agencies, laws, regulations, and policies affecting human resources management

Standard 2: Entrepreneurship and Business Ownership

Marketing teachers have a broad and comprehensive understanding of entrepreneurship and business ownership, including:

- 2.1** roles of entrepreneurs in the larger global economy, characteristics of successful entrepreneurs, and advantages and disadvantages of owning a business and being an entrepreneur
- 2.2** types and characteristics of business ownership, including sole proprietorships, partnerships, corporations, franchises, and cooperatives
- 2.3** steps in starting a new business, including identifying business opportunities and developing a business plan
- 2.4** strategies for accessing and evaluating information to assist entrepreneurial decision making

Career and Technical Education—Marketing Educator Standards

Standard 3: Business and Marketing Communication

Marketing teachers have a broad and comprehensive understanding of business and marketing communication, including:

- 3.1** types and characteristics of workplace communication and etiquette in business and marketing communication
- 3.2** strategies and skills for effective oral communication in the workplace, including active listening
- 3.3** principles and practices for planning and producing effective written business and marketing communications using Standard American English and appropriate business and marketing formats and terminologies
- 3.4** strategies and skills for effective reading to locate, interpret, evaluate, and use business- and marketing-related information from a variety of sources
- 3.5** strategies and skills for planning, preparing, and delivering effective presentations in a variety of business and marketing contexts and to audiences that differ in composition, interest, and level of knowledge
- 3.6** characteristics, applications, operation, advantages, and disadvantages of various types of communications technologies, including emerging technologies, used in business and marketing contexts
- 3.7** Internet terminology, procedures for accessing and navigating the Internet, and techniques for utilizing Internet services to obtain, communicate, and evaluate information
- 3.8** techniques and applications of cross-cultural communication

Standard 4: Financial Management, Accounting, and Math for Business and Marketing

Marketing teachers have a broad and comprehensive understanding of financial management, accounting, and math for business and marketing, including:

- 4.1** principles and methods of financial management and budgeting, the time value of money, and ethical issues in financial management
- 4.2** types and characteristics of financial institutions and government regulatory agencies and concepts related to banking and the securities industry
- 4.3** accounting terminology, steps in the accounting cycle, and the application of Generally Accepted Accounting Principles (GAAP)
- 4.4** production, interpretation, and analysis of financial statements and the use of accounting data to evaluate financial performance
- 4.5** managerial accounting and procedures used for managing payrolls and inventory and calculating taxes
- 4.6** characteristics and applications of industry-standard accounting software
- 4.7** the application of basic computational skills, including percents, decimals, and fractions, to solve problems in various business and marketing contexts
- 4.8** construction and interpretation of tables, charts, and graphs
- 4.9** basic principles of geometry and methods and skills related to measurement in various business and marketing contexts
- 4.10** the application of principles and methods of probability and statistics in various business and marketing contexts
- 4.11** basic principles of algebra and the use of formulas and equations in various business and marketing contexts

Career and Technical Education—Marketing Educator Standards

Standard 5: Business, Marketing, and Personal Law and Ethics

Marketing teachers have a broad and comprehensive understanding of business, marketing, and personal law and ethics, including:

- 5.1** legal terminology and procedures; sources of the law; civil and criminal law; and the structure of federal, state, and local court systems in the United States
- 5.2** rights and responsibilities of individuals, businesses, and governments under the U.S. and Indiana constitutions
- 5.3** contract law, agency law, the Uniform Commercial Code (UCC), environmental protection laws, and other laws and regulations pertaining to the operation of a business
- 5.4** laws and regulations related to product pricing, promotion, selling, and the regulation of competition, including antitrust laws, truth-in-advertising laws, and laws against unfair and deceptive business and marketing practices
- 5.5** laws and regulations pertaining to product development, including laws relating to product safety, consumer protection, product liability, and product labeling
- 5.6** functions and uses of commercial paper and the laws and regulations pertaining to credit, taxes, and bankruptcy
- 5.7** estates, trusts, insurable assets, power of attorney, and other applications of personal law
- 5.8** real and personal property, patent, trademark, and copyright law
- 5.9** social, legal, and ethical issues related to technology use
- 5.10** ethics and social responsibility for businesses and individuals

Standard 6: Personal Financial Literacy

Marketing teachers have a broad and comprehensive understanding of personal financial literacy, including:

- 6.1** strategies for collecting and analyzing financial information and applying this information in systematic decision making about individual and family finances
- 6.2** effects of education, income, skills, life and career choices, and economic factors on personal income and the achievement of financial goals
- 6.3** strategies and skills for personal financial planning, money management, budgeting, and creating and maintaining financial records
- 6.4** rights and responsibilities of consumers and the use of rational decision-making skills when purchasing goods and services
- 6.5** types of financial services offered by banks and other financial institutions; characteristics, advantages, and disadvantages of various types of credit; and strategies for managing credit and debt
- 6.6** strategies for assessing, analyzing, and managing risk and for controlling personal information and characteristics, advantages, and disadvantages of various types of insurance through the life cycle
- 6.7** strategies for estate planning, saving, and investing and characteristics, advantages, and disadvantages of various investment and retirement options
- 6.8** tax terminology, types of taxes, and skills for calculating taxes and completing tax forms in the United States

Career and Technical Education—Marketing Educator Standards

Standard 7: Economics

Marketing teachers have a broad and comprehensive understanding of economics, including:

- 7.1** basic terminology and concepts in economics, including scarcity, choice, capital, opportunity costs, and supply and demand; the concept of money as a medium of exchange; and the circular flow model of economic exchanges
- 7.2** major economic theories and their influence on the formulation of public policy
- 7.3** methods for conducting economic research and analyzing and interpreting economic information
- 7.4** characteristics of traditional, command, market, and mixed economic systems
- 7.5** factors that affect productivity, including specialization, division of labor, and technological innovation, and how changes in the availability of factors of production affect businesses and the economy
- 7.6** characteristics and operation of market economies, including the operation of supply and demand, benefits of competition, and characteristics of different types of competitive market structures
- 7.7** characteristics and operation of the U.S. national economy and the use of economic indicators to assess the state of the economy
- 7.8** factors that influence economic growth and fluctuations in the world economy; characteristics of the business cycle; and the relationship of the business cycle to unemployment, recession, and inflation
- 7.9** roles of government in the economy; major government regulatory agencies; and how government tax, regulatory, spending, monetary, and fiscal policies affect the U.S. economy
- 7.10** functions of the Federal Reserve System and how the Federal Reserve responds to changing economic conditions

Standard 8: Marketing Research, Information Management, and Market Planning

Marketing teachers have a broad and comprehensive understanding of marketing research, information management, and market planning, including:

- 8.1** roles and functions of marketing in the U.S. and global economies and the effects of marketing on individuals, businesses, and society
- 8.2** strategies and skills for assessing marketing information needs and identifying marketing research problems
- 8.3** strategies for using sampling techniques to collect accurate marketing data, types of primary and secondary data used in marketing research, and descriptive statistics used for analyzing marketing data
- 8.4** ethical issues in the collection, management, and analysis of marketing data
- 8.5** characteristics of marketing strategies and the application of marketing concepts, including market segmentation and target markets, in developing a marketing plan
- 8.6** types and characteristics of interactive media, including social networking sites and various applications available for mobile devices, and the use of these media in marketing
- 8.7** skills and techniques for using technology in marketing research and marketing information management, including keyboarding, formatting, and other input procedures
- 8.8** characteristics and applications of software used in marketing information systems
- 8.9** types and characteristics of emerging technologies used in marketing and procedures for employing these technologies in various marketing contexts

Career and Technical Education—Marketing Educator Standards

Standard 9: Product/Service Development, Management, and Distribution

Marketing teachers have a broad and comprehensive understanding of product/service development, management, and distribution, including:

- 9.1** principles and methods of product/service planning and development, the use of technology in product/service planning and development, and strategies for ensuring quality control
- 9.2** steps in the product life cycle, the effect of the product life cycle on marketing decisions, and factors that influence decisions about the product mix
- 9.3** product/service positioning, product and institutional branding, and functions of product labeling and packaging
- 9.4** types and characteristics of product/service warranties and service contracts
- 9.5** strategies for using effective product placement to increase sales
- 9.6** types, characteristics, advantages, and disadvantages of various distribution channels
- 9.7** characteristics of different types of intermediaries in the distribution chain
- 9.8** types and characteristics of inventory control systems, strategies for maintaining inventory control, and the use of technology in product distribution and inventory management

Standard 10: Product/Service Pricing, Promotion, and Selling

Marketing teachers have a broad and comprehensive understanding of product/service pricing, promotion, and selling, including:

- 10.1** factors influencing pricing decisions and the use of break-even analysis in pricing
- 10.2** pricing strategies, including promotional and penetration pricing, and circumstances in which each strategy might be used
- 10.3** characteristics of price competition versus nonprice competition
- 10.4** components of the promotional mix; factors that determine selection of a promotional mix; and strategies for developing, implementing, and evaluating promotional plans and campaigns
- 10.5** strategies for using technology in product promotion and advertising, including the design and production of multimedia projects and the use of interactive media
- 10.6** characteristics of different types of marketing channels and advertising media and factors that determine their selection
- 10.7** theories of customer motivation and purchasing behavior and the application of these theories to strategies used to communicate with targeted audiences through advertising, public relations, and selling
- 10.8** characteristics of an effective sales process, including presentations, strategies, approaches, techniques, and follow-up communications

Career and Technical Education—Marketing Educator Standards

Standard 11: International, Internet, and Specialty Marketing

Marketing teachers have a broad and comprehensive understanding of international, Internet, and specialty marketing, including:

- 11.1** economic, social, cultural, political, legal, and ethical factors that affect international marketing and trade
- 11.2** strategies for marketing products and services to other countries and for effective communication in international marketing contexts
- 11.3** protectionism, free trade, currency exchange, and other factors that affect international marketing and the roles of trade agreements and international institutions in regulating trade
- 11.4** strategies and techniques for maintaining security while using the Internet and engaging in online transactions
- 11.5** strategies for product/service pricing, promotion, and selling on the Internet
- 11.6** strategies and procedures for establishing an Internet business and for planning, developing, designing, maintaining, and managing a Web site
- 11.7** types and characteristics of emerging Internet technologies and procedures for employing these technologies in Internet marketing
- 11.8** product design and development, promotion, pricing, placement, and selling in the fashion, sports, recreation, entertainment, hospitality, travel, and tourism industries

Standard 12: Marketing Careers and Career Development

Marketing teachers have a broad and comprehensive understanding of marketing careers and career development, including:

- 12.1** personal characteristics, abilities, and skills for succeeding in the workplace
- 12.2** types and characteristics of career opportunities in business- and marketing-related fields
- 12.3** sources of information about business- and marketing-related careers and education, experience, skills, and other requirements needed for various business- and marketing-related careers
- 12.4** strategies and techniques for helping students analyze career pathways and carry out self-assessment and career planning and for encouraging students to be lifelong learners
- 12.5** strategies and techniques for locating open business- and marketing-related career positions, creating an effective résumé, and completing successful interviews

Career and Technical Education—Marketing Educator Standards

Standard 13: Core Knowledge and Skills for Marketing Teachers

Marketing teachers have a broad and comprehensive understanding of core knowledge and skills for marketing teachers, including:

- 13.1** the structure and delivery of career and technical education in the United States and Indiana and state and federal laws and regulations pertaining to career and technical education
- 13.2** Common Core Standards for English Language Arts and Mathematics and their application in business and marketing education settings
- 13.3** important events and developments in the history of career and technical education and marketing education
- 13.4** social, political, legal, and ethical issues in marketing education
- 13.5** principles and practices for ensuring the safety of students in marketing classrooms and school-to-work experiences
- 13.6** strategies and techniques for coordinating and supervising students' school-to-work experiences and for assessing student learning during their school-to-work experiences
- 13.7** missions, goals, and organizational structures of career and technical student organizations; roles and responsibilities of faculty advisors to these organizations; and strategies for fostering leadership skills in students
- 13.8** professional development and outreach in career and technical education and marketing education, including strategies for working with local advisory committees

Career and Technical Education—Marketing Educator Standards

Standard 14: Marketing Instruction and Assessment

Marketing teachers have a broad and comprehensive understanding of instruction and assessment in career and technical education and marketing education, including:

- 14.1** Indiana Academic Standards for Business, Marketing, Entrepreneurship, and Information Technology Education
- 14.2** MBA Research and Curriculum Center; National MBA Curriculum Standards in Finance, Management/Administration, and Marketing; and the ISTE National Education Technology Standards
- 14.3** instructional strategies and resources to integrate instruction that promotes student achievement of Common Core Standards for English Language Arts and Mathematics
- 14.4** instructional strategies and resources for promoting students' understanding of concepts and development of skills related to marketing education
- 14.5** strategies and skills for planning, designing, and delivering instruction in marketing education, including the use of techniques and approaches that meet the needs of diverse learners
- 14.6** instructional strategies for promoting student learning and fostering the development of critical-thinking, higher-order thinking, problem-solving, and performance skills in marketing education
- 14.7** strategies and skills for creating a productive learning environment using knowledge of student behavior, organizational skills, and classroom management skills
- 14.8** communication methods that promote student learning and foster active inquiry, interaction, and collaboration in the marketing education classroom
- 14.9** strategies and skills for selecting, adapting, and using technological resources to enhance teaching and learning
- 14.10** strategies for promoting students' skills and knowledge required for success in the workplace, in marketing occupations, and in postsecondary education
- 14.11** strategies and skills for effectively assessing students' understanding and mastery of essential concepts and skills in marketing education

Selected Bibliography of Standards and Sources Related to Career and Technical Education—Marketing

State and National Standards and Curriculum Frameworks

1. Indiana Department of Education. (2008). *Indiana academic standards for business, marketing, entrepreneurship, and information technology education.* <http://dc.doe.in.gov/Standards/AcademicStandards/PrintLibrary/bme.shtml>
2. Indiana Department of Education. (2007). *Financial literacy standards framework.* <http://dc.doe.in.gov/Standards/AcademicStandards/PrintLibrary/docs-FinancialLiteracyFramework.pdf>
3. MBA Research and Curriculum Center. (2008). *National MBA curriculum standards: Marketing.* <http://www.mbaresearch.org/2.0/Joomla/images/PDFs/FinalMarketingClusterReport11-19-2007.pdf>
4. International Society for Technology in Education (ISTE). (2008). *National educational technology standards for teachers.* http://www.iste.org/Libraries/PDFs/NETS_for_Teachers_2008_EN.sflb.ashx

Sources on Career and Technical Education—Marketing Content

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6. Armstrong, G., & Kotler, P. (2009). *Marketing: An introduction* (9th ed.). Upper Saddle River, NJ: Prentice Hall.
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8. Wilhelm, W. J. (Ed.). (2009). *Economics and personal finance education: 2009 yearbook* (No. 47). Reston, VA: National Business Education Association.
9. Scarborough, N. M., & Zimmerer, T. W. (2008). *Effective small business management* (9th ed.). Upper Saddle River, NJ: Prentice Hall.
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11. Nellis, J. G., & Parker, D. (2006). *Principles of business economics* (2nd ed.). London: Financial Times Management.
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13. Brown, C. (2000). *Entrepreneurial education teaching guide.* Los Angeles: Clearinghouse on Entrepreneurship Education. (ERIC Document Reproduction Service No. ED 452 430).

Selected Bibliography of Standards and Sources Related to Career and Technical Education—Marketing

Sources on Student Learning and Pedagogical Methodology

14. National Research Center for Career and Technical Education. (2010). *Capitalizing on context: Curriculum integration in career and technical*. Louisville, KY: National Research Center for Career and Technical Education, University of Louisville.
15. National Research Center for Career and Technical Education. (2010). *Professional development for secondary career and technical education: Implications for change*. Louisville, KY: National Research Center for Career and Technical Education, University of Louisville.
16. Rehm, M. L. (2008). Career and technical education teachers' perceptions of culturally diverse classes: Rewards, difficulties, and useful teaching strategies. *Career and Technical Education Research*, 33(1), 45–64.
17. Rader, M. H., Bailey, G. A., & Kurth, L. A. (Eds.). (2008). *Effective methods of teaching business education: 2008 yearbook* (No. 46) (2nd ed.). Reston, VA: National Business Education Association.
18. Scott, J. L., & Sarkees-Wircenski, M. (2008). *Overview of career and technical education* (4th ed.). Orland Park, IL: American Technical.
19. Ausburn, L. J., & Brown, D. (2006). Learning strategy patterns and instructional preferences of career and technical education students. *Journal of Industrial Teacher Education*, 43(4), 6–39.
20. Hansen, D. M., Aragon, S. R., & Stone, J. R. (2006). Inside the black box: Exploring the value added by career and technical student organizations to students' high school experience. *Career and Technical Education Research*, 31(3), 121–155.
21. McCaslin, N. L., & Parks, D. (2002). *Teacher education in career and technical education: Background and policy implications for the new millennium*. Columbus, OH: National Dissemination Center for Career and Technical Education.