

CURRICULUM MAP
Cluster: Marketing
CTE Program of Study: MK0420 Marketing Management

STANDARD	%	SKILL SET/COMPETENCY	REQUIRED CORE COURSES FOR COMPLETION											
			1 st Course	2 nd Course	3 rd and 4 th Course – Choose 2 courses:									
			0422 Marketing Principles	0425 Marketing Applications	1401 Accounting Principles	1431 Digital Imaging I	1439 Business and Marketing Essentials	1455 Webpage Publishing	0407 Fashion Marketing	0428 Marketing Work Experience/Internship	0437 Hospitality and Tourism Marketing	0441 Real Estate Marketing	0434 Sports, Entertainment & Rec Marketing	
Business Law	1%	Apply knowledge of business ownership to establish and continue business operations.	X											
Channel Management	2%	Acquire foundational knowledge of channel management to understand its role in marketing.	X											
		Manage channel activities to minimize costs and to determine distribution strategies		X										
Communication Skills	13%	Read to acquire meaning from written material and to apply the information to a task.	X											
		Apply verbal skills to obtain and convey information.	X											
		Record information to maintain and present a report of business activity.	X											
		Write internal and external business correspondence to convey and obtain information effectively.		X										

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Customer Relations	5%	Foster positive relationships with customers to enhance company image.	X											
		Resolve conflicts with/for customers to encourage repeat business.	X											
		Reinforce company's image to exhibit the company's brand promise.	X											
		Understand the nature of customer relationship management to show its contributions to a company.		X										
Economics	7%	Acquire knowledge of the impact of government on business activities to make informed economic decisions.	X	X										
		Analyze cost/profit relationships to guide business decision-making.	X	X										
		Understand economic indicators to recognize economic trends and conditions.		X										
		Determine global trade's impact on business decision-making.		X										
Emotional Intelligence	14%	Use communication skills to foster open, honest communications.		X										
		Use communication skills to influence others.		X										

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		Manage stressful situations to minimize negative workplace interactions		X										
Financial Analysis	14%	Acquire a foundational knowledge of accounting to understand its nature and scope.		X										
		Implement accounting procedures to track money flow and to determine financial status.		X										
		Manage financial resources to ensure solvency.		X										
Human Resources Management	1%	Manage staff growth and development to increase productivity and employee satisfaction.	X											
Marketing - Information Management	8%	Acquire foundational knowledge of marketing-information management to understand its nature and scope.	X											
		Interpret marketing information to test hypotheses and/or to resolve issues.		X										
		Evaluate marketing research procedures and findings to assess their credibility.		X										
Marketing	2%	Understand marketing's role and function in business to facilitate	X	X										

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		economic exchanges with customers.												
		Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.		X										
Market Planning	2%	Develop marketing strategies to guide marketing tactics.	X											
		Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).	X											
		Employ marketing-information to develop a marketing plan.												
Operations	6%	Adhere to health and safety regulations to support a safe work environment.	X											
		Implement safety procedures to minimize loss.	X											
		Implement security policies/procedures to minimize chance for loss.	X											
		Comply with security rules, regulations, and codes (e.g., property, privacy, access,	X											

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		confidentiality) to protect customer and company information, reputation, and image.												
		Implement purchasing activities to obtain business supplies, equipment, resources, and services.	X											
		Understand production's role and function in business to recognize its need in an organization.	X											
		Maintain property and equipment to facilitate ongoing business activities.	X											
		Understand supply chain management role to recognize its need in business.	X											
Professional Development	10%	Participate in career planning to enhance job-success potential.	X											
		Utilize critical-thinking skills to determine best options/outcomes.		X										
Product/Service Management	3%	Generate product ideas to contribute to ongoing business success.		X										
		Employ product-mix strategies to meet customer expectations.		X										
		Position company to acquire desired business image.		X										

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Promotion	4%	Acquire a foundational knowledge of promotion to understand its nature and scope.	X												
		Understand the use of an advertisement's components to communicate with targeted audiences		X											
		Understand the use of public-relations activities to communicate with targeted audiences.		X											
		Understand the use of trade shows/expositions to communicate with targeted audiences.		X											
		Manage promotional activities to maximize return on promotional efforts.		X											
Selling	7%	Acquire a foundational knowledge of selling to understand its nature and scope.	X												
		Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.	X												
		Understand sales processes and techniques to enhance customer	X												

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		relationships and to increase the likelihood of making sales.											
		Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.	X										
		Understand sales activities to show command of their nature and scope.		X									
		Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.		X									
		Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.		X									
		Perform pre-sales activities to facilitate sales presentation.		X									
		Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.		X									
		Process the sale to complete the exchange		X									

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Strategic Management	1%	Acquire a foundational knowledge of strategic management and understand its nature and scope		X									
Journalizing		Apply the accounting equation to journalize an opening entry			X								
		Follow principles of double-entry bookkeeping in the journalizing process			X								
		Analyze transactions involving owners' equity			X								
Posting		Post to general and subsidiary ledger accounts			X								
		Demonstrate understanding of multicolumn ledger			X								
		Demonstrate familiarity with computerized posting methods			X								
		Use appropriate posting references			X								
		Reconcile subsidiary to general ledgers			X								
Payroll Preparation		Demonstrate familiarity with electronic payroll data entry			X								
		Complete a payroll register			X								
		Prepare a payroll check and check stub with appropriate information			X								
		Record information found on W-4 forms in employee data section			X								

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		Calculate appropriate employee payroll taxes			X								
		Calculate appropriate employer payroll tax liabilities			X								
		Determine appropriate deposit dates, documentation, and prepare quarterly state and federal tax forms			X								
		Journalize payroll entries at end of earnings period in appropriate journals			X								
Cash and Banking Procedures		Complete check stubs and checks			X								
		Enter appropriate data on a deposit slip			X								
		Reconcile a bank statement			X								
		Demonstrate familiarity with online and electronic banking procedures			X								
		Exhibit understanding of credit cards and/or debit cards			X								
		Manage multiple bank accounts and transactions			X								
		Reconcile and replenish petty cash funds			X								
Merchandise Inventory		Demonstrate knowledge of a merchandise inventory account			X								

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		using perpetual and periodic methods											
		Analyze effects on accounts by the purchase of goods			X								
		Calculate the cost of goods sold			X								
		Prepare adjusting entries based on physical inventory			X								
		Calculate for obsolete or a shrinkage of inventory			X								
Completion of Accounting Cycle		Prepare 8 or 10 column worksheets			X								
		Prepare the financial statements from a completed worksheet			X								
		Verify the financial statements against the worksheet for accuracy			X								
		Record and post adjusting and closing entries			X								
		Locate and correct accounting errors			X								
		Prepare post-closing trial balance from general ledger			X								
Current copyright, creative commons, and fair use laws		Define the various types of create commons licenses				X							
		Describe the purpose of copyright, creative commons, public domain, etc.				X							

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		Adhere to copyright and creative commons laws				X							
		Locate digital images and multimedia published under various copyright and creative commons licenses				X							
Digital Safety		Maintain digital safety, including personal and computer safety				X							
Digital Media Communication		Identify the purpose, audience and audience needs for preparing image(s).				X							
		Communicate with others (such as peers and clients) about design plans.				X							
		Describe how the design plans are meeting the purpose, and target audience needs				X							
Software applications, design tools, and techniques in Digital Imaging		Utilize multiple platforms for creating and enhancing digital images				X							
		Apply layout and design principles.				X							
		Create layouts for ease of readability and attractiveness.				X							
		Take pictures using various features on a digital camera.				X							

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		Transfer images from a camera to computers or other electronic equipment.				X								
		Utilize filters, tools, and features within digital imaging software application to enhance photographs				X								
		Produce images using layers and layer styles.				X								
		Demonstrate application of typography.				X								
		Import, export, organize and save images.				X								
		Choose correct file format for each project.				X								
		Differentiate between common image file types: jpeg, gif, bmp, png				X								
		Describe software specific image file types				X								
		Use guides and rulers.				X								
		Demonstrate application of drawings and paintings.				X								
		Incorporate color techniques, including gradient, grayscale, opacity, blending, etc.				X								
		Utilize paths to modify objects, shapes, and text				X								

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		Design a digital imaging/multimedia project.				X							
Media Production Communications		Create graphics for business professional use: logos, letterheads, business cards, brochures, posters, billboards, cards, etc.				X							
		Create basic designs, drawings and illustrations for multimedia use in commercials, animations, advertisements, infographics, etc.				X							
		Keep abreast of new imaging software and hardware technologies, and industry trends by reviewing current literature, talking with others, participating in educational programs, or participating in professional organizations, workshops or conferences				X							
		Utilize multiple platforms for creating and enhancing digital multimedia projects				X							
		Apply layout and design principles for attractiveness and readability				X							

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		Transfer video from a camera to computers or other electronic equipment.				X							
		Use digital video software to cut, edit, apply effects, add titles and transitions to video clips.				X							
		Create animations utilizing frames and keyframes on a timeline				X							
		Create an animated walk cycle				X							
		Integrate original audio digital elements (voice/sound clips, music) into a project.				X							
		Integrate audio digital elements (voice/sound clips, music) from the web into a project.				X							
		Enhance a voice/sound clip with lip sync				X							
		Utilize tweening and symbols				X							
		Describe publication procedures				X							
		Keep abreast of new multimedia software and hardware technologies, and industry trends by reviewing current literature, talking with others, participating in educational programs, or participating in professional				X							

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		organizations, workshops or conferences											
Customer Relations		Foster positive relationships with customers to enhance company image					X						
Economics		Understand fundamental economic concepts to obtain a foundation for employment in business					X						
		Understand the nature of business to show its contributions to society.					X						
		Understand economic systems to be able to recognize the environments in which businesses function					X						
Emotional Intelligence		Apply ethics to demonstrate trustworthiness					X						
Financial Analysis		Acquire a foundational knowledge of accounting to understand its nature and scope					X						
Human Resources Management		Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.					X						
Marketing		Understand marketing's role and function in business to facilitate economic exchanges with customers.					X						

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Information Management		Use information literacy skills to increase workplace efficiency and effectiveness.					X						
		Acquire a foundational knowledge of information management to understand its nature and scope.					X						
		Utilize information-technology tools to manage and perform work responsibilities.					X						
Operations		Understand operation's role and function in business to value its contribution to a company.					X						
Professional Development		Acquire self-development skills to enhance relationships and improve efficiency in the work environment					X						
		Understand and follow company rules and regulations to maintain employment					X						
		Participate in career planning to enhance job-success potential					X						
		Implement job-seeking skills to obtain employment					X						
Coding Procedures and Commands to develop Web pages		Use flowcharts, storyboards, wireframes, site maps, and color logs to plan web pages						X					

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		Write, design, and edit web page content					X						
		Utilize HTML to define the content of a web page					X						
		Utilize CSS to define the layout of a web page					X						
		Utilize Javascript to define the behavior of a web page					X						
		Code a fully functional website including multiple web pages from a blank document					X						
		Insert text onto a web page					X						
		Insert hyperlinks to external pages					X						
		Insert hyperlinks to internal pages					X						
		Insert a data table					X						
		Define properties of the data table using coding languages					X						
		Add tooltips and alternate text onto images					X						
		Insert multimedia including videos, sound clips, and animation onto web page					X						
		Insert bulleted and numbered lists					X						
		Differentiate between relative and absolute links					X						

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		Link web pages together to form website					X					
		Link HTML page to Javascript and CSS documents					X					
		Evaluate code to ensure that it is valid and is properly structured					X					
		Utilize web page development software programs to design web page content and features					X					
		Utilize web page development software programs to publish live web pages					X					
Backend Webpage Setup and Maintenance		Run test routines and schedules to ensure that web site is supported on external interfaces and all browser and device types.					X					
		Review or update web page content or links in a timely manner, using appropriate tools.					X					
		Develop databases that support web applications and web sites.					X					
		Utilize a server to host web pages on internal LAN					X					
		Explore domain registrations					X					

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Web Page Development Principals, Procedures, and Best Practices		Comply with current copyright, creative commons, fair use and patent laws.					X						
		Describe web page publishing best practices concerning layout, delivery of content, and functional behaviors of a web page					X						
		Make website development decisions based on analysis and interpretation of design specifications					X						
		Incorporate technical considerations into web site design plans, such as budgets, equipment, performance requirements, or legal issues including accessibility and privacy					X						
Aesthetics and Usability of the Web Page GUI		Analyze user needs (client and audience end) to determine design specifications					X						
		Analyze, critique, and evaluate existing web pages for design principals, attractiveness, usability, and functionality					X						
		Maintain understanding of current web technologies or programming practices through continuing					X						

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		education, reading or participation in professional conferences, workshops or groups.																		
Evolution of the Internet and Web Sites		Describe the history of the Internet							X											
		Identify the creator of the Internet							X											
		Explain the purpose of the Internet							X											
		Demonstrate how the Internet and Web Pages have evolved as technology (software and hardware) have advanced							X											
World Wide Web Consortium		Describe the purpose of the World Wide Web Consortium							X											
		Identify World Wide Web Consortium resources							X											
Nature of Fashion		Recognize the components of fashion.								X										
		Provide the basic reasons people wear clothes.								X										
		Discover fashion in terms of art and science, and private and public awareness.								X										
		Determine economic and political influences on fashion.								X										
		Articulate basic fashion terms.								X										

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History and Trends of Fashion		Determine the role of fashion leaders and followers in the fashion movement.								X				
		Distinguish the theories of fashion adaptation.								X				
		Compare the principles of the fashion movement.								X				
		Examine the use and importance of fashion cycles.								X				
		Differentiate among fashion trends, fads, and classics.								X				
		Outline current trends in fashion.								X				
Color and Design Fundamentals		Compare the elements and principles of line and design.								X				
		Determine how to use design to create illusions that enhance appearance.								X				
		Examine the principles of color psychology and symbolism and its relationship to fashion.								X				
		Examine the color wheel.								X				
		Analyze color schemes.								X				
Textile Characteristics		Examine the characteristics of natural and man-made fibers.								X				

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		Recognize the relationship between fabric characteristics and product use.								X			
		Determine common fabric constructions.								X			
		Assess the main fabric finishing procedures.								X			
		Illustrate the importance of quality and performance standards.								X			
Fundamentals of Marketing		Examine the role of marketing and its importance.								X			
		Assess the importance and methods of market research.								X			
		Differentiate among the concepts of marketing segmentation, niche, and mass marketing.								X			
		Determine the elements of the marketing mix.								X			
		Demonstrate the flow of products in the channel of distribution.								X			
		Recognize the marketing concept.								X			
Economic Principles as Related to the Fashion Industry		Classify economic products as either goods or services.								X			

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		Compare the roles of profit, competition, and supply and demand in the free-market system.								X				
		Recognize the competitive market structures.								X				
		Examine the basic forms of business organizations.								X				
		Classify the concept of business cycles.								X				
Retail Marketing and Merchandising		Recognize the functional areas of retail firms.								X				
		Examine the main types of apparel retailers.								X				
		Analyze consumer buying motives.								X				
		Determine various pricing strategies.								X				
		Illustrate apparel sizing (women, men, infants, and children).								X				
		Determine various accessory groups.								X				
		Assess the merchandise planning function.								X				
		Outline internal and external sources of planning information.								X				
		Distinguish factors to be considered when preparing financial and merchandise assortment buying plans.								X				

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		Examine ongoing inventory management systems.								X				
Principles of Selling		Recognize the steps in the selling process.								X				
		Research the different approaches of opening a sale.								X				
		Prepare a sales presentation for a product or service.								X				
		Debate the proper method of handling objections in order to close a sale.								X				
		Examine the different types of closing a sale.								X				
Principles of Promotion		Recognize the elements of the promotional mix in fashion marketing.								X				
		Analyze types of media used in fashion retail advertising.								X				
		Examine the importance of visual merchandising.								X				
Fashion Market Centers and Designers		Examine domestic fashion market centers.								X				
		Compare international fashion market centers.								X				
		Recognize influential fashion designers.								X				

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Communication Skills		Show the importance of verbal and nonverbal communication.							X				
		Recognize proper telephone communication skills.							X				
		Illustrate effective writing skills.							X				
Customer Service Skills		Determine the importance of customer service.							X				
		Examine procedures for handling customer complaints.							X				
		Breakdown multiple tasks simultaneously.							X				
		Point out company policies to customers.							X				
Careers in Fashion Marketing		Recognize personal traits important in a fashion career.							X				
		Research career opportunities in fashion sales, textiles, and manufacturing industries.							X				
		Choose an acceptable fashion image for work, school, and social activities.							X				
		Determine educational needs for work experience and career opportunities.							X				
Risk Management		Predict the impact of internal theft and shoplifting.							X				

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		Demonstrate basic safety rules relevant to job safety.								X			
		Prioritize the first aid measures to be used in case of an emergency or accident.								X			
		Classify type A, B, and C fires.								X			
		Compare the characteristics of fires in order to extinguish them.								X			
Human Relations Skills		Exhibit proper business ethics in all business activities.									X		
		Exhibit appreciation of diversity in the workplace.									X		
		Exhibit a positive attitude and relationship with customers, co-workers and management.									X		
		Demonstrate initiative in completing job duties.									X		
		Show respect for customers, co-workers and management.									X		
		Serve as a team member while completing a work project.									X		
		Follow directions when completing a project.									X		
Basic Communications		Use correct grammar and vocabulary in written and oral communications.									X		

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		Write notes, memos and emails to customers, co-workers and management.								X			
		Use proper telephone techniques.								X			
		Follow procedures when a job is terminated.								X			
		Describe policies and procedures to customers and clients.								X			
		Read instructions for clarification.								X			
		Use a computer to accomplish job related tasks.								X			
		Type word processing documents.								X			
		Fill out forms with all needed information completed.								X			
		Identify how the inappropriate use of nonverbal communication can stifle working relationships, productivity and teamwork.								X			
Basic Work Skills		Exhibit punctuality, attendance and dependability on the job.								X			
		Focus on tasks without direct supervision.								X			
		Demonstrate strategies for completion of assigned tasks.								X			
		Focus on time management principles when prioritizing tasks.								X			

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		Apply organizational skills in daily work activities.								X		
		Show accountability for job performance.								X		
		Show initiative when learning new job responsibilities.								X		
Work Ethics		Demonstrate good work ethics during each work period.								X		
		Exhibit initiative without direct supervision.								X		
		Demonstrate leadership skills when working with coworkers.								X		
		Use problem solving skills when confronted with a problem.								X		
		Demonstrate flexibility and adaptability when jobs/tasks change.								X		
		Show openness to employers' suggestions and constructive criticism.								X		
		Follow directions.								X		
		Check accuracy of work.								X		
		Exhibit good grooming and hygiene.								X		
		Demonstrate punctuality.								X		
		Take on new challenges, admit mistakes and fix them.								X		

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		Handle conflicts when confronted.									X		
		Set and achieve goals.									X		
		Participate in new training opportunities.									X		
		Exhibit leadership skills and take charge when warranted.									X		
		Read trade journals and magazine articles about the company and the industry in which they work.									X		
		Keep work areas neat and organized.									X		
		Use down time productively.									X		
		Ask questions when unsure about instructions.									X		
Hospitality and Tourism Marketing and Sales		Identify the target market for the products and services.										X	
		Demonstrate the concept of market segmentation in the travel and tourism industry.										X	
		Confer with clients to provide marketing or technical advice.										X	
		Converse with customers to determine destination, mode of transportation, travel dates, financial considerations and accommodations required.										X	

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		Plan, describe, arrange and sell packages and incentives.									X		
		Design and provide customers with brochures and publications containing travel information, such as local customs, points of interest or foreign country regulations.									X		
		Schedule use of facilities or catering services for events such as banquets or receptions and negotiate details of arrangements with clients.									X		
		Prepare required paperwork pertaining to departmental functions.									X		
		Identify, develop or evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics and cost and markup factors.									X		
		Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations or return-on-investment and profit-loss projections.									X		

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		Track program budgets and expenses and campaign response rates to evaluate each campaign based on program objectives and industry norms.									X		
		Prepare and negotiate advertising and sales contracts.									X		
		Develop pricing strategies, balancing firm objectives and customer satisfaction.									X		
		Perform marketing and public relations activities.									X		
		Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.									X		
		Negotiate contracts with vendors or distributors to manage product distribution, establishing distribution networks or developing distribution strategies.									X		
		Meet with clients to schedule and plan details of conventions, banquets, receptions and other functions.									X		

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		Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.									X		
		Compare the segments of the industry: motels, hotels, conference centers, bed and breakfasts, resorts, etc.									X		
		Determine how cultural diversity affects the lodging industry.									X		
		Set prices for products and services.									X		
		Analyze the cruise and airline industries relevant to customers' requests.									X		
		Review menus and analyze recipes to determine labor and overhead costs and assign prices to menu items.									X		
		Create a menu.									X		
Hospitality and Tourism Management		Monitor compliance with health and fire regulations and building maintenance in lodging and dining facilities.									X		

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		Monitor the revenue activity of the hotel or facility.										X		
		Train staff members.										X		
		Coordinate assignments of personnel.										X		
		Observe and monitor staff performance to ensure efficient operations and adherence to facility's policies and procedures.										X		
		Monitor budgets and payroll records and review financial transactions to ensure that expenditures are authorized and budgeted.										X		
		Coordinate front-office activities of hotels or motels and resolve problems.										X		
		Maintain supply inventories and keep inventory records.										X		
		Schedule staff hours and assign duties.										X		
		Establish standards for personnel performance and customer service.										X		
		Participate in financial activities such as the setting of room rates, the establishment of budgets and the allocation of funds to departments.										X		

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		Organize and direct worker training programs, resolve personnel problems, hire new staff and evaluate employee performance in dining and lodging facilities.									X		
		Review work procedures and operational problems to determine ways to improve service, performance or safety.									X		
		Confer and cooperate with other managers to ensure coordination of hotel activities.									X		
		Assess staffing needs and recruit staff using methods such as newspaper advertisements or attendance at job fairs.									X		
		Organize and coordinate the work of staff and convention personnel for meetings to be held at a particular facility.									X		
Hospitality and Tourism Promotion		Plan an event.									X		
		Inspect layouts and advertising copy and edit scripts, audio and video tapes and other promotional									X		

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		materials for adherence to specifications.											
		Plan and prepare advertising and all promotional materials to increase sales of products or services, working with customers, company officials, sales departments and advertising agencies.										X	
		Gather and organize information to plan advertising campaigns.										X	
		Confer with department heads or staff to discuss topics such as contracts, selection of advertising media or product to be advertised.										X	
		Train and direct workers engaged in developing and producing advertisements.										X	
		Plan and execute advertising policies and strategies for organizations.										X	
		Compile lists describing product or service offerings.										X	
		Monitor and analyze sales promotion results to determine cost effectiveness of promotion campaigns.										X	

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Hospitality and Tourism Economics		Compile, analyze and report data to explain economic phenomena and forecast market trends.									X		
		Study the socioeconomic impacts of new public policies, such as proposed legislation, taxes, services and regulations.									X		
		Examine how tourism financially impacts the economy on both the state and national levels.									X		
		Record the number, type and cost of items sold to determine which items may be unpopular or less profitable.									X		
		Provide advice and consultation on economic relationships to businesses, public and private agencies and other employers.									X		
		Conduct economic or commercial surveys to identify potential markets for products or services.									X		
Economy and Social Impact of Real Estate		Recognize the role of a real estate professional.										X	
		Assess real estate as an economic trend indicator.										X	

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		Demonstrate how the real estate market is affected by supply and demand.										X	
		Discover the forms of promotions most frequently used in real estate.										X	
		Utilize general advertising guidelines.										X	
		Illustrate print, broadcast, outdoor/transit, and specialty media.										X	
		Research local real estate values and market conditions.										X	
		Recognize the role of a real estate professional.										X	
Property Rights and Fundamentals of Ownership		Recognize the concept of bundle of rights.										X	
		Distinguish among land, real estate, and real property.										X	
		Determine the difference between personal property and real property, including the differences between fixtures and trade fixtures.										X	
		Classify the different types of property ownership. (e.g., freehold, life estate, etc.)										X	

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		Determine the steps leading to adverse possession.									X	
		Examine the powers of government that may limit ownership of real estate. (e.g., eminent domain, taxation, police power, escheat)									X	
		Establish the difference between an easement and an encroachment.									X	
		Recognize the use of private restrictive covenants affecting real property.									X	
		Illustrate the methods by which land use is controlled.									X	
Contracts		Examine an express contract (both written and oral) and an implied contract.									X	
		Distinguish between a bilateral contract (both written and oral) and of an implied contract.									X	
		Differentiate among the legal effects of a contract (void, voidable, unenforceable) including illustrations of each.									X	
		Examine the term statute of limitations.									X	

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		Research the following contracts used in the real estate business: Brokerage representation agreements, purchase/sales agreements, option agreements, installment agreements (contracts, deeds, and leases for land).										X	
Deeds		Determine the items necessary to make a deed valid.										X	
		Recognize different types of deeds. (eight forms of deeds)										X	
		Determine ways in which business organizations can hold ownership.										X	
		Analyze types of free hold ownership.										X	
		Classify the types of co-ownership.										X	
		Construct the purposes of a land survey.										X	
		Illustrate the three basic types of land descriptions.										X	
		Examine the methods by which a title can be transferred.										X	
		Assess the terms delivery and acceptance.										X	

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		Determine the methods by which a deceased person's property transfers if he/she dies intestate.										X	
Financing, Mortgages, and Deeds of Trust		Compare the terms security instrument, financing instrument, and hypothecation.										X	
		Research the provisions of a promissory note.										X	
		Examine various types of mortgages.										X	
		Determine the influence of government in mortgage lending.										X	
		Assess the secondary mortgage market.										X	
		Provide examples of an encumbrance.										X	
		Examine why title searches and recording statutes are necessary.										X	
		Analyze at least three types of liens.										X	
		Compute proration problems.										X	
		Analyze escrow.										X	
		Research elements of foreclosure proceedings.										X	
Brokerage and Agency Contract Responsibilities		Recognize the role of an agency.										X	
		Illustrate fiduciary relationship.										X	

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		Show how brokerage fees are determined and calculated.										X	
		Research information needed on brokerage representation agreements.										X	
		Compute the seller's net proceeds.										X	
		Compute the buyer's cost of purchase.										X	
Fair Housing Statutes		Examine the West Virginia Residential Landlord and Tenant Act.										X	
		Assess the implications of fair housing laws for brokers and salespeople.										X	
		Illustrate examples of blockbusting, steering, and redlining.										X	
		Research the purpose of the West Virginia Real Estate Commission.										X	
		Demonstrate methods by which land use is controlled.										X	
Ethics		Discover examples of Code of Ethics violations.										X	
		Examine areas of law that are important to real estate.										X	
		Analyze ethical practices as they apply to real estate law.										X	

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		Point out how ethical practices influence the success of real estate professionals.										X	
Careers in Real Estate Marketing		Recognize different real estate specializations.										X	
		Research postsecondary education opportunities related to real estate marketing.										X	
Overview of Marketing		Discover the field of sports, entertainment, and recreation marketing.											X
		Recognize trends of sports, entertainment, and recreation as an industry in the local, state, national, and international arenas.											X
		Characterize marketing.											X
		Produce a chart of the marketing functions.											X
		Determine the elements of the marketing mix.											X
		Assess the importance of the marketing concept.											X
		Recognize the use of marketing positioning.											X
		Distinguish types of segmentation.											X

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		Examine the concept of a target market.											X
		Compare types of marketing segmentation.											X
Promotion		Examine the four elements of promotion.											X
		Recognize components of the promotional mix.											X
		Develop a logo and slogan and its relationship with a trademark.											X
		Compare the types of advertising media.											X
		Examine sales promotion strategies.											X
		Develop sales promotion strategies.											X
		Recognize publicity and its role in creating a positive public image with SER marketing.											X
		Construct a press release.											X
		Determine the role of selling in the sports, entertainment, and recreation industry.											X
		Point out the steps of personal selling.											X
Sponsorships and Endorsements		Analyze reasons for SER sponsorships and endorsements.											X

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		Compare reasons for athletic and celebrity sponsorships and endorsements.											X
		Critique the advantages, disadvantages, and legal issues of sponsorships and endorsements.											X
Legal and Ethical Issues		Differentiate how laws impact the sports, entertainment, and recreation industries.											X
		Examine the relevance of contracts in the SER industry.											X
		Research salary caps within the sports industry.											X
		Recognize legal implications of copyright and privacy related to the entertainment industry.											X
		Examine legal implications of licensing of trademarked products in the SER industry.											X
		Characterize ethics.											X
		Access the impact of unethical behavior within the sports and entertainment industry.											X
Risk Management		Classify risks.											X
		Analyze the importance of security and insurance.											X

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		Examine methods to prevent, reduce, control, or transfer risks.											X
Product Management		Recognize the relationship between branding and merchandising in the SER industry.											X
		Determine merchandising opportunities for a SER event.											X
		Compare food and beverage opportunities that exist within the SER industry.											X
Career Development		Research sports, entertainment, and recreation career opportunities at the mentorship, internship, entry, mid-management, and upper-management levels.											X
		Research the education and training needed for a sports, entertainment, and recreation job/career.											X
		Compare career and technical programs, colleges, and universities in West Virginia offering a post-secondary degree in the sports, entertainment, and recreation industry.											X