



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

The Pathway Knowledge and Skills Chart describes what all/most learners/workers need to know and be able to do to demonstrate competence within a career pathway. Following the pathway description, there are four sets of knowledge and skill expectations:

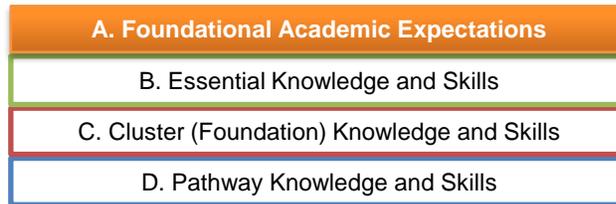


## PATHWAY DESCRIPTION

*Merchandising:* Employees in buying and merchandising positions get the product into the hands of the customer. This process includes forecasting, planning, buying, displaying, selling and providing customer service.

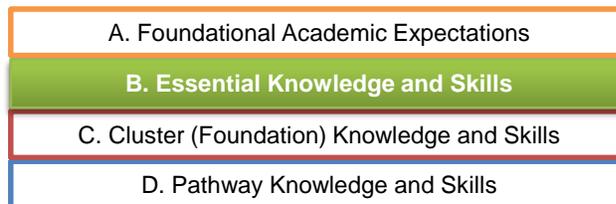
### A. FOUNDATIONAL ACADEMIC EXPECTATIONS

All secondary students should meet their state's academic standards. All Essential Cluster and Pathway Knowledge and Skills are predicated on the assumption that foundational academic skills have been attained. Some knowledge and skill statements will further define critical linkages and applications of academics in the cluster and/or pathway.



### B. ESSENTIAL KNOWLEDGE AND SKILLS

The following Essential Knowledge and Skill statements apply to careers in all clusters and pathways. Persons preparing for careers in this pathway should be able to demonstrate these skills in the context of this cluster and pathway.



<b>Essential Topic</b> ESS01	<b>ACADEMIC FOUNDATIONS:</b> <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i>
<b>ESS01.01</b>	<b>Complete required training, education, and certification to prepare for employment in a particular career field.</b>



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- ESS01.01.01 Identify training, education and certification requirements for occupational choice.
- ESS01.01.02 Participate in career-related training and/or degree programs.
- ESS01.01.03 Pass certification tests to qualify for licensure and/or certification in chosen occupational area.

**ESS01.02 Demonstrate language arts knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.02.01 Model behaviors that demonstrate active listening.
- ESS01.02.02 Adapt language for audience, purpose, situation. (i.e. diction/structure, style).
- ESS01.02.03 Organize oral and written information.
- ESS01.02.04 Compose focused copy for a variety of written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.05 Edit copy to create focused written documents such as agendas, audio-visuals, bibliographies, drafts, forms/documents, notes, oral presentations, reports, and technical terminology.
- ESS01.02.06 Comprehend key elements of oral and written information such as cause/effect, comparisons/contrasts, conclusions, context, purpose, charts/tables/graphs, evaluation/critiques, mood, persuasive text, sequence, summaries, and technical subject matter.
- ESS01.02.07 Evaluate oral and written information for accuracy, adequacy/sufficiency, appropriateness, clarity, conclusions/solutions, fact/opinion, propaganda, relevancy, validity, and relationship of ideas.
- ESS01.02.08 Identify assumptions, purpose, outcomes/solutions, and propaganda techniques.
- ESS01.02.09 Predict potential outcomes and/or solutions based on oral and written information regarding trends.
- ESS01.02.10 Present formal and informal speeches including discussion, information requests, interpretation, and persuasive arguments.

**ESS01.03 Demonstrate mathematics knowledge and skills required to pursue the full range of post-secondary education and career opportunities.**

- ESS01.03.01 Identify whole numbers, decimals, and fractions.
- ESS01.03.02 Demonstrate knowledge of basic arithmetic operations such as addition, subtraction, multiplication, and division.
- ESS01.03.03 Demonstrate use of relational expressions such as equal to, not equal, greater than, less than, etc.
- ESS01.03.04 Apply data and measurements to solve a problem.
- ESS01.03.05 Analyze Mathematical problem statements for missing and/or irrelevant data.
- ESS01.03.06 Construct charts/tables/graphs from functions and data.
- ESS01.03.07 Analyze data when interpreting operational documents.



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**ESS01.04 Demonstrate science knowledge and skills required to pursue the full range of post-secondary and career education opportunities.**

- ESS01.04.01 Evaluate scientific constructs including conclusions, conflicting data, controls, data, inferences, limitations, questions, sources of errors, and variables.
- ESS01.04.02 Apply scientific methods in qualitative and quantitative analysis, data gathering, direct and indirect observation, predictions, and problem identification.

**Essential Topic  
ESS02 COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

**ESS02.01 Select and employ appropriate reading and communication strategies to learn and use technical concepts and vocabulary in practice.**

- ESS02.01.01 Determine the most appropriate reading strategy for identifying the overarching purpose of a text (i.e. skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.02 Demonstrate use of content, technical concepts and vocabulary when analyzing information and following directions.
- ESS02.01.03 Select the reading strategy or strategies needed to fully comprehend the content within a written document (i.e., skimming, reading for detail, reading for meaning or critical analysis).
- ESS02.01.04 Interpret information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.05 Transcribe information, data, and observations to apply information learned from reading to actual practice.
- ESS02.01.06 Communicate information, data, and observations to apply information learned from reading to actual practice.

**ESS02.02 Demonstrate use of the concepts, strategies, and systems for obtaining and conveying ideas and information to enhance communication in the workplace.**

- ESS02.02.01 Employ verbal skills when obtaining and conveying information.
- ESS02.02.02 Record information needed to present a report on a given topic or problem.
- ESS02.02.03 Write internal and external business correspondence that conveys and/or obtains information effectively.
- ESS02.02.04 Communicate with other employees to clarify workplace objectives.
- ESS02.02.05 Communicate effectively with customers and employees to foster positive relationships.

**ESS02.03 Locate, organize and reference written information from various sources to communicate with co-workers and clients/participants.**



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ESS02.03.01	Locate written information used to communicate with co-workers and customers.
ESS02.03.02	Organize information to use in written and oral communications.
ESS02.03.03	Reference the sources of information.
<b>ESS02.04</b>	<b>Evaluate and use information resources to accomplish specific occupational tasks.</b>
ESS02.04.01	Use informational texts, Internet web sites, and/or technical materials to review and apply information sources for occupational tasks.
ESS02.04.02	Evaluate the reliability of information from informational texts, Internet Web sites, and/or technical materials and resources.
<b>ESS02.05</b>	<b>Use correct grammar, punctuation and terminology to write and edit documents.</b>
ESS02.05.01	Compose multi-paragraph documents clearly, succinctly, and accurately.
ESS02.05.02	Use descriptions of audience and purpose when preparing and editing written documents.
ESS02.05.03	Use correct grammar, spelling, punctuation, and capitalization when preparing written documents.
<b>ESS02.06</b>	<b>Develop and deliver formal and informal presentations using appropriate media to engage and inform audiences.</b>
ESS02.06.01	Prepare oral presentations to provide information for specific purposes and audiences.
ESS02.06.02	Identify support materials that will enhance an oral presentation.
ESS02.06.03	Prepare support materials that will enhance an oral presentation.
ESS02.06.04	Deliver an oral presentation that sustains listeners' attention and interest.
ESS02.06.05	Align presentation strategies to the intended audience.
ESS02.06.06	Implement multi-media strategies for presentations.
<b>ESS02.07</b>	<b>Interpret verbal and nonverbal cues/behaviors to enhance communication with co-workers and clients/participants.</b>
ESS02.07.01	Interpret verbal behaviors when communicating with clients and co-workers.
ESS02.07.02	Interpret nonverbal behaviors when communicating with clients and co-workers.
<b>ESS02.08</b>	<b>Apply active listening skills to obtain and clarify information.</b>
ESS02.08.01	Interpret a given verbal message/information.
ESS02.08.02	Respond with restatement and clarification techniques to clarify information.
<b>ESS02.09</b>	<b>Develop and interpret tables, charts, and figures to support written and oral communications.</b>
ESS02.09.01	Create tables, charts, and figures to support written and oral communications.
ESS02.09.02	Interpret tables, charts, and figures used to support written and oral communication.



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<b>ESS02.10</b>	<b>Listen to and speak with diverse individuals to enhance communication skills.</b>
ESS02.10.01	Apply factors and strategies for communicating with a diverse workforce.
ESS02.10.02	Demonstrate ability to communicate and resolve conflicts within a diverse workforce.
<b>ESS02.11</b>	<b>Exhibit public relations skills to increase internal and external customer/client satisfaction.</b>
ESS02.11.01	Communicate effectively when developing positive customer/client relationships.
<b>Essential Topic ESS03</b>	<b>PROBLEM-SOLVING AND CRITICAL THINKING: <i>Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.</i></b>
<b>ESS03.01</b>	<b>Employ critical thinking skills independently and in teams to solve problems and make decisions (e.g., analyze, synthesize and evaluate).</b>
ESS03.01.01	Identify common tasks that require employees to use problem-solving skills.
ESS03.01.02	Analyze elements of a problem to develop creative solutions.
ESS03.01.03	Describe the value of using problem-solving and critical thinking skills to improve a situation or process.
ESS03.01.04	Create ideas, proposals, and solutions to problems.
ESS03.01.05	Evaluate ideas, proposals, and solutions to problems.
ESS03.01.06	Use structured problem-solving methods when developing proposals and solutions.
ESS03.01.07	Generate new and creative ideas to solve problems by brainstorming possible solutions.
ESS03.01.08	Critically analyze information to determine value to the problem-solving task.
ESS03.01.09	Guide individuals through the process of recognizing concerns and making informed decisions.
ESS03.01.10	Identify alternatives using a variety of problem-solving and critical thinking skills.
ESS03.01.11	Evaluate alternatives using a variety of problem-solving and critical thinking skills.
<b>ESS03.02</b>	<b>Employ critical thinking and interpersonal skills to resolve conflicts with staff and/or customers.</b>
ESS03.02.01	Analyze situations and behaviors that affect conflict management.
ESS03.02.02	Determine best options/outcomes for conflict resolution using critical thinking skills.
ESS03.02.03	Identify with others' feelings, needs, and concerns.
ESS03.02.04	Implement stress management techniques.
ESS03.02.05	Resolve conflicts with/for customers using conflict resolution skills.
ESS03.02.06	Implement conflict resolution skills to address staff issues/problems.



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**ESS03.03 Identify, write and monitor workplace performance goals to guide progress in assigned areas of responsibility and accountability.**

- ESS03.03.01 Write realistic performance goals, objectives and action plans.
- ESS03.03.02 Monitor performance goals and adjust as necessary.
- ESS03.03.03 Recognize goal achievement using appropriate rewards in the workplace.

- ESS03.03.04 Communicate goal achievement with managers and co-workers.

**ESS03.04 Conduct technical research to gather information necessary for decision-making.**

- ESS03.04.01 Align the information gathered to the needs of the audience.
- ESS03.04.02 Gather technical information and data using a variety of resources.
- ESS03.04.03 Analyze information and data for value to the research objectives.
- ESS03.04.04 Evaluate information and data to determine value to research objectives.

**Essential Topic  
ESS04 INFORMATION TECHNOLOGY APPLICATIONS: *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.***

**ESS04.01 Use Personal Information Management (PIM) applications to increase workplace efficiency.**

- ESS04.01.01 Manage personal schedules and contact information.
- ESS04.01.02 Create memos and notes.

**ESS04.02 Employ technological tools to expedite workflow.**

- ESS04.02.01 Use information technology tools to manage and perform work responsibilities.

**ESS04.03 Operate electronic mail applications to communicate within a workplace.**

- ESS04.03.01 Use email to share files and documents.
- ESS04.03.02 Identify the functions and purpose of email systems.
- ESS04.03.03 Use email to communicate within and across organizations.

**ESS04.04 Operate Internet applications to perform workplace tasks.**

- ESS04.04.01 Access and navigate Internet (e.g., use a web browser).
- ESS04.04.02 Search for information and resources.
- ESS04.04.03 Evaluate Internet resources for reliability and validity.

**ESS04.05 Operate writing and publishing applications to prepare business communications.**

- ESS04.05.01 Prepare simple documents and other business communications.
- ESS04.05.02 Prepare reports and other business communications by integrating graphics and other non-text elements.
- ESS04.05.03 Prepare complex multi-media publications.

**ESS04.06 Operate presentation applications to prepare presentations.**

- ESS04.06.01 Prepare presentations for training, sales and information sharing.
- ESS04.06.02 Deliver presentations with supporting materials.



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**ESS04.07**      **Employ spreadsheet applications to organize and manipulate data.**

- ESS04.07.01      Create a spreadsheet.
- ESS04.07.02      Perform calculations and analyses on data using a spreadsheet.

**ESS04.08**      **Employ database applications to manage data.**

- ESS04.08.01      Manipulate data elements.
- ESS04.08.02      Manage interrelated data elements.
- ESS04.08.03      Analyze interrelated data elements.
- ESS04.08.04      Generate reports showing interrelated data elements.

**ESS04.09**      **Employ collaborative/groupware applications to facilitate group work.**

- ESS04.09.01      Facilitate group work through management of shared schedule and contact information.
- ESS04.09.02      Facilitate group work through management of shared files and online information.
- ESS04.09.03      Facilitate group work through instant messaging or virtual meetings.

**ESS04.10**      **Employ computer operations applications to manage work tasks.**

- ESS04.10.01      Manage computer operations.
- ESS04.10.02      Manage file storage.
- ESS04.10.03      Compress or alter files.

**ESS04.11**      **Use computer-based equipment (containing embedded computers or processors) to control devices.**

- ESS04.11.01      Operate computer driven equipment and machines.
- ESS04.11.02      Use installation and operation manuals.
- ESS04.11.03      Troubleshoot computer driven equipment and machines.
- ESS04.11.04      Access support as needed to maintain operation of computer driven equipment and machines.

**Essential Topic**  
**ESS05**  
**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

**ESS05.01**      **Describe the nature and types of business organizations to build an understanding of the scope of organizations.**

- ESS05.01.01      List the types and functions of businesses.
- ESS05.01.02      Describe the types and functions of businesses.
- ESS05.01.03      Explain the functions and interactions of common departments within a business.

**ESS05.02**      **Implement quality control systems and practices to ensure quality products and services.**

- ESS05.02.01      Describe quality control standards and practices common to the workplace.



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Essential Topic  
ESS06

**SAFETY, HEALTH AND ENVIRONMENTAL:** *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.*

**ESS06.01 Implement personal and jobsite safety rules and regulations to maintain safe and healthful working conditions and environments.**

- ESS06.01.01 Assess workplace conditions with regard to safety and health.
- ESS06.01.02 Align safety issues with appropriate safety standards to ensure a safe workplace/jobsite.
- ESS06.01.03 Identify safety hazards common to workplaces.
- ESS06.01.04 Identify safety precautions to maintain a safe worksite.
- ESS06.01.05 Select appropriate personal protective equipment as needed for a safe workplace/jobsite.
- ESS06.01.06 Inspect personal protective equipment commonly used for selected career pathway.
- ESS06.01.07 Use personal protective equipment according to manufacturer rules and regulations.
- ESS06.01.08 Employ a safety hierarchy and communication system within the workplace/jobsite.
- ESS06.01.09 Implement safety precautions to maintain a safe worksite.

**ESS06.02 Complete work tasks in accordance with employee rights and responsibilities and employers obligations to maintain workplace safety and health.**

- ESS06.02.01 Identify rules and laws designed to promote safety and health in the workplace.
- ESS06.02.02 State the rationale of rules and laws designed to promote safety and health.

**ESS06.03 Employ emergency procedures as necessary to provide aid in workplace accidents.**

- ESS06.03.01 Use knowledge of First Aid procedures as necessary.
- ESS06.03.02 Use knowledge of CPR procedures as necessary.
- ESS06.03.03 Use safety equipment as necessary.

**ESS06.04 Employ knowledge of response techniques to create a disaster and/or emergency response plan.**

- ESS06.04.01 Complete an assessment of an emergency and/or disaster situation.
- ESS06.04.02 Create an emergency and/or disaster plan.

Essential Topic  
ESS07

**LEADERSHIP AND TEAMWORK:** *Use leadership and teamwork skills in collaborating with others to accomplish organizational goals and objectives.*

**ESS07.01 Employ leadership skills to accomplish organizational goals and objectives.**



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- ESS07.01.01 Analyze the various roles of leaders within organizations (e.g. contribute ideas; share in building an organization; act as role models to employees by adhering to company policies, procedures, and standards; promote the organization's vision; and mentor others).
- ESS07.01.02 Exhibit traits such as empowerment, risk, communication, focusing on results, decision-making, problem solution, and investment in individuals when leading a group in solving a problem.
- ESS07.01.03 Exhibit traits such as compassion, service, listening, coaching, developing others, team development, and understanding and appreciating others when acting as a manager of others in the workplace.
- ESS07.01.04 Exhibit traits such as enthusiasm, creativity, conviction, mission, courage, concept, focus, principle-centered living, and change when interacting with others in general.
- ESS07.01.05 Consider issues related to self, team, community, diversity, environment, and global awareness when leading others.
- ESS07.01.06 Exhibit traits such as innovation, intuition, adaptation, life-long learning and coachability to develop leadership potential over time.
- ESS07.01.07 Analyze leadership in relation to trust, positive attitude, integrity, and willingness to accept key responsibilities in a work situation.
- ESS07.01.08 Describe observations of outstanding leaders using effective management styles.
- ESS07.01.09 Participate in civic and community leadership and teamwork opportunities to enhance skills.

**ESS07.02      Employ organizational and staff development skills to foster positive working relationships and accomplish organizational goals.**

- ESS07.02.01 Implement organizational skills when facilitating others' work efforts.
- ESS07.02.02 Explain how to manage a staff that satisfies work demands while adhering to budget constraints.
- ESS07.02.03 Describe how staff growth and development to increase productivity and employee satisfaction.
- ESS07.02.04 Organize team involvement within a group environment.
- ESS07.02.05 Work with others to develop and gain commitment to team goals.
- ESS07.02.06 Distribute responsibility and work load fairly.
- ESS07.02.07 Model leadership and teamwork qualities to aid in employee morale.
- ESS07.02.08 Identify best practices for successful team functioning.
- ESS07.02.09 Explain best practices for successful team functioning.

**ESS07.03      Employ teamwork skills to achieve collective goals and use team members' talents effectively.**

- ESS07.03.01 Work with others to achieve objectives in a timely manner.
- ESS07.03.02 Promote the full involvement and use of team members' individual talents and skills.
- ESS07.03.03 Employ conflict-management skills to facilitate solutions.



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- ESS07.03.04 Demonstrate teamwork skills through working cooperatively with co-workers, supervisory staff, and others, both in and out of the organization, to achieve particular tasks.
- ESS07.03.05 Demonstrate teamwork processes that provide team building, consensus, continuous improvement, respect for the opinions of others, cooperation, adaptability, and conflict resolution.
- ESS07.03.06 Develop plans to improve team performance.
- ESS07.03.07 Demonstrate commitment to and a positive attitude toward team goals.
- ESS07.03.08 Take responsibility for shared group and individual work tasks.
- ESS07.03.09 Assist team members in completing their work.
- ESS07.03.10 Adapt effectively to changes in projects and work activities.
- ESS07.03.11 Negotiate effectively to arrive at decisions.

**ESS07.04 Establish and maintain effective working relationships with all levels of personnel and other departments in order to accomplish objectives and tasks.**

- ESS07.04.01 Build effective working relationships using interpersonal skills.
- ESS07.04.02 Use positive interpersonal skills to work cooperatively with co-workers representing different cultures, genders and backgrounds.
- ESS07.04.03 Manage personal skills to accomplish assignments.
- ESS07.04.04 Treat people with respect.
- ESS07.04.05 Provide constructive praise and criticism.
- ESS07.04.06 Demonstrate sensitivity to and value for diversity.
- ESS07.04.07 Manage stress and control emotions.

**ESS07.05 Conduct and participate in meetings to accomplish work tasks.**

- ESS07.05.01 Develop meeting goals, objectives and agenda.
- ESS07.05.02 Assign responsibilities for preparing materials and leading discussions.
- ESS07.05.03 Prepare materials for leading discussion.
- ESS07.05.04 Assemble and distribute meeting materials.
- ESS07.05.05 Conduct meeting to achieve objectives within scheduled time.
- ESS07.05.06 Demonstrate effective communication skills in meetings.
- ESS07.05.07 Produce meeting minutes including decisions and next steps.
- ESS07.05.08 Use parliamentary procedure, as needed, to conduct meetings.

**ESS07.06 Employ mentoring skills to inspire and teach others.**

- ESS07.06.01 Use motivational techniques to enhance performance in others.
- ESS07.06.02 Provide guidance to enhance performance in others.

**Essential Topic ESS08 ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the importance of professional ethics and legal responsibilities.***

**ESS08.01 Apply ethical reasoning to a variety of workplace situations in order to make ethical decisions.**

- ESS08.01.01 Evaluate alternative responses to workplace situations based on legal responsibilities and employer policies.
- ESS08.01.02 Evaluate alternative responses to workplace situations based on personal or professional ethical responsibilities.



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- ESS08.01.03 Identify personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.04 Explain personal and long-term workplace consequences of unethical or illegal behaviors.
- ESS08.01.05 Determine the most appropriate response to workplace situations based on legal and ethical considerations.
- ESS08.01.06 Explain the most appropriate response to workplace situations based on legal and ethical considerations.

**ESS08.02 Interpret and explain written organizational policies and procedures to help employees perform their jobs according to employer rules and expectations.**

- ESS08.02.01 Locate information on organizational policies in handbooks and manuals.
- ESS08.02.02 Discuss how specific organizational policies and procedures influence a specific work situation.

**Essential Topic  
ESS09 EMPLOYABILITY AND CAREER DEVELOPMENT: *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.***

**ESS09.01 Identify and demonstrate positive work behaviors and personal qualities needed to be employable.**

- ESS09.01.01 Demonstrate self-discipline, self-worth, positive attitude, and integrity in a work situation.
- ESS09.01.02 Demonstrate flexibility and willingness to learn new knowledge and skills.
- ESS09.01.03 Exhibit commitment to the organization.
- ESS09.01.04 Identify how work varies with regard to site, from indoor confined spaces to outdoor areas, including aerial space and a variety of climatic and physical conditions.
- ESS09.01.05 Apply communication strategies when adapting to a culturally diverse environment.
- ESS09.01.06 Manage resources in relation to the position (i.e. budget, supplies, computer, etc).
- ESS09.01.07 Identify positive work-qualities typically desired in each of the career cluster's pathways.
- ESS09.01.08 Manage work roles and responsibilities to balance them with other life roles and responsibilities.

**ESS09.02 Develop a personal career plan to meet career goals and objectives.**

- ESS09.02.01 Develop career goals and objectives as part of a plan for future career direction.
- ESS09.02.02 Develop strategies to reach career objectives.

**ESS09.03 Demonstrate skills related to seeking and applying for employment to find and obtain a desired job.**



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- ESS09.03.01 Use multiple resources to locate job opportunities.
- ESS09.03.02 Prepare a résumé.
- ESS09.03.03 Prepare a letter of application.
- ESS09.03.04 Complete an employment application.
- ESS09.03.05 Interview for employment.
- ESS09.03.06 List the standards and qualifications that must be met in order to enter a given industry.
- ESS09.03.07 Employ critical thinking and decision-making skills to exhibit qualifications to a potential employer.

**ESS09.04 Maintain a career portfolio to document knowledge, skills and experience in a career field.**

- ESS09.04.01 Select educational and work history highlights to include in a career portfolio.
- ESS09.04.02 Produce a record of work experiences, licenses, certifications and products.
- ESS09.04.03 Organize electronic or physical portfolio for use in demonstrating knowledge, skills and experiences.

**ESS09.05 Demonstrate skills in evaluating and comparing employment opportunities in order to accept employment positions that match career goals.**

- ESS09.05.01 Compare employment opportunities to individual needs and career plan objectives.
- ESS09.05.02 Evaluate employment opportunities based upon individual needs and career plan objectives.
- ESS09.05.03 Demonstrate appropriate methods for accepting or rejecting employment offers.

**ESS09.06 Identify and exhibit traits for retaining employment to maintain employment once secured.**

- ESS09.06.01 Model behaviors that demonstrate reliability and dependability.
- ESS09.06.02 Maintain appropriate dress and behavior for the job to contribute to a safe and effective workplace/jobsite.
- ESS09.06.03 Complete required employment forms and documentation such as I-9 form, work visa, W-4 and licensures to meet employment requirements.
- ESS09.06.04 Summarize key activities necessary to retain a job in the industry.
- ESS09.06.05 Identify positive work behaviors and personal qualities necessary to retain employment.

**ESS09.07 Identify and explore career opportunities in one or more career pathways to build an understanding of the opportunities available in the cluster.**

- ESS09.07.01 Locate and identify career opportunities that appeal to personal career goals.
- ESS09.07.02 Match personal interest and aptitudes to selected careers.



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- ESS09.08 Recognize and act upon requirements for career advancement to plan for continuing education and training.**
- ESS09.08.01 Identify opportunities for career advancement.
  - ESS09.08.02 Pursue education and training opportunities to acquire skills necessary for career advancement.
  - ESS09.08.03 Examine the organization and structure of various segments of the industry to prepare for career advancement.
  - ESS09.08.04 Research local and regional labor (workforce) market and job growth information to project potential for advancement.
  - ESS09.08.05 Manage employment relations to make career advancements.
- ESS09.09 Continue professional development to keep current on relevant trends and information within the industry.**
- ESS09.09.01 Use self assessment, organizational priorities, journals, Internet sites, professional associations, peers and other resources to develop goals that address training, education and self-improvement issues.
  - ESS09.09.02 Read trade magazines and journals, manufacturers' catalogues, industry publications and Internet sites to keep current on industry trends.
  - ESS09.09.03 Participate in relevant conferences, workshops, mentoring activities and in-service training to stay current with recent changes in the field.
- ESS09.10 Examine licensing, certification and credentialing requirements at the national, state and local levels to maintain compliance with industry requirements.**
- ESS09.10.01 Examine continuing education requirements related to licensing, certification, and credentialing requirements at the local, state and national levels for chosen occupation.
  - ESS09.10.02 Examine the procedures and paperwork involved in maintaining and updating licensure, certification and credentials for chosen occupation.
  - ESS09.10.03 Align ongoing licensing, certification and credentialing requirements to career plans and goals.
- ESS09.11 Examine employment opportunities in entrepreneurship to consider entrepreneurship as an option for career planning.**
- ESS09.11.01 Describe the opportunities for entrepreneurship in a given industry.

**Essential Topic  
ESS10**

**TECHNICAL SKILLS:** *Use of technical knowledge and skills required to pursue careers in all career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.*

- ESS10.01 Employ information management techniques and strategies in the workplace to assist in decision-making.**
- ESS10.01.01 Use information literacy skills when accessing, evaluating and disseminating information.
  - ESS10.01.02 Describe the nature and scope of information management.
  - ESS10.01.03 Maintain records to facilitate ongoing business operations.



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- ESS10.02 Employ planning and time management skills and tools to enhance results and complete work tasks.**
- ESS10.02.01 Develop goals and objectives.
  - ESS10.02.02 Prioritize tasks to be completed.
  - ESS10.02.03 Develop timelines using time management knowledge and skills.
  - ESS10.02.04 Use project-management skills to improve workflow and minimize costs.

**C. CLUSTER (FOUNDATION) KNOWLEDGE AND SKILLS**

The following Cluster (Foundation) Knowledge and Skill statements apply to all careers in the Marketing Cluster. Persons preparing for careers in the Marketing Cluster should be able to demonstrate these skills in addition to those found on the Essential Knowledge and Skills Chart.



<b>Cluster Topic</b>	<b>ACADEMIC FOUNDATIONS: <i>Achieve additional academic knowledge and skills required to pursue the full range of career and postsecondary education opportunities within a career cluster.</i></b>
<b>MKC01</b>	
<b>MKC01.01</b>	<b>Solve mathematical problems to obtain information for marketing decision making.</b>
MKC01.01.01	Employ numbers and operations in marketing.
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Recognize relationships among numbers</li> <li>Employ mathematical operations</li> <li>Perform computations successfully</li> <li>Predict reasonable estimations</li> </ul>
MKC01.01.02	Apply algebraic skills in marketing.
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Recognize patterns and mathematical relations</li> <li>Use algebraic symbols to represent, solve, and analyze mathematical problems</li> <li>Create mathematical models from real-life situations</li> <li>Represent changes in quantities mathematically</li> <li>Determine rate of change mathematically</li> <li>Interpret graphical and numerical data</li> </ul>
MKC01.01.03	Employ measurement skills in marketing.
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Recognize measurable attributes of objects</li> <li>Take measurements correctly</li> </ul>
MKC01.01.04	Perform data analysis of marketing problems.
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Formulate questions effectively</li> <li>Collect relevant data</li> <li>Organize useful data</li> <li>Answer questions appropriately</li> <li>Employ appropriate statistical methods in data analysis</li> <li>Develop and evaluate inferences and predictions</li> <li>Apply basic concepts of probability</li> </ul>



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MKC01.01.05      Implement mathematical problem-solving techniques in marketing.  
*Sample Indicators*      Identify problem-solving techniques  
Apply a variety of problem-solving strategies  
Adjust problem-solving strategies, when needed

**MKC01.02      Understand the economic principles and concepts fundamental to  
business operations.**

MKC01.02.01      Describe fundamental economic concepts used in marketing.  
*Sample Indicators*      Distinguish between economic goods and services  
Explain the concept of economic resources  
Describe the concepts of economics and economic activities  
Determine economic utilities created by business activities  
Explain the principles of supply and demand  
Describe the functions of prices in markets

MKC01.02.02      Describe the nature of business to show its contributions to society.  
*Sample Indicators*      Explain the role of business in society  
Describe types of business activities  
Explain the organizational design of businesses  
Discuss the global environment in which businesses operate  
Describe factors that affect the business environment  
Explain how organizations adapt to today's markets

MKC01.02.03      Explain economic systems in which marketing activities are performed.  
*Sample Indicators*      Explain the types of economic systems  
Explain the concept of private enterprise  
Identify factors affecting a business's profit  
Determine factors affecting business risk  
Explain the concept of competition  
Describe market structures

MKC01.02.04      Acquire knowledge of the impact of government on business activities to  
make informed economic decisions.  
*Sample Indicators*      Determine the relationship between government and business  
Describe the nature of taxes  
Discuss the nature of monetary policy  
Discuss the supply and demand for money  
Explain the role of the Federal Reserve System  
Explain the concept of fiscal policies  
Describe the effects of fiscal and monetary policies

MKC01.02.05      Analyze cost/profit relationships to guide business decision-making.  
*Sample Indicators*      Explain the concept of productivity  
Analyze impact of specialization/division of labor on productivity  
Explain the concept of organized labor and business  
Explain the impact of the law of diminishing returns  
Describe the concept of economies of scale

MKC01.02.06      Describe economic indicators that can impact marketing activities.  
*Sample Indicators*      Describe the concept of price stability as an economic measure  
Discuss the measure of consumer spending as an economic indicator  
Discuss the impact of a nation's unemployment rates  
Explain the concept of Gross Domestic Product  
Describe the economic impact of inflation on business  
Explain unemployment and inflation tradeoffs  
Explain the economic impact of interest-rate fluctuations



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MKC01.02.07 *Sample Indicators* Determine the impact of business cycles on business activities  
 Determine global trade's impact on business decision-making.  
 Explain the nature of global trade  
 Describe the determinants of exchange rates and their effects on the domestic economy  
 Discuss the impact of cultural and social environments on global trade  
 Explain labor issues associated with global trade

**MKC01.03 Integrate sociological knowledge of group behavior to understand customer decision-making.**

MKC01.03.01 *Sample Indicators* Employ sociological knowledge to facilitate marketing activities.  
 Analyze and interpret complex societal issues, events, and problems  
 Analyze researched information and statistics  
 Reach reasoned conclusions  
 Examine social beliefs, influences, and behavior  
 Analyze group dynamics  
 Assess human behavior

**MKC01.04 Integrate psychological knowledge to understand customer motivation.**

MKC01.04.01 *Sample Indicators* Apply psychological knowledge to facilitate marketing activities.  
 Recognize factors influencing perception  
 Identify sources of attitude formation  
 Assess methods used to evaluate attitudes  
 Identify basic social and cultural strata  
 Determine behavioral effects of social and cultural strata  
 Analyze effects of others on individual behavior  
 Predict likelihood of conformity and obedience  
 Determine significance of aggression  
 Recognize factors affecting personality  
 Evaluate the nature of change over a lifetime  
 Identify sources of stress  
 Detail reactions to stress  
 Employ strategies for dealing with stress  
 Investigate factors affecting motivation  
 Analyze cues to basic drives/motives  
 Analyze the development of motives

**Cluster Topic MKC02 COMMUNICATIONS: Use oral and written communication skills in creating, expressing and interpreting information and ideas including technical terminology and information.**

**MKC02.01 Obtain and convey ideas and information in marketing to facilitate business operations.**

MKC02.01.01 Read to acquire meaning from written material and to apply the information to marketing tasks.

*Sample Indicators* Identify sources that provide relevant, valid written material  
 Extract relevant information from written materials  
 Apply written directions to achieve tasks  
 Analyze company resources to ascertain policies and procedures

MKC02.01.02 *Sample Indicators* Apply active listening skills in marketing.  
 Explain communication techniques that support and encourage speakers



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	Follow oral directions Demonstrate active listening skills
MKC02.01.03 <i>Sample Indicators</i>	<b>Apply verbal skills in performing marketing activities.</b> Explain the nature of effective verbal communications Ask relevant questions Interpret others' nonverbal cues Provide legitimate responses to inquiries Give verbal directions Employ communication styles appropriate to target audience Defend ideas objectively Handle telephone calls in a businesslike manner Participate in group discussions Make oral presentations
MKC02.01.04 <i>Sample Indicators</i>	<b>Record information when performing marketing activities.</b> Utilize note-taking strategies Organize information graphically Select and use appropriate graphic aids
MKC02.01.05 <i>Sample Indicators</i>	<b>Write internal and external business correspondence in marketing.</b> Explain the nature of effective written communications Select and utilize appropriate formats for professional writing Edit and revise written work consistent with professional standards Write professional e-mails Write and send business messages electronically Write business letters Write informational messages Write inquiries Write persuasive messages Write executive summaries Prepare simple written reports Prepare complex written reports Write proposals
MKC02.01.06 <i>Sample Indicators</i>	<b>Communicate with staff to clarify workplace objectives.</b> Explain the nature of staff communication Choose appropriate channel for workplace communication Participate in a staff meeting Provide directions for completing job tasks Update employees on business and economic trends Conduct a staff meeting
MKC02.01.07 <i>Sample Indicators</i>	<b>Communicate effectively with customers to foster positive relationships that enhance company image.</b> Explain the nature of effective communication Reinforce service orientation through communication Respond to customer inquiries Adapt communication to the cultural and social differences among clients Interpret business policies to customers/clients
MKC02.01.08 <i>Sample Indicators</i>	<b>Use communication skills to influence others.</b> Persuade others Demonstrate negotiation skills



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**Cluster Topic  
MKC03**

**PROBLEM-SOLVING AND CRITICAL THINKING:** *Solve problems using critical thinking skills (analyze, synthesize, and evaluate) independently and in teams. Solve problems using creativity and innovation.*

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic  
MKC04**

**INFORMATION TECHNOLOGY APPLICATIONS:** *Use information technology tools specific to the career cluster to access, manage, integrate, and create information.*

**MKC04.01**

**Apply technological tools in marketing to expedite workflow.**

MKC04.01.01

Utilize information-technology tools in marketing.

*Sample Indicators*

- Identify ways that technology impacts business
- Explain the role of information systems
- Discuss principles of computer systems
- Use basic operating systems
- Describe the scope of the Internet
- Demonstrate basic e-mail functions
- Demonstrate personal information management/ productivity applications
- Demonstrate basic web-search skills
- Demonstrate basic word processing skills
- Demonstrate basic presentation applications
- Demonstrate basic database applications
- Demonstrate basic spreadsheet applications
- Use an integrated business software application package
- Demonstrate collaborative/groupware applications
- Create and post basic web page

**Cluster Topic  
MKC05**

**SYSTEMS:** *Understand roles within teams, work units, departments, organizations, inter-organizational systems, and the larger environment. Identify how key organizational systems affect organizational performance and the quality of products and services. Understand global context of industries and careers.*

**MKC05.01**

**Understand the concepts, processes, and skills associated with identifying new ideas, opportunities, and methods and with creating or starting a new marketing project or business venture.**

MKC05.01.01

Employ entrepreneurial discovery strategies in marketing.

*Sample Indicators*

- Explain the need for entrepreneurial discovery
- Discuss entrepreneurial discovery processes
- Assess global trends and opportunities
- Determine opportunities for venture creation
- Assess opportunities for venture creation
- Describe idea-generation methods
- Generate venture ideas
- Determine feasibility of venture ideas

MKC05.01.02

Develop concept for new marketing project or business venture.

*Sample Indicators*

- Describe entrepreneurial planning considerations
- Explain tools used by entrepreneurs for venture planning



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	Assess start-up requirements Assess risks associated with venture Describe external resources useful to entrepreneurs during concept development
	Assess the need to use external resources for concept development Describe strategies to protect intellectual property Use components of business plan to define venture idea
MKC05.01.03	<b>Determine needed resources for a new marketing project or business venture.</b>
<i>Sample Indicators</i>	Describe processes used to acquire adequate financial resources for venture creation/start-up Select sources to finance venture creation/start-up Explain factors to consider in determining a venture's human-resource needs Explain considerations in making the decision to hire staff Describe considerations in selecting capital resources Identify capital resources needed for the venture Assess the costs/benefits associated with resources
MKC05.01.04	<b>Actualize new marketing project or business venture.</b>
<i>Sample Indicators</i>	Use external resources to supplement entrepreneur's expertise Explain the complexity of business operations Evaluate risk-taking opportunities Explain the need for business systems and procedures Describe the use of operating procedures Explain methods/processes for organizing workflow Develop and/or provide product/service Use creative problem-solving in business activities/decisions Explain the impact of resource productivity on venture success Create processes for ongoing opportunity recognition Develop plan to invest resources into improving current products or creating new ones
	Adapt to changes in business environment
MKC05.01.05	<b>Select harvesting strategies for marketing project or business venture.</b>
<i>Sample Indicators</i>	Explain the need for continuation planning Describe methods of venture harvesting Evaluate options for continued venture involvement Develop exit strategies
<b>MKC05.02</b>	<b>Analyze accounting systems to examine their contribution to the fiscal stability of businesses.</b>
MKC05.02.01	<b>Acquire a foundational knowledge of accounting to understand its nature and scope.</b>
<i>Sample Indicators</i>	Explain the concept of accounting Explain the need for accounting standards (GAAP) Discuss the role of ethics in accounting Explain the use of technology in accounting Explain legal considerations for accounting
MKC05.02.02	<b>Implement accounting procedures to track money flow and to determine financial status.</b>
<i>Sample Indicators</i>	Describe the nature of cash flow statements Prepare cash flow statements Explain the nature of balance sheets



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Describe the nature of income statements

**MKC05.03 Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources for marketing activities.**

MKC05.03.01 Acquire a foundational knowledge of finance to understand its nature and scope.

*Sample Indicators* Explain the role of finance in business  
Discuss the role of ethics in finance  
Explain legal considerations for finance

**MKC05.04 Understand the tools techniques, and systems that marketers use to plan, staff, lead, and organize their human resources.**

MKC05.04.01 Understand the role and function of human resources management in marketing.

*Sample Indicators* Discuss the nature of human resources management  
Explain the role of ethics in human resources management  
Describe the use of technology in human resources management

**MKC05.05 Understand the tools, techniques, and systems that marketers use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.**

MKC05.05.01 Describe marketing's role and function in business.

*Sample Indicators* Explain marketing and its importance in a global economy  
Describe marketing functions and related activities

MKC05.05.02 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

*Sample Indicators* Explain customer/client/business buying behavior  
Discuss actions employees can take to achieve the company's desired results  
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.)

MKC05.05.03 Determine a company's unique selling proposition to recognize what sets the company apart from its competitors.

*Sample Indicators* Identify company's unique selling proposition  
Identify internal and external service standards

**MKC05.06 Understand the techniques and strategies used to foster positive, ongoing relationships with customers.**

MKC05.06.01 Foster positive relationships with customers to enhance company image.

*Sample Indicators* Explain the nature of positive customer relations  
Demonstrate a customer-service mindset  
Explain management's role in customer relations

MKC05.06.02 Reinforce company's image to exhibit the company's brand promise.

*Sample Indicators* Identify company's brand promise  
Determine ways of reinforcing the company's image through employee performance

MKC05.06.03 Describe the nature of customer relationship management to show its contributions to a company.

*Sample Indicators* Discuss the nature of customer relationship management  
Explain the role of ethics in customer relationship management



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Describe the use of technology in customer relationship management

**MKC05.07 Monitor, plan, and control the day-to-day activities required for continued business operations.**

- MKC05.07.01 Describe operation's role and function in business.  
*Sample Indicators* Explain the nature of operations  
 Discuss the role of ethics in operations  
 Describe the use of technology in operations
- MKC05.07.02 Implement purchasing activities to obtain business supplies and equipment.  
*Sample Indicators* Explain the nature and scope of purchasing  
 Place orders/reorders  
 Maintain inventory of supplies  
 Manage the bid process in purchasing  
 Select vendors  
 Evaluate vendor's performance
- MKC05.07.03 Explain production's role and function in business.  
*Sample Indicators* Explain the concept of production  
 Describe production activities
- MKC05.07.04 Implement quality-control processes to minimize errors and to expedite workflow.  
*Sample Indicators* Identify quality-control measures  
 Utilize quality control methods at work  
 Describe crucial elements of a quality culture  
 Describe the role of management in the achievement of quality  
 Establish efficient operating systems

**Cluster Topic  
MKC06**

**SAFETY, HEALTH AND ENVIRONMENTAL: *Understand the importance of health, safety, and environmental management systems in organizations and their importance to organizational performance and regulatory compliance. Follow organizational policies and procedures and contribute to continuous improvement in performance and compliance.***

**MKC06.01 Implement safety, health, and environmental controls to enhance productivity in marketing.**

- MKC06.01.01 Adhere to health and safety regulations to support a safe work environment.  
*Sample Indicators* Describe health and safety regulations in business  
 Report noncompliance with business health and safety regulations
- MKC06.01.02 Implement safety procedures to minimize loss.  
*Sample Indicators* Follow instructions for use of equipment, tools, and machinery  
 Follow safety precautions  
 Maintain a safe work environment  
 Explain procedures for handling accidents  
 Handle and report emergency situations
- MKC06.01.03 Determine needed safety policies/procedures to protect employees.  
*Sample Indicators* Identify potential safety issues  
 Establish safety policies and procedures
- MKC06.01.04 Implement security policies/procedures to minimize chance for loss.  
*Sample Indicators* Explain routine security precautions



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MKC06.01.05      Follow established security procedures/policies  
                             Protect company information and intangibles  
 Sample Indicators      Develop policies/procedures to protect workplace security.  
                             Identify potential security issues  
                             Establish policies to protect company information and intangibles  
                             Establish policies to maintain a non-hostile work environment  
                             Establish policies and procedures to maintain physical security of the work environment

**Cluster Topic      LEADERSHIP AND TEAMWORK: *Use leadership and teamwork skills in*  
 MKC07                      *collaborating with others to accomplish organizational goals and objectives.***

*No additional statements in the topic beyond those found in the Essential Knowledge and Skills Chart.*

**Cluster Topic      ETHICS AND LEGAL RESPONSIBILITIES: *Know and understand the*  
 MKC08                      *importance of professional ethics and legal responsibilities.***

**MKC08.01      Understand business’s responsibility to know and abide by laws, regulations, and ethical behavior that affect business operations and transactions.**

MKC08.01.01      Employ ethical actions in obtaining and providing information to acquire others’ confidence.  
 Sample Indicators      Respect the privacy of others  
                             Explain ethical considerations in providing information  
                             Protect confidential information  
                             Determine information appropriate to obtain from a client or another employee

MKC08.01.02      Apply ethics to demonstrate trustworthiness.  
 Sample Indicators      Explain the nature of business ethics  
                             Demonstrate responsible behavior  
                             Demonstrate honesty and integrity  
                             Demonstrate ethical work habits

MKC08.01.03      Manage internal and external business relationships to foster positive interactions.  
 Sample Indicators      Treat others fairly at work  
                             Describe ethics in human resources issues

MKC08.01.04      Acquire foundational knowledge of business laws and regulations to understand their nature and scope.  
 Sample Indicators      Discuss the nature of law and sources of law in the United States  
                             Describe the United States’ judicial system  
                             Describe legal issues affecting businesses

MKC08.01.05      Explain the civil foundations of the legal environment of business to demonstrate knowledge of contracts.  
 Sample Indicators      Identify the basic torts relating to business enterprises  
                             Describe the nature of legally binding contracts

MKC08.01.06      Explore the regulatory environment of United States’ businesses to understand the diversity of regulations.  
 Sample Indicators      Describe the nature of legal procedure  
                             Discuss the nature of debtor-creditor relationships



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	<p>Explain the nature of agency relationships Discuss the nature of environmental law Discuss the role of administrative law</p>
MKC08.01.07	<p>Explain human resources laws and regulations to facilitate business operations.</p> <p><i>Sample Indicators</i></p> <p>Explain the nature of human resources regulations Explain the nature of workplace regulations (including OSHA, ADA) Discuss employment relationships</p>
MKC08.01.08	<p>Apply knowledge of business ownership to establish and continue business operations.</p> <p><i>Sample Indicators</i></p> <p>Explain types of business ownership Select form of business ownership</p>
MKC08.01.09	<p>Acquire knowledge of commerce laws and regulations to continue business operations.</p> <p><i>Sample Indicators</i></p> <p>Explain the nature of trade regulations Describe the impact of anti-trust legislation</p>
MKC08.01.10	<p>Explain tax laws and regulations to adhere to government requirements.</p> <p><i>Sample Indicators</i></p> <p>Explain the nature of tax regulations on business Explain the nature of businesses' reporting requirements Develop strategies for legal/government compliance</p>

**Cluster Topic**  
**MKC09**

**EMPLOYABILITY AND CAREER DEVELOPMENT: *Know and understand the importance of employability skills. Explore, plan, and effectively manage careers. Know and understand the importance of entrepreneurship skills.***

<b>MKC09.01</b>	<b>Understand concepts, tools, and strategies used to explore, obtain, and develop in a marketing career.</b>
MKC09.01.01	<p>Foster self-understanding to recognize the impact of personal feelings on others.</p> <p><i>Sample Indicators</i></p> <p>Describe the nature of emotional intelligence Explain the concept of self-esteem Recognize personal biases and stereotypes Assess personal strengths and weaknesses</p>
MKC09.01.02	<p>Acquire self-development skills for success in marketing careers.</p> <p><i>Sample Indicators</i></p> <p>Maintain appropriate personal appearance Demonstrate systematic behavior Set personal goals Use feedback for personal growth</p>
MKC09.01.03	<p>Develop personal traits to foster career advancement in marketing.</p> <p><i>Sample Indicators</i></p> <p>Identify desirable personality traits important to business Exhibit a positive attitude Exhibit self-confidence Demonstrate interest and enthusiasm Demonstrate initiative Foster positive working relationships</p>
MKC09.01.04	<p>Participate in career-planning in marketing.</p> <p><i>Sample Indicators</i></p> <p>Assess personal interests and skills needed for success in business Analyze employer expectations in the business environment</p>



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	<ul style="list-style-type: none"> <li>Explain the rights of workers</li> <li>Identify sources of career information</li> <li>Identify tentative occupational interest</li> <li>Explain employment opportunities in business</li> </ul>
MKC09.01.05 <i>Sample Indicators</i>	<p><b>Implement job-seeking skills to obtain employment in marketing.</b></p> <ul style="list-style-type: none"> <li>Utilize job-search strategies</li> <li>Complete a job application</li> <li>Interview for a job</li> <li>Write a follow-up letter after job interviews</li> <li>Write a letter of application</li> <li>Prepare a résumé</li> <li>Use networking techniques to identify employment opportunities</li> </ul>
MKC09.01.06 <i>Sample Indicators</i>	<p><b>Utilize career-advancement activities to enhance professional development in marketing careers.</b></p> <ul style="list-style-type: none"> <li>Describe techniques for obtaining work experience (e.g., volunteer activities, internships)</li> <li>Explain the need for ongoing education as a worker</li> <li>Explain possible advancement patterns for jobs</li> <li>Identify skills needed to enhance career progression</li> <li>Utilize resources that can contribute to professional development (e.g., trade journals/periodicals, professional/trade associations, classes/seminars, trade shows, and mentors)</li> </ul>

**Cluster Topic MKC10**     **TECHNICAL SKILLS: Use the technical knowledge and skills required to pursue the targeted careers for all pathways in the career cluster, including knowledge of design, operation, and maintenance of technological systems critical to the career cluster.**

<b>MKC10.01</b>	<b>Understand tools and strategies used to access, process, maintain, evaluate, and disseminate marketing information to assist with business decision-making.</b>
MKC10.01.01 <i>Sample Indicators</i>	<p>Use information literacy skills in marketing.</p> <ul style="list-style-type: none"> <li>Assess information needs</li> <li>Obtain needed information efficiently</li> <li>Evaluate quality and source of information</li> <li>Apply information to accomplish a task</li> <li>Store information for future use</li> </ul>
MKC10.01.02 <i>Sample Indicators</i>	<p>Acquire a foundational knowledge of information management.</p> <ul style="list-style-type: none"> <li>Discuss the nature of information management</li> <li>Explain the role of ethics in information management</li> <li>Explain legal issues associated with information management</li> </ul>
MKC10.01.03 <i>Sample Indicators</i>	<p>Maintain business records to facilitate marketing operations.</p> <ul style="list-style-type: none"> <li>Describe the nature of business records</li> <li>Maintain customer records</li> </ul>
MKC10.01.04 <i>Sample Indicators</i>	<p>Acquire information that can be used to guide business decision-making.</p> <ul style="list-style-type: none"> <li>Describe current business trends</li> <li>Monitor internal records for business information</li> <li>Conduct an environmental scan to obtain business information</li> <li>Interpret statistical findings</li> </ul>



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MKC10.01.05 Utilize project-management skills in marketing.  
*Sample Indicators* Explain the nature of project management  
Identify resources needed for project  
Develop project plan  
Apply project-management tools to monitor project progress  
Evaluate project results

**MKC10.02 Maintain, control, and plan the use of financial resources to protect solvency.**

MKC10.02.01 Explain the fundamental principles of money needed to make financial exchanges.  
*Sample Indicators* Explain forms of financial exchange (cash, credit, debit, electronic funds transfer, etc.)  
  
Identify types of currency (paper money, coins, banknotes, government bonds, treasury notes, etc.)  
Describe functions of money (medium of exchange, unit of measure, store of value)  
  
Describe sources of income (wages/salaries, interest, rent, dividends, transfer payments, etc.)  
Explain the time value of money  
Explain the purposes and importance of credit  
Explain legal responsibilities associated with financial exchanges

MKC10.02.02 Analyze financial needs and goals.  
*Sample Indicators* Explain the nature of financial needs (e.g., college, retirement, wills, insurance, etc.)  
  
Set financial goals  
Develop personal budget

MKC10.02.03 Manage personal finances to achieve financial goals.  
*Sample Indicators* Explain the nature of tax liabilities  
Interpret a pay stub  
Read and reconcile bank statements  
Maintain financial records  
Demonstrate the wise use of credit  
Validate credit history  
Protect against identity theft  
Prepare personal income tax forms (i.e., 1040 EZ)

MKC10.02.04 Explain how the use of financial-services providers can aid in financial-goal achievement.  
*Sample Indicators* Describe types of financial-services providers  
Discuss considerations in selecting a financial-services provider

MKC10.02.05 Use investment strategies to ensure financial well-being.  
*Sample Indicators* Explain types of investments  
Explain the nature of capital investment  
Establish investment goals and objectives

MKC10.02.06 Identify potential business threats and opportunities to protect a business's financial well-being.  
*Sample Indicators* Describe the concept of insurance  
Obtain insurance coverage  
Settle insurance losses  
Identify speculative business risks  
Explain the nature of risk management



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MKC10.02.07 Implement financial skills to obtain business credit and to control its use.

*Sample Indicators*

Explain the purposes and importance of obtaining business credit  
Analyze critical banking relationships  
Make critical decisions regarding acceptance of bank cards  
Determine financing needed for business operations  
Identify risks associated with obtaining business credit  
Explain sources of financial assistance  
Explain loan evaluation criteria used by lending institutions  
Complete loan application package

MKC10.02.08 Manage financial resources to ensure solvency.

*Sample Indicators*

Describe the nature of budgets  
Explain the nature of operating budgets  
Describe the nature of cost/benefit analysis  
Determine relationships among total revenue, marginal revenue, output, and profit  
  
Develop company's/department's budget  
Forecast sales  
Calculate financial ratios  
Interpret financial statements

**MKC10.03 Describe and apply management tools, techniques, and strategies used in planning, controlling and organizing a marketing organization/department to maintain the business or department's growth and development.**

MKC10.03.01 Recognize management's role to understand its contribution to business success.

*Sample Indicators*

Explain the concept of management  
Explain the nature of managerial ethics

MKC10.03.02 Utilize planning tools to guide organization's/ department's activities.

*Sample Indicators*

Explain the nature of business plans  
Develop company goals/objectives  
Define business mission  
Conduct an organizational SWOT  
Explain external planning considerations  
Identify and benchmark key performance indicators (e.g., dashboards, scorecards, etc.)  
Develop action plans  
Develop business plan

MKC10.03.03 Control an organization's/department's activities to encourage growth and development.

*Sample Indicators*

Describe the nature of managerial control (control process, types of control, what is controlled)  
Analyze operating results in relation to budget/industry  
Track performance of business plan

**MKC10.04 Understand the processes used to monitor, plan, and control the day-to-day activities required for continued business operations.**

MKC10.04.01 Implement expense-control strategies to enhance a business's financial well-being.



**Marketing Career Cluster  
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*Sample Indicators*

- Explain the nature of overhead/operating costs
- Explain employee's role in expense control
- Control use of supplies
- Conduct breakeven analysis
- Negotiate service and maintenance contracts
- Negotiate lease or purchase of facility
- Develop expense control plans
- Use budgets to control operations

MKC10.04.02      Maintain property and equipment to facilitate ongoing business activities.

*Sample Indicators*

- Identify routine activities for maintaining business facilities and equipment
- Plan maintenance program

**MKC10.05      Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.**

MKC10.05.01      Acquire foundational knowledge of channel management to understand its role in marketing.

*Sample Indicators*

- Explain the nature and scope of distribution
- Explain the relationship between customer service and channel management
- Explain the nature of channels of distribution
- Describe the use of technology in the channel management function
- Explain legal considerations in channel management
- Describe ethical considerations in channel management

MKC10.05.02      Manage channel activities to minimize costs and to determine distribution strategies.

*Sample Indicators*

- Coordinate channel management with other marketing activities
- Explain the nature of channel-member relationships
- Explain the nature of channel strategies
- Select channels of distribution
- Evaluate channel members

**MKC10.06      Understand the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate marketing information for use in making business decisions.**

MKC10.06.01      Acquire foundational knowledge of marketing information management to understand its nature and scope.

*Sample Indicators*

- Describe the need for marketing information
- Explain the nature and scope of the marketing information management function
- Explain the role of ethics in marketing information management
- Describe the use of technology in the marketing information management function

MKC10.06.02      Explain marketing research activities to show command of their nature and scope.

*Sample Indicators*

- Explain the nature of marketing research
- Explain types of primary marketing research
- Identify sources of primary and secondary data
- Explain research techniques
- Determine the marketing research problem/issue
- Identify research approaches (e.g., observation, survey, experiment) appropriate to the research problem/issue



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	Identify the relationship between the research purpose and the marketing research objectives
	Discuss the nature of sampling plans (i.e., who, how many, how chosen)
	Describe types of rating scales (including Likert scales, semantic differential scales, behavior intention scales, etc.)
	Explain the use of diaries (e.g., product, media-use, contact)
	Explain the nature of qualitative research
MKC10.06.03	<b>Explain data-collection methods to evaluate their appropriateness for the research problem/issue.</b>
<i>Sample Indicators</i>	Identify information monitored for marketing decision-making
	Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners, etc.)
MKC10.06.04	<b>Interpret marketing information to test hypotheses and/or to resolve issues.</b>
<i>Sample Indicators</i>	Describe techniques for processing marketing information
	Interpret descriptive statistics in marketing decision-making
MKC10.06.05	<b>Assess marketing research briefs to determine comprehensiveness and clarity.</b>
<i>Sample Indicators</i>	Explain the nature of marketing research briefs
	Determine usefulness of marketing research briefs
MKC10.06.06	<b>Evaluate marketing research procedures and findings to assess their credibility.</b>
<i>Sample Indicators</i>	Identify sources of error and bias (e.g., response errors, interviewer errors, non-response errors, sample design)
	Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length layout)
	Assess information sources on basis of strengths and weaknesses
	Assess timeliness of research information
	Assess appropriateness of research methods for problem/issue
<b>MKC10.07</b>	<b>Understand the concepts and strategies utilized to determine and target marketing strategies to a select audience.</b>
MKC10.07.01	<b>Employ marketing information to develop a marketing plan.</b>
<i>Sample Indicators</i>	Explain the concept of marketing strategies
	Identify considerations in implementing global marketing strategies
	Explain the concept of market and market identification
	Identify market segments
	Select target market
	Explain the nature of marketing planning
	Explain the nature of marketing plans
	Explain the role of situational analysis in the marketing planning process
	Conduct market analysis
	Conduct SWOT analysis for use in the marketing planning process
	Assess global trends and opportunities
	Conduct competitive analysis
	Explain the nature of sales forecasts
	Forecast sales for marketing plan
	Set marketing goals and objectives
	Select marketing metrics
	Set a marketing budget
	Develop marketing plan



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MKC10.07.02 Assess marketing strategies to improve return on marketing investment (ROMI).

*Sample Indicators*

- Describe measures used to control marketing planning
- Explain strategies for linking performance measures to financial outcomes
- Translate performance measures into financial outcomes
- Monitor and evaluate performance of marketing plan
- Assess cost-effectiveness of measurement tools
- Conduct marketing audits

**MKC10.08 Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.**

MKC08.01.01 Develop a foundational knowledge of pricing to understand its role in marketing.

*Sample Indicators*

- Explain the nature and scope of the pricing function
- Describe the role of business ethics in pricing
- Explain the use of technology in the pricing function
- Explain legal considerations for pricing
- Explain factors affecting pricing decisions

**MKC10.09 Understand the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.**

MKC10.09.01 Acquire a foundational knowledge of product/service management to understand its nature and scope.

*Sample Indicators*

- Explain the nature and scope of the product/service management function
- Identify the impact of product life cycles on marketing decisions
- Describe the use of technology in the product/service management function
- Explain business ethics in product/service management

MKC10.09.02 Generate product ideas to contribute to ongoing business success.

*Sample Indicators*

- Identify product opportunities
- Identify methods/techniques to generate a product idea
- Generate product ideas
- Determine initial feasibility of product idea
- Adjust idea to create functional product
- Identify champion to push ideas through to fruition
- Create processes for ongoing opportunity recognition

MKC10.09.03 Apply quality assurances to enhance product/service offerings.

*Sample Indicators*

- Describe the uses of grades and standards in marketing
- Explain warranties and guarantees
- Identify consumer protection provisions of appropriate agencies
- Evaluate customer experience

MKC10.09.04 Employ product-mix strategies to meet customer expectations.

*Sample Indicators*

- Explain the concept of product mix
- Describe the nature of product bundling
- Identify product to fill customer need
- Plan product mix
- Determine services to provide customers

MKC10.09.05 Position products/services to acquire desired business image.

*Sample Indicators*

- Describe factors used by marketers to position products/services



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Explain the nature of product/service branding  
Explain the role of customer service in positioning/image  
Develop strategies to position products/services  
Build product/service brand

MKC10.09.06  
*Sample Indicators*

**Position company to acquire desired business image.**  
Explain the nature of corporate branding  
Describe factor used by businesses to position corporate brands  
Develop strategies to position corporate brands  
Build corporate brands

**MKC10.10 Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.**

MKC10.10.01  
*Sample Indicators*

**Acquire a foundational knowledge of promotion to understand its nature and scope.**  
Explain the role of promotion as a marketing function  
Explain the types of promotion  
Identify the elements of the promotional mix  
Describe the use of business ethics in promotion  
Describe the use of technology in the promotion function  
Describe the regulation of promotion

MKC10.10.02  
*Sample Indicators*

**Describe promotional channels used to communicate with targeted audiences.**  
Explain types of advertising media  
Describe word-of-mouth channels used to communicate with targeted audiences

MKC10.10.03  
*Sample Indicators*

Explain the nature of direct marketing channels  
Identify communications channels used in sales promotion  
Explain communications channels used in public-relations activities  
**Explain the use of an advertisement's components to communicate with targeted audiences.**  
Explain components of advertisements  
Explain the importance of coordinating elements in advertisements

MKC10.10.04  
*Sample Indicators*

**Discuss the use of public-relations activities to communicate with targeted audiences.**  
Identify types of public-relations activities  
Discuss internal and external audiences for public-relations activities

MKC10.10.05  
*Sample Indicators*

**Explain the use of trade shows/expositions to communicate with targeted audiences.**  
Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences  
Explain considerations used to evaluate whether to participate in trade shows/expositions

MKC10.10.06  
*Sample Indicators*

**Manage promotional activities to maximize return on promotional efforts.**  
Explain the nature of a promotional plan  
Coordinate activities in the promotional mix

MKC10.10.07  
*Sample Indicators*

**Evaluate long-term and short-term results of promotional efforts.**  
Identify metrics to assess results of promotional efforts  
Implement metrics to assess results of promotional efforts



**Marketing Career Cluster  
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Knowledge and Skill Statements**

**MKC10.11 Determine client needs and wants and respond through planned, personalized communication to influences purchase decisions and enhances future business opportunities.**

MKC10.11.01 Acquire a foundational knowledge of selling to understand its nature and scope.

- Sample Indicators*
- Explain the nature and scope of the selling function
  - Explain the role of customer service as a component of selling relationships
  - Explain key factors in building a clientele
  - Explain company selling policies
  - Explain business ethics in selling
  - Describe the use of technology in the selling function
  - Describe the nature of selling regulations

MKC10.11.02 Acquire product knowledge to communicate product benefits to ensure appropriateness of product for the customer.

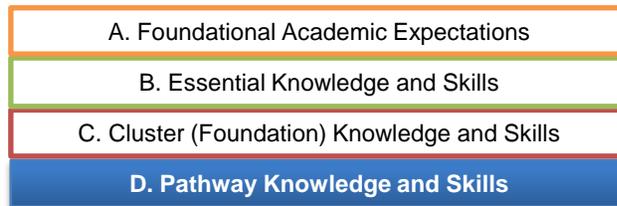
- Sample Indicators*
- Acquire product information for use in selling
  - Analyze product information to identify product features and benefits

MKC10.11.03 Explain sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

- Sample Indicators*
- Explain the selling process
  - Discuss motivational theories that impact buying behavior

**D. PATHWAY KNOWLEDGE AND SKILLS**

The following knowledge and skill statements apply to all careers in the Merchandising Pathway. The statements are organized within thirteen topics.



**Pathway Topic MKPD01 ECONOMICS**

**MKPD01.01 Understand fundamental economic principles and concepts that impact business operations and merchandising decisions.**

MKPD01.01.01 Describe global trade's impact on merchandising activities.

- Sample Indicators*
- Identify the effects of global trade on retailing
  - Explain current retail trends driven by global trade

**Pathway Topic MKPD02 HUMAN RESOURCES MANAGEMENT**

**MKPD02.01 Employ business tools, techniques, and systems to plan, staff, lead, and organize its human resources in retail settings.**

MKPD02.01.01 Manage growth and development of retail staff to increase productivity and employee satisfaction.

- Sample Indicators*
- Conduct product "show and tell"



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

Conduct contests to motivate employees  
Foster "right" environment for employees  
Hold special events for employees  
Involve staff in company activities

**Pathway Topic  
MKPD03      INFORMATION MANAGEMENT**

- MKPD03.01      Use tools, strategies, and systems in merchandising to access, process, maintain, evaluate, and disseminate information that will facilitate business decision-making.**
- MKPD03.01.01      Utilize information-technology tools to manage and perform merchandising responsibilities.
- Sample Indicators*      Analyze the impact of technology on retailing  
Utilize merchandising software  
Obtain information from retail databases to aid in product planning and control
- MKPD03.01.02      Maintain marketing information to facilitate merchandising activities.
- Sample Indicators*      Maintain purchase orders  
Maintain order logs

**Pathway Topic  
MKPD04      MARKETING**

- MKPD04.01      Use tools, techniques, and systems to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the retail organization and its stakeholders.**
- MKPD04.01.01      Acquire an understanding of marketing's role and function in business to facilitate work among departments.
- Sample Indicators*      Distinguish between retailing and marketing  
Explain the importance of merchandising to retailers

**Pathway Topic  
MKPD05      OPERATIONS**

- MKPD05.01      Employ the processes and systems implemented in monitoring, planning, and controlling day-to-day merchandising activities to maintain continued business/ department functioning.**
- MKPD05.01.01      Implement security issues to minimize loss.
- Sample Indicators*      Explain policies/procedures for handling shoplifters  
Devise/Enact merchandise security measures to minimize inventory shrinkage
- MKPD05.01.02      Implement organizational skills to improve efficiency and workflow.
- Sample Indicators*      Follow up orders  
Coordinate activities with other those of other departments/stores
- MKPD05.01.03      Prepare registers/terminals for sales operations.
- Sample Indicators*      Prepare cash drawers/banks  
Open/Close register/terminal



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

**Pathway Topic  
MKPD06**      **PROFESSIONAL DEVELOPMENT**

- MKPD06.01**      **Understand concepts, tools, and strategies used to explore, obtain, and develop in a merchandising career.**
- MKPD06.01.01      Acquire information about merchandising to aid in making career choices.
- Sample Indicators*      Explain the evolution of retailing  
Describe the role of merchandisers in retailing
- MKPD06.01.02      Explain career opportunities in retailing to make informed career decisions.
- Sample Indicators*      Identify career opportunities in retailing  
Explain career opportunities in merchandising

**Pathway Topic  
MKPD07**      **DISTRIBUTION**

- MKPD07.01**      **Implement the concepts and processes needed to move, store, locate, and/or transfer ownership of retail goods and services.**
- MKPD07.01.01      Acquire foundational knowledge of distribution to understand its role in retailing.
- Sample Indicators*      Explain distribution issues and trends  
Discuss the use of electronic data interchange (EDI)
- MKPD07.01.02      Utilize order-fulfillment processes to move product through the supply chain.
- Sample Indicators*      Explain the relationship between customer service and distribution  
Use an information system for order fulfillment  
Fulfill orders  
Analyze capabilities of electronic business systems to facilitate order fulfillment  
Assess order fulfillment processes
- MKPD07.01.03      Implement receiving processes to ensure accuracy and quality of incoming shipments.
- Sample Indicators*      Explain the receiving process  
Explain stock-handling techniques used in receiving deliveries  
Process incoming merchandise  
Resolve problems with incoming shipments  
Establish receiving schedules
- MKPD07.01.04      Utilize stock-handling procedures to process incoming merchandise.
- Sample Indicators*      Attach source and anti-theft tags  
Price mark merchandise  
Make and record price changes  
Identify hangtag needs  
Assign codes to each product item  
Route stock to sales floor  
Rotate stock  
Process returned/damaged product  
Transfer stock to/from branches  
Enter product descriptions into a PoS system  
Manage markdown process
- MKPD07.01.05      Utilize warehousing procedures to store merchandise until needed.



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Knowledge and Skill Statements**

<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Explain storing considerations</li> <li>Explain the nature of warehousing</li> <li>Store merchandise</li> <li>Select appropriate storage equipment.</li> <li>Plan storage space</li> </ul>
MKPD07.01.06	<b>Employ transportation processes to move products through the supply chain.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Explain shipping processes</li> <li>Identify factors considered when selecting best shipping method</li> </ul>
MKPD07.01.07	<b>Utilize inventory-control methods to minimize costs and to meet customer demand.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Maintain inventory levels</li> <li>Report out-of-stocks</li> <li>Complete inventory counts</li> <li>Monitor merchandise classification system</li> <li>Allocate merchandise to stores/regions</li> <li>Track stock by location for department/class/vendor level</li> <li>Describe inventory control systems</li> <li>Explain types of unit inventory-control systems</li> <li>Determine inventory shrinkage</li> <li>Maintain inventory-control systems</li> <li>Implement category management process</li> <li>Plan merchandise flow (turnover, lead time, peak seasons, delivery dates, etc.)</li> <li>Develop inventory-control systems</li> </ul>
MKPD07.01.08	<b>Manage distribution activities to minimize costs and to determine distribution strategies.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Ensure timely delivery of advertised merchandise</li> <li>Allocate shelf space</li> <li>Develop collaborative relationships with channel members</li> <li>Interpret channel strategies</li> <li>Establish system for processing dead/excess merchandise</li> </ul>
MKPD07.01.09	<b>Assess distribution strategies to improve their effectiveness and to minimize their costs.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Evaluate buyer-seller relationships</li> <li>Identify new vendors</li> <li>Evaluate channel members</li> <li>Assess sales and stock performance</li> <li>Conduct inventory valuation (LIFO, FIFO)</li> <li>Evaluate inventory status/performance (stock turnover, gross margin, return on inventory, open to buy, etc.)</li> </ul>

**Pathway Topic  
MKPD08**

**MARKETING INFORMATION MANAGEMENT**

**MKPD08.01      Employ the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making merchandising decisions.**

MKPD08.01.01	Utilize marketing information to drive merchandising activities.
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Analyze information from suppliers</li> <li>Scan marketplace to identify factors that could influence merchandising decisions</li> </ul>



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

Analyze competitors' offerings  
Reconcile marketing plans with assortment and financial plans  
Assess trading area  
Determine price sensitivity

**Pathway Topic  
MKPD09 MARKET PLANNING**

**MKPD09.01 Employ concepts and strategies used to determine and target marketing strategies to a select audience in order to facilitate merchandising activities.**

MKPD09.01.01 Employ marketing information to determine and meet customer needs.

*Sample Indicators* Profile target customer  
Determine market needs  
Determine customer demand for merchandise

**Pathway Topic  
MkPD10 PRICING**

**MKPD10.01 Employ concepts and strategies utilized in determining and adjusting prices to maximize return and meet customer's perceptions of value.**

MKPD10.01.01 Employ pricing strategies to determine prices.

*Sample Indicators* Select approach for setting a base price (cost, demand, competition)  
Determine cost of product (breakeven, ROI, markup)  
Calculate break-even point  
Describe pricing strategies  
Select pricing strategies  
Set prices  
Adjust prices to maximize profitability  
Develop seasonal pricing strategies

MKPD10.01.02 Assess pricing strategies to identify needed changes and to improve profitability.

*Sample Indicators* Ensure price fairness  
Assess changes in price structure  
Analyze variances to planned pricing  
Evaluate pricing decisions

**Pathway Topic  
MKPD11 PRODUCT/SERVICE MANAGEMENT**

**MKPD11.01 Employ merchandising concepts and processes used in obtaining, developing, maintaining, and improving a product or service mix to respond to market opportunities.**

MKPD11.01.01 Utilize assortment-mix strategies to create maximum mix of products at minimum cost.

*Sample Indicators* Obtain samples  
Determine quality of merchandise to offer  
Determine width and depth of assortment strategies



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

	<ul style="list-style-type: none"> <li>Select mix of brands</li> <li>Plan merchandise assortment (e.g., styling, sizes, quantities, colors)</li> <li>Identify new private brand opportunities</li> <li>Develop seasonal assortment strategies</li> <li>Develop style out strategy</li> </ul>
MKPD11.01.02	<b>Develop merchandise plans (budgets) to guide selection of retail products.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Explain the nature of merchandise plans (budgets)</li> <li>Calculate open-to-buy</li> <li>Create/Maintain daily sales plan</li> <li>Identify emerging trends</li> <li>Plan stock</li> <li>Plan reductions (e.g., anticipated markdowns, employee/other discounts, stock shortages)</li> <li>Plan purchases</li> <li>Compare and contrast buying from domestic sources with that of foreign sources</li> <li>Determine final cost of purchases from domestic and international sources</li> <li>Plan gross margin</li> <li>Prepare merchandising plans (budgets)</li> </ul>
MKPD11.01.03	<b>Perform buying activities to obtain products for resale.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Write purchase orders</li> <li>Analyze the use of central buying</li> <li>Determine stock turnover</li> <li>Determine what to buy/reorder</li> <li>Determine quantities to buy/reorder</li> <li>Determine when to buy/reorder</li> <li>Establish reorder points</li> </ul>
MKPD11.01.04	<b>Analyze vendor performance to choose vendors and merchandise.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Evaluate vendors' merchandise</li> <li>Choose vendors</li> <li>Negotiate terms with vendors</li> </ul>
MKPD11.01.05	<b>Position products/services to acquire desired business image.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Identify components of a retail image</li> <li>Implement techniques to increase customer's product exposure</li> <li>Obtain product exclusives</li> </ul>

<b>Pathway Topic</b>	<b>PROMOTION</b>
<b>MKPD12</b>	

<b>MKPD12.01</b>	<b>Communicate information about retail products, services, image, and/or ideas to achieve a desired outcome.</b>
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MKPD12.01.01	<b>Advertise to communicate promotional messages to targeted audiences.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Proof ads</li> <li>Analyze ad performance</li> </ul>
MKPD12.01.02	<b>Utilize special events to increase sales.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Plan special events</li> <li>Prepare store/department for special event</li> </ul>
MKPD12.01.03	<b>Employ visual merchandising techniques to increase interest in product offerings.</b>



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Explain the use of visual merchandising in retailing</li> <li>Distinguish between visual merchandising and display</li> <li>Place merchandise for impact</li> <li>Determine on-floor assortments</li> <li>Use cross-merchandising techniques</li> <li>Read/Implement planograms</li> <li>Create planograms</li> </ul>
MKPD12.01.04	<b>Implement display techniques to attract customers and increase sales potential.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Explain types of display arrangements</li> <li>Maintain displays</li> <li>Dismantle/Store displays/display fixtures/forms</li> <li>Create promotional signs</li> <li>Select and use display fixtures/forms</li> <li>Use lighting to highlight products</li> <li>Set up point-of-sale displays and handouts</li> <li>Create displays</li> </ul>
MKPD12.01.05	<b>Manage promotional activities to maximize return on promotional efforts.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Develop promotional calendar</li> <li>Plan/Schedule displays/themes with management</li> <li>Execute seasonal vendor co-op participation plans</li> <li>Develop visual presentation guidelines</li> <li>Plan promotional strategy (promotional objectives, budget, promotional mix, etc.)</li> <li>Measure success of promotional efforts</li> </ul>

**Pathway Topic**     **SELLING**  
**MKPD13**

<b>MKPD13.01</b>	<b>Implement concepts and actions to determine client needs and wants and respond through planned, personalized communication to influence purchase decisions and enhance future retail opportunities.</b>
MKPD13.01.01	Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.
<i>Sample Indicators</i>	Explain the use of brand names in selling
MKPD13.01.02	<b>Employ sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Establish relationship with customer/client</li> <li>Determine customer/client needs</li> <li>Recommend specific product</li> <li>Demonstrate good/service</li> <li>Convert customer/client objections into selling points</li> <li>Close the sale</li> <li>Demonstrate suggestion selling</li> <li>Plan follow-up strategies for use in selling</li> </ul>
MKPD13.01.03	<b>Implement support activities to facilitate the selling process.</b>
<i>Sample Indicators</i>	<ul style="list-style-type: none"> <li>Arrange delivery of purchases</li> <li>Pack and wrap purchases</li> <li>Process special orders</li> </ul>



**Marketing Career Cluster  
Merchandising Pathway  
Knowledge and Skill Statements**

	Sell gift certificates
	Process telephone orders
	Process returns/exchanges
	Process sales documentation
MKPD13.01.04	<b>Collect payment from customer to complete customer transaction.</b>
<i>Sample Indicators</i>	Calculate miscellaneous charges
	Process sales transactions
	Accept checks from customers
	Operate register/terminal
MKPD13.01.05	<b>Guide sales staff to improve their success rate and to minimize staff turnover.</b>
<i>Sample Indicators</i>	Provide information about incoming merchandise to sales staff
	Monitor on-floor selling activities
MKPD13.01.06	<b>Control sales activities to meet sales goals/objectives.</b>
<i>Sample Indicators</i>	Analyze sales performance