



Title: SALES, DISTRIBUTION AND MARKETING OPERATIONS, GENERAL

Code: 52.1801

Career Cluster: Marketing, Sales & Service

Certification Required	Certification Method	Occupational Competency Area	Occupational Competency Evaluation
Marketing/Distributive Education Teacher Coordinator 1668	Instructional (degree program)	N/A	N/A
OR	OR		
Marketing (Distributive) Ed 1666	Instructional (degree program)	N/A	N/A

Description: A program that focuses on the general process and techniques of direct wholesale and retail buying and selling operations and introduces individuals to related careers. Includes instruction in the principles of entrepreneurial economics, basic sales skills, the distribution channels for goods and services, and supervised practical application experiences.

Notes: This program does not include warehousing/logistics functions.

The following certifications are limited to only teach within the scope of their teaching certification for this program and cannot teach the entire program:

Business, Computer & Information Technology 1603

The following certificate is no longer issued but remains valid for teaching in this program:

Distributive Education 1665