# CIP Code 52.1801 Sales, Distribution and Marketing Operations

## PA Career Ready Skills (CRS)

## \*The [PA Career Ready Skills](https://www.education.pa.gov/K-12/CareerReadyPA/CareerReadySkills/Pages/default.aspx) are the tools needed to support the [PA Career Education and Work Standards](https://www.education.pa.gov/K-12/PACareerStandards/Pages/default.aspx).

### PA Career Ready Skill: Self-Awareness / Self-Management

| Middle SchoolConcepts | High SchoolConcepts | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 9 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 10 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 11 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 12 |
| --- | --- | --- | --- | --- | --- |
| Identify behavioral expressions of feelings within a context. | Evaluate behaviors in relation to the impact on self and others. | 900 SeriesSelling Goods and Services | 700 SeriesMarketing Information Management and Market Planning | 1100 SeriesProviding Personalized Customer Service | Continue Building and Perfecting Skills |
| Explain to others one’s own strengths, needs, and preferences specific to a context. | Advocate for oneself in education, employment, and within the community. | 300 SeriesExploring Career Development Opportunities | 300 SeriesExploring Career Development Opportunities | 800 SeriesBusiness Management and Administration | 800 SeriesBusiness Management and Administration |
| Identify and select coping skills relevant to adverse situations. | Analyze adverse situations for the purpose of identifying and selecting healthy coping skills. | 1100 SeriesProviding Personalized Customer Service | 1100 SeriesProviding Personalized Customer Service | 1100 SeriesProviding Personalized Customer Service | Continue Building and Perfecting Skills |
| Identify and evaluate distractors that impact reaching ones’ goals. | Establish and pursue goals or postsecondary education, employment, and living within the community. | 300 SeriesExploring Career Development Opportunities | 300 SeriesExploring Career Development Opportunities | 900 SeriesSelling Goods and Services | 900 SeriesSelling Goods and Services |

**\*Related Employability Skills:** Adaptability, Business Fundamentals, Communication, Dependability & Reliability, Initiative, Integrity, Planning & Organizing, Respect, Teamwork

### PA Career Ready Skill: Establishing and Maintaining Relationships

| Middle SchoolConcepts | High SchoolConcepts | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 9 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 10 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 11 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 12 |
| --- | --- | --- | --- | --- | --- |
| Explain how empathy and perspective taking foster relationship building. | Establish pro-social relationships to support self and others. | 100 SeriesInterpreting Marketing and Business Fundamentals | 900 SeriesSelling Goods and Services | 1100 SeriesProviding Personalized Customer Service | Continue Building and Perfecting Skills |
| Interact with others demonstrating respect, cooperation, and acceptance | Explain how you situate yourself in a diverse community. | 100 SeriesInterpreting Marketing and Business Fundamentals | 900 SeriesSelling Goods and Services | 1100 SeriesProviding Personalized Customer Service | 1500 SeriesProduct and Service Management |
| Explain how expressive communication strategies can affect others. | Select expressive communication strategies specific to context. | 500 Series Communications in Marketing | 700 SeriesMarketing Information Management and Market Planning | 1100 SeriesProviding Personalized Customer Services | Continue Building and Perfecting Skills |
| Identify conflict resolution skills to deescalate, diffuse, and resolve differences. | Evaluate a situation to identify skills and strategies to prevent and resolve conflicts. | 900 SeriesSelling Goods and Services | 1100 SeriesProviding Personalized Customer Services | 1100 SeriesProviding Personalized Customer Services | 1100 SeriesProviding Personalized Customer Services |

**\*Related Employability Skills:** Adaptability, Communication, Critical Thinking, Decision Making, Integrity, Problem solving, Professionalism, Respect, Teamwork

### PA Career Ready Skill: Social Problem Solving

| Middle SchoolConcepts | High SchoolConcepts | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 9 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 10 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 11 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 12 |
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| Make a decision based upon anticipated consequences | Evaluate consequences from a personal, and civic perspective to inform decision-making. | 100 SeriesInterpreting Marketing and Business Fundamentals | 1000 SeriesAdvertising and Promoting Goods and Services | 900 SeriesSelling Goods and Services | 1100 SeriesProviding Personalized Customer Services |
| Distinguish among various social contexts and how they impact personal feelings. | Situate self in any social context as a means to determine a response. | 100 SeriesInterpreting Marketing and Business Fundamentals | 900 SeriesSelling Goods and Services | 1600 SeriesSocial Media | Continue Building and Perfecting Skills |
| Analyze various perspectives on a situation. | Evaluate how societal conventions may influence the perspectives of individuals. | 100 SeriesInterpreting Marketing and Business Fundamentals | 900 SeriesSelling Goods and Services | 500 SeriesCommunications in Marketing | 1600 SeriesSocial Media |

**\*Related Employability Skills:** Communication, Critical Thinking, Customer Focus, Integrity, Problem Solving, Professionalism, Reading, Respect, Teamwork, Writing

## Pennsylvania Academic Standards for Career, Education and Work (CEW)

| CEW Standards | Middle School ConceptsGrade 5 | Middle School ConceptsGrade 8 | High School ConceptsGrade 12 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 9 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 10 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 11 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 12 |
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| **Risks and Rewards** | Identify the risks and rewards of entrepreneurship. | Compare and contrast entrepreneurship to traditional employment, such as:* Benefits
* Job security
* Operating costs
* Wages
 | Analyze entrepreneurship as it relates to personal career goals and corporate opportunities. | 300 SeriesExploring Career Development Opportunities | 500 SeriesCommunications in Marketing | 800 SeriesBusiness Management and Administration | 800 SeriesBusiness Management and Administration |
| **Character Traits** | Discuss the entrepreneurial character traits of historical or contemporary entrepreneurs. | Evaluate how entrepreneurial character traits influence career opportunities. | Analyze entrepreneurship as it relates to personal character traits. | 300 SeriesExploring Career Development Opportunities | 500 SeriesCommunications in Marketing | 800 SeriesBusiness Management and Administration | 800 SeriesBusiness Management and Administration |
| **Business Plan** | Discuss the steps entrepreneurs take to bring their goods or services to market, such as: Marketing, production research and development, selection of goods and services | Identify and describe the basic components of a business plan, such as:* Business idea
* Competitive analysis
* Daily operations
* Finances/ budget
* Marketing
* Productive resources (human, capital, natural)
* Sales forecasting
 | Develop a business plan for an entrepreneurial concept of personal interest and identify available resources, such as:* Community Based Organizations (e.g., chambers of commerce, trade/ technical associations, Industrial Resource Centers)
* Financial institutions
* School-based career centers
* Small Business Administration services (e.g., SCORE, Small Business Development Centers, Entrepreneurial Development Centers)
* Venture capital
 | 100 Series Interpreting Marketing and Business Fundamentals | 700 SeriesMarketing Information Management and Market Planning | 1400 Series Economics | 1400 Series Economics |

## Pennsylvania Academic Standards for Business, Computer, and Information Technology (BCIT)

| BCIT Standards | Middle School ConceptsGrade 5 | Middle School ConceptsGrade 8 | High School ConceptsGrade 12 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 9 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 10 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 11 | [CTE Technical Component, CTE Courses](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)Grade 12 |
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| **Careers** | Identify marketing careers and organizations within the field of marketing. | Explore various marketing careers and analyze their role in the business world. | Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each. | 300 Series Exploring Career Development Opportunities | 300 Series Exploring Career Development Opportunities | 300 Series Exploring Career Development Opportunities | 300 Series Exploring Career Development Opportunities |
| **Purchasing Decisions** | Analyze and summarize professional designations, careers, and organizations within the field of marketing, including the educational and certification requirements for each.  | Describe how businesses influence purchasing decisions.  | Analyze how marketing influences today’s households, businesses, and society; including but not limited to business-to consumer, business-to-business, and consumer-to-consumer.  | 100 Series Interpreting Marketing and Business Fundamentals  | 400 Series Technology Applications  | 700 Series Marketing Information Management and Market Planning  | 800 Series Business Management and Administration  |
| **Marketing Channels** |  | Distinguish among members of a marketing channel, including company, intermediaries, retailer, and consumer.  | Evaluate the influence of members of a marketing channel, including company, intermediaries, retailer, and consumer.  | 100 Series Interpreting Marketing and Business Fundamentals | 200 Series Pricing and Retail Math  | 1200 Series Channel Management  | 1500 Series Product and Service Management  |
| **Consumer Behaviors** | Give examples of various consumer behaviors and characteristics.  | Differentiate types of consumer behavior and characteristics including but not limited to spending habits, emotional buying, rational buying and buying power.  | Research and analyze consumer behavior patterns and the effect of those patterns on business and the economy.  | 100 Series Interpreting Marketing and Business Fundamentals  | 700 Series Marketing Information Management and Market Planning | 1400 Series Economics  | 1500 Series Product and Service Management  |
| **Product Development** | Identify types of products and services that have changed over time.  | Compare and contrast processes used to obtain, develop, maintain, and improve products or services including product development, packaging, branding, product mix and product life cycle.  | Compare and contrast processes used to obtain, develop, maintain, and improve products or services including product development, packaging, branding, product mix and product life cycle.  | 100 Series Interpreting Marketing and Business Fundamentals | 900 Series Selling Goods and Services | 1200 Series Channel Management  | 1500 Series Produce and Service Management  |
| **Distribution** | Explain the process used to obtain and maintain product and service availability.  | Compare and contrast different processes of distribution.  | Assess the distribution process of various companies and industries.  | 100 Series Interpreting Marketing and Business Fundamentals | 900 Series Selling Goods and Services | 1200 Series Channel Management  | 1400 Series Economics  |
| **Pricing**  | Discuss elements affecting a product’s price.  | Discuss elements affecting a product’s price.  | Discuss elements affecting a product’s price.  | 200 Series Pricing and Retail Math  | 1400 Series Economics  | 1400 Series Economics  | 1500 Series Produce and Service Management  |
| **Promotion**  | Distinguish types of promotions and their goal: education, awareness building, persuasion, and loyalty.  | Compare and contrast existing promotional plans used by local, domestic, and global industries.  | Design a comprehensive promotion plan for a product or service.  | 100 Series Interpreting Marketing and Business Fundamentals  | 1000 Series Advertising and Promoting Goods and Services  | 1200 Series Channel Management  | 1600 Series Social Media  |
| **Data Collection** | Provide examples of marketing related data collection methods used by companies.  | Summarize data collection methods as related to marketing.  | Analyze data collection methods when entering or expanding a market.  | 700 Series Marketing Information Management and Market Planning  | 700 Series Marketing Information Management and Market Planning  | 700 Series Marketing Information Management and Market Planning  | 700 Series Marketing information Management and Market Planning  |
| **Marketing Plan** |  | Explain the components of a marketing plan.  | Create a comprehensive marketing plan.  | 100 Series Interpreting Marketing and Business Fundamentals | 1400 Series Economics  | 1500 Series Produce and Service Management  | 1500 Series Produce and Service Management  |
| **Marketing Technology**  | Identify technologies that are used in marketing.  | Explain how technologies are used in marketing to gain a competitive advantage.  | Analyze the costs and benefits of using technology in marketing to gain a competitive advantage.  | 400 Series Technology Applications | 900 Series Selling Goods and Services  | 1600 Series Social Media  | 1600 Series Social Media  |
| **Laws and Ethics**  | Provide examples of problems businesses and consumers have with unethical or illegal behavior.  | Discuss the laws and regulations that impact marketing and its consumers (e.g., Consumer Product Safety, Consumer Pricing Act, Trademark Counterfeiting Act, Federal Trade Commission Act). | Discuss the laws and regulations that impact marketing and its consumers (e.g., Consumer Product Safety, Consumer Pricing Act, Trademark Counterfeiting Act, Federal Trade Commission Act). | 100 Series Interpreting Marketing and Business Fundamentals  | 500 Series Communication in Marketing  | 800 Series Business Management and Administration  | 1400 Series Economics |

# Career & Technical Student Organization Competitive Events

## [DECA:](https://www.deca.org/high-school-programs/high-school-competitive-events/)

Apparel and Accessories Marketing Series

Automotive Services Marketing Series

Business Services Marketing Series

Buying and Merchandising Operations Research

Buying and Merchandising Team Decision Making

Food Marketing Series

Integrated Marketing Campaign – Event

Integrated Marketing Campaign – Product

Integrated Marketing Campaign – Service

Marketing Communications Series

Marketing Management Team Decision Making

Principles of Marketing

Professional Selling

Retail Merchandising Series

Sports and Entertainment Marketing Operations Research

Sports and Entertainment Marketing Series

Sports and Entertainment Marketing Team Decision Making

Virtual Business Challenge – Fashion

Virtual Business Challenge – Retail

Virtual Business Challenge – Sports

## [FBLA:](https://www.fbla-pbl.org/divisions/fbla/fbla-competitive-events/)

Advertising

Agribusiness

Business Management

Business Plan

Community Service Project

Data Analysis

E-Business

Entrepreneurship

Future Business Leader

Graphic Design

Hospitality and Event Management

International Business

Introduction to Business Concepts

Introduction to Event Planning

Introduction to Social Media Strategy

Local Chapter Annual Business Report

Marketing

Sales Presentation

Social Media Strategies

Sports and Entertainment Management

Supply Chain Management

UX Design

Website Design

## [SkillsUSA:](https://www.skillsusa.org/competitions/skillsusa-championships/contest-descriptions/)

Advertising Design

Audio/Radio Production

Career Pathways Showcase

Entrepreneurship

Job Skill Demonstration (A and Open)

Promotional Bulletin Board

Industry Certifications

# Industry Certifications

## A\*S\*K Institute:

[A\*S\*K certification](https://www.askinstitute.org/)

## American Hotel & Lodging Educational Institute (AHLEI):

[Certified Hospitality and Tourism Management Professional](https://www.ahlei.org/program/certified-hospitality-and-tourism-management-professional-chtmp/)

## CareerSafe:

[OSHA General Industry Certification](https://careersafeonline.com/courses/general-industry?gclid=Cj0KCQiAys2MBhDOARIsAFf1D1d_2sjbMNjRo-hNYgkKFGtc6Oag6RKAIvur7l2T7yZsj9aAyeh3udUaAvxFEALw_wcB)

## Microsoft:

[Microsoft Office Specialist – Excel](https://docs.microsoft.com/en-us/learn/certifications/mos-excel-2019/)

[Microsoft Office Specialist – PowerPoint](https://docs.microsoft.com/en-us/learn/certifications/mos-powerpoint-2019/)

[Microsoft Office Specialist – Word](https://docs.microsoft.com/en-us/learn/certifications/mos-word-2019/)

## National Retail Federation Foundation:

[Advanced Customer Service and Sales](https://nrffoundation.org/advanced-customer-service-and-sales-frequently-asked-questions)

[Customer Service and Sales](https://nrffoundation.org/riseup/training-partner/customer-service-sales)

[Retail Industry Fundamentals](https://nrffoundation.org/riseup/individual/retail-industry-fundamentals)

# PA Career Ready Skills

[Career Ready PA](https://www.education.pa.gov/K-12/CareerReadyPA/Pages/default.aspx)

# Task Grid

[Task Grid for CIP Code 52.1801 is found under Phase 2](https://www.education.pa.gov/K-12/Career%20and%20Technical%20Education/Programs%20of%20Study/Pages/Framework.aspx)