

Browse **Quality Core Curriculum Standards by subject****Subject: Marketing****Grade: 9-12**Course: Fashion Marketing: Core Skills

- 1** **Topic:** Basic Skills
Standard: Locate, understand, and interpret written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.
- 2** **Topic:** Basic Skills
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- 15** **Topic:** Interpersonal Skills
Standard: Participate and interact as a team member and leader.

- 16** **Topic:** Interpersonal Skills
Standard: Share knowledge and skills with others.
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- 18** **Topic:** Interpersonal Skills
Standard: Work to satisfy customer/client expectations.
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- 20** **Topic:** Resources
Standard: Select goal-relevant activities, prioritize them, manage time, and prepare and follow schedules.
- 21** **Topic:** Resources
Standard: Use or prepare budgets, make projections, keep records, and make adjustments to meet objectives.
- 22** **Topic:** Resources
Standard: Acquire, store, allocate, and use materials and space efficiently.
- 23** **Topic:** Technology
Standard: Prevent, identify, or solve problems with technical or electronic equipment.
- 24** **Topic:** Technology
Standard: Operate and maintain technical equipment and the work environment safely following applicable industry regulations and guidelines.
- 25** **Topic:** Technology
Standard: Utilize a variety of technologies.
- 26** **Topic:** Business Aspects
Standard: Demonstrate understanding of basic economic concepts and how they are applied in business functions and activities.
- 27** **Topic:** Business Aspects
Standard: Identify forms of business ownership.
- 28** **Topic:** Business Aspects
Standard: Demonstrate understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.
- 29** **Topic:** Business Aspects
Standard: Demonstrate understanding of the individual's role, responsibilities, and relationships in the organizational structure of a business.
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Standard: Maintain safety, health, and environmental standards, and address ergonomic concerns.
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Standard: Make potential career decisions based upon interests, abilities, and values and formulate appropriate plans to reach career goals.
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- 33** **Topic:** Career Development
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- 34** **Topic:** Career Development
Standard: Demonstrate understanding of education and career development as a lifelong learning process that requires

preparation for change.

Course: Fashion Marketing: 08.41300 Introduction to Fashion Marketing

- 35** **Topic:** Fashion Fundamentals
Standard: Identify and describe the different types of businesses that comprise the fashion industry.
- 36** **Topic:** Fashion Fundamentals
Standard: Describe the differences in fashion marketing at the manufacturing, wholesale, and retail levels.
- 37** **Topic:** Fashion Fundamentals
Standard: Discuss the evolution of national, local, and boutique fashion retailers.
- 38** **Topic:** Fashion Fundamentals
Standard: Identify psychological and global influences that impact the fashion industry.
- 39** **Topic:** Fashion Fundamentals
Standard: Differentiate between society's impact on fashion and fashion's impact on society.
- 40** **Topic:** Fashion Fundamentals
Standard: Describe events that have influenced fashion within the last decade and century.
- 41** **Topic:** Fashion Fundamentals
Standard: Name several designers that have helped shape the fashion industry.
- 42** **Topic:** Fashion Fundamentals
Standard: Identify and describe current trends in the fashion industry.
- 43** **Topic:** Fashion Fundamentals
Standard: Differentiate between fashion trends and fads.
- 44** **Topic:** Fashion Fundamentals
Standard: Contrast the stages of the fashion cycle.
- 45** **Topic:** Fashion Fundamentals
Standard: Explain factors that impact the length of each stage within the fashion cycle.
- 46** **Topic:** Fashion Fundamentals
Standard: Identify career opportunities in the fashion industry.
- 47** **Topic:** Fashion Fundamentals
Standard: Compare career opportunities and skill requirements for jobs in fashion marketing at the manufacturing, wholesaling, and retailing levels.
- 48** **Topic:** Fashion Fundamentals
Standard: Describe the aptitudes and skill requirements for career sustaining and mid-level management positions in fashion marketing.
- 49** **Topic:** Fashion Economics
Standard: Explain how the fashion industry impacts the national economy and Georgia's economy.
- 50** **Topic:** Fashion Economics
Standard: Describe current economic trends in the United States and outline the influence of the trends on decision-making in fashion marketing.
- 51** **Topic:** Fashion Economics
Standard: Describe the impact of such economic indicators as consumer discretionary income, inflation, gross domestic product, and productivity on consumer spending on fashion.
- 52** **Topic:** Fashion Economics

Standard: Contrast typical profit margins of manufacturers, wholesalers, and retailers in the fashion industry.

53

Topic: Fashion Economics

Standard: List and describe typical channels of distribution utilized in fashion marketing.

54

Topic: Fashion Economics

Standard: Identify and describe major laws that regulate and/or impact the fashion industry.

55

Topic: Market Segmentation and Marketing Research

Standard: Define market segmentation and describe its relationship to target marketing.

56

Topic: Market Segmentation and Marketing Research

Standard: Explain the difference between market growth and market share.

57

Topic: Market Segmentation and Marketing Research

Standard: Describe the extent to which changing demographics create new markets.

58

Topic: Market Segmentation and Marketing Research

Standard: Define psychographics and outline how this indicator helps to explain buying habits.

59

Topic: Market Segmentation and Marketing Research

Standard: Define market research and list several methods of conducting research.

60

Topic: Market Segmentation and Marketing Research

Standard: Explain the differences between qualitative and quantitative information.

61

Topic: Market Segmentation and Marketing Research

Standard: Discuss the relationship between marketing research and product development.

62

Topic: Market Segmentation and Marketing Research

Standard: Discuss bar codes and how they are used to gather consumer information.

63

Topic: Market Segmentation and Marketing Research

Standard: Conduct a marketing research project for a sector or company in the fashion industry and interpret the results.

64

Topic: Product Selection and Buying

Standard: Describe the product selection process for fashion buying.

65

Topic: Product Selection and Buying

Standard: Differentiate between assortment planning and product mix.

66

Topic: Product Selection and Buying

Standard: Outline financial planning strategies used in the buying process.

67

Topic: Product Selection and Buying

Standard: Define open-to-buy and its relationship to maintaining the proper mix and level of merchandise.

68

Topic: Product Selection and Buying

Standard: Identify and classify sizes, styles and characteristics of women's, men's, and children's fashions.

69

Topic: Product Selection and Buying

Standard: Identify and discuss the importance of selecting styles for different body types.

70

Topic: Product Selection and Buying

Standard: Discuss buying strategies based on a target market.

71

Topic: Product Selection and Buying

Standard: Differentiate between private and designer labels, and outline the advantages and disadvantages to a retailer in carrying the different labels.

72

Topic: Product Selection and Buying

Standard: Contrast the criteria used when selecting suppliers for a small retail boutique, a department store, and a

national chain retailer.

- 73** **Topic:** Product Selection and Buying
Standard: Compare buying policies in various retail fashion companies.
- 74** **Topic:** Product Selection and Buying
Standard: Describe critical components of effective buyer-vendor relationships.
- 75** **Topic:** Product Selection and Buying
Standard: Contrast the advantages and disadvantages of using different buying venues such as trade shows, showrooms, sales representatives.
- 76** **Topic:** Product Selection and Buying
Standard: Prepare a buying plan and calculate open-to-buy based on cost and retail for selected products in an identified business.
- 77** **Topic:** Inventory Systems
Standard: Describe the extent to which inventory control impacts profits.
- 78** **Topic:** Inventory Systems
Standard: Outline the impact of computer technology on tracking and maintaining inventory.
- 79** **Topic:** Inventory Systems
Standard: Contrast inventory control systems in a small retail boutique with those used in a national chain retail store.
- 80** **Topic:** Inventory Systems
Standard: Describe the impact of mispricing, internal shortage (employee theft) and external shortage (shoplifting) on profits.
- 81** **Topic:** Inventory Systems
Standard: Outline steps typically followed in the inspection process to insure quality control in the delivery of merchandise.
- 82** **Topic:** Inventory Systems
Standard: Describe different storage locations used by retailers for merchandise.
- 83** **Topic:** Inventory Systems
Standard: Mark and prepare merchandise for the sales floor.
- 84** **Topic:** Inventory Systems
Standard: Rotate merchandise according to store policy.

Course: Fashion Marketing: 08.41400 Fashion Marketing Sales and Promotion

- 35** **Topic:** Pricing
Standard: Describe different pricing strategies and factors that affect the selling price of a product.
- 36** **Topic:** Pricing
Standard: Describe the psychological effects of pricing.
- 37** **Topic:** Pricing
Standard: Outline legal and ethical considerations in pricing.
- 38** **Topic:** Pricing
Standard: Explain pricing policies in relation to product life cycle and seasonal factors.
- 39** **Topic:** Pricing
Standard: Compare pricing policies of various fashion retailers.
- 40** **Topic:** Pricing
Standard: Develop mark-up and markdown strategies.

- 41 **Topic:** Pricing
Standard: Calculate the dollar and percentage markup used for cost and retail.
- 42 **Topic:** Pricing
Standard: Calculate markdowns, sales prices, and discounts in dollars and percentages.
- 43 **Topic:** Pricing
Standard: Develop a pricing model for a selected fashion retailer.
- 44 **Topic:** Visual Merchandising
Standard: Describe how and why visual appeal affects sales.
- 45 **Topic:** Visual Merchandising
Standard: Identify and define elements and principles of design as they relate to visual merchandising.
- 46 **Topic:** Visual Merchandising
Standard: Outline factors to be considered in selecting merchandise for an interior display and for a window display.
- 47 **Topic:** Visual Merchandising
Standard: Construct an interior display and a window display.
- 48 **Topic:** Visual Merchandising
Standard: Use lights, special effects, and signs in an interior display and a window display to promote sales.
- 49 **Topic:** Visual Merchandising
Standard: Design a special event/theme display using apparel and accessories, i.e. back-to-school, a high school prom.
- 50 **Topic:** Advertising
Standard: Define advertising and explain how it is used to promote the sale of fashion.
- 51 **Topic:** Advertising
Standard: Discuss the differences in product advertising at the national and local level.
- 52 **Topic:** Advertising
Standard: Explain how special advertising mediums, such as billboards, can be used to promote fashions.
- 53 **Topic:** Advertising
Standard: Describe the different types of broadcast mediums used in fashion marketing.
- 54 **Topic:** Advertising
Standard: Discuss the different types of electronic mediums as they relate to fashion marketing, including the Internet.
- 55 **Topic:** Advertising
Standard: Create a fashion advertisement for a print publication.
- 56 **Topic:** Advertising
Standard: Create a storyboard for a fashion commercial for television.
- 57 **Topic:** Advertising
Standard: Create a fashion commercial for radio.
- 58 **Topic:** Special Promotions
Standard: Identify types of special promotions used in the fashion industry.
- 59 **Topic:** Special Promotions
Standard: Define public relations and explain how it is used to support promotional campaigns.
- 60 **Topic:** Special Promotions
Standard: List the elements of the promotion mix.
- 61 **Topic:** Special Promotions
Standard: Target a market for a fashion promotion.

- 62** **Topic:** Special Promotions
Standard: Prepare a promotional calendar of events for a given line of fashion merchandise.
- 63** **Topic:** Special Promotions
Standard: Develop a promotional plan for a fashion-related product or a new label.
- 64** **Topic:** Special Promotions
Standard: Develop a promotional plan for a special sales event, i.e. back-to-school, Valentine’s Day, Thanksgiving.
- 65** **Topic:** Professional Sales
Standard: Describe the importance of the direct selling function and role of a salesperson.
- 66** **Topic:** Professional Sales
Standard: Create a selling environment in a selected fashion department.
- 67** **Topic:** Professional Sales
Standard: Demonstrate knowledge of fashion merchandise features and benefits in a sales presentation.
- 68** **Topic:** Professional Sales
Standard: Demonstrate each of the steps in a sales presentation.
- 69** **Topic:** Professional Sales
Standard: Demonstrate techniques for overcoming different types of customer objections.
- 70** **Topic:** Professional Sales
Standard: Demonstrate suggestion sales techniques and close the sale.
- 71** **Topic:** Professional Sales
Standard: Process sales transactions accurately.
- 72** **Topic:** Professional Sales
Standard: Process returns, exchanges, and refunds.
- 73** **Topic:** Professional Sales
Standard: Convert turndowns into future sales opportunities.
- 74** **Topic:** Professional Sales
Standard: Demonstrate the steps to be followed in training a new sales associate.
- 75** **Topic:** Professional Sales
Standard: Outline sales quotas and sales incentives for the sales staff in a given department or for a selected type of fashion merchandise.
- 76** **Topic:** Customer Service
Standard: Describe customer service and explain its role in relation to promoting sales and increasing profit margins.
- 77** **Topic:** Customer Service
Standard: Outline the importance of customer service as it relates to all employees.
- 78** **Topic:** Customer Service
Standard: Discuss the extent to which a good or bad perception of service quality can impact sales.
- 79** **Topic:** Customer Service
Standard: List several store functions classified under customer service.
- 80** **Topic:** Customer Service
Standard: Demonstrate skill as a personal shopper in assisting customers and influencing sales.
- 81** **Topic:** Customer Service
Standard: Demonstrate skill in addressing different types of customer service concerns.

- 35** **Topic:** Career Opportunities
Standard: Identify career opportunities and employment requirements specific to fashion marketing in manufacturing and wholesaling.
- 36** **Topic:** Career Opportunities
Standard: Describe the role of a marketing manager for a manufacturer of fashion merchandise.
- 37** **Topic:** Career Opportunities
Standard: Contrast the role and employment requirements of a fashion buyer for a manufacturer with that of a wholesale buyer and a retail buyer.
- 38** **Topic:** Career Opportunities
Standard: Contrast the role of a sales representative for a manufacturer of fashion merchandise with that of a wholesale sales representative and a retail salesperson.
- 39** **Topic:** Career Opportunities
Standard: Describe the functions of a wholesaler and showroom salesperson.
- 40** **Topic:** Career Opportunities
Standard: Outline a fashion marketing career path from a manufacturing and wholesaling entry-level position to management.
- 41** **Topic:** Market Centers
Standard: Explain the role of fashion market centers, i.e. The Atlanta Mart.
- 42** **Topic:** Market Centers
Standard: Outline the concept of showrooms and describe a typical layout.
- 43** **Topic:** Market Centers
Standard: List major fashion market centers and apparel marts located in the United States.
- 44** **Topic:** Market Centers
Standard: Identify international fashion market centers.
- 45** **Topic:** Market Centers
Standard: Summarize the major activities that take place during market week.
- 46** **Topic:** Market Centers
Standard: Explain the sales process at market centers.
- 47** **Topic:** Market Centers
Standard: Explain the process of writing orders at a market center.
- 48** **Topic:** Merchandise Buying
Standard: Describe the responsibilities of a retail buyer at a market center.
- 49** **Topic:** Merchandise Buying
Standard: Outline buyer requirements for purchasing at fashion markets.
- 50** **Topic:** Merchandise Buying
Standard: Describe the market resources available to retail buyers.
- 51** **Topic:** Merchandise Buying
Standard: Summarize buyers' strategies for market trips and merchandise selection.
- 52** **Topic:** Merchandise Buying
Standard: State factors involved in purchasing foreign goods for resale in the U.S. market.
- 53** **Topic:** Merchandise Buying

Standard: Outline the criteria a manufacturer's buyer would use in selecting suppliers.

54 **Topic:** Merchandise Buying

Standard: Describe the criteria a manufacturer's buyer would use in selecting designers for the creation of designer labels in their product line.

55 **Topic:** Merchandise Buying

Standard: Outline alternative buying options a manufacturer could offer a retailer.

56 **Topic:** Merchandise Buying

Standard: Describe alternative options a manufacturer could offer a retail buyer for financing fashion purchases.

57 **Topic:** Merchandise Buying

Standard: Outline suggested merchandise buying plans a manufacturer could offer a retail fashion buyer.

58 **Topic:** Distribution Channels

Standard: Identify typical channels of distribution for fashion merchandise.

59 **Topic:** Distribution Channels

Standard: Describe the factors a manufacturer considers when selecting a distribution channel for a given line of fashion merchandise.

60 **Topic:** Distribution Channels

Standard: Outline the effect of bypassing retail stores and shipping directly from the manufacturer to an outlet center.

61 **Topic:** Distribution Channels

Standard: Contrast common buying and shipping terms used by a manufacturer and a wholesaler.

62 **Topic:** Distribution Channels

Standard: Outline the decisions to be made in managing the marketing functions of transportation and storage from the manufacturer's and the wholesaler's perspective.

63 **Topic:** Distribution Channels

Standard: Explain how the selection of distribution channels affects the cost and retail price of fashion merchandise.

64 **Topic:** Distribution Channels

Standard: Compare and summarize the benefits of using computerized systems to track and process orders at the manufacturing, wholesaling, or market center levels of distribution.

65 **Topic:** Promotional Strategies

Standard: Contrast market focus at the manufacturer and wholesale levels.

66 **Topic:** Promotional Strategies

Standard: Contrast the promotional strategies of a manufacturer with those of a wholesaler.

67 **Topic:** Promotional Strategies

Standard: Define cooperative advertising and discuss the pros and cons of its use.

68 **Topic:** Promotional Strategies

Standard: Describe the use of trade shows as a manufacturer's marketing tool.

69 **Topic:** Promotional Strategies

Standard: Contrast the promotional strategies used by different manufacturers to promote a given line of fashion merchandise, i.e. Tommy Hilfiger shirts versus Gantt shirts.

70 **Topic:** Promotional Strategies

Standard: Outline promotional strategies a manufacturer could use in promoting their lines of fashion merchandise to retailers.

71 **Topic:** Promotional Strategies

Standard: Develop a print advertisement and a broadcast commercial a manufacturer could offer to retailers to promote selected lines of fashion merchandise.

72 **Topic:** Pricing Strategies

Standard: Contrast pricing strategies of a wholesaler with those of a manufacturer for selected lines of fashion merchandise.

73

Topic: Pricing Strategies

Standard: Describe factors that influence a manufacturer's and a wholesaler's pricing of fashion goods.

74

Topic: Pricing Strategies

Standard: Develop alternative pricing strategies a manufacturer could offer to retailers for selected lines of fashion merchandise.

75

Topic: Pricing Strategies

Standard: Describe the effects of competition on pricing at the wholesale and manufacturing levels.

76

Topic: Pricing Strategies

Standard: Compare manufacturer's discounting with in-store sales promotion.

77

Topic: Pricing Strategies

Standard: Discuss the pros and cons of foreign production and the affect it has on domestic market prices.

78

Topic: Pricing Strategies

Standard: Identify and describe major laws that regulate and/or impact pricing in the fashion industry.

Course: Food, Marketing, Sales, and Distribution: Core Skills

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Standard: Demonstrate understanding of education and career development as a lifelong learning process that requires preparation for change.

Course: Food, Marketing, Sales, and Distribution: 08.46100 Introduction to Retail Food Marketing

- 35** **Topic:** Overview Of The Food Marketing Industry
Standard: Identify the types of businesses in the food marketing industry.
- 36** **Topic:** Overview Of The Food Marketing Industry
Standard: Explain the roles, functions, and services of food manufacturers, food brokers, wholesalers, and distributors to the food marketing industry.
- 37** **Topic:** Overview Of The Food Marketing Industry
Standard: Analyze the economic effects of globalization, international trade, and technology on the food marketing industry.
- 38** **Topic:** Overview Of The Food Marketing Industry
Standard: Describe trends and issues in the food marketing industry.
- 39** **Topic:** Introduction To Retail Food Marketing
Standard: Identify and describe the different types of retail food marketing businesses.
- 40** **Topic:** Introduction To Retail Food Marketing
Standard: Describe the major departments typically found in a retail supermarket.
- 41** **Topic:** Introduction To Retail Food Marketing
Standard: Identify the major categories of products typically stocked in each department of a retail supermarket.
- 42** **Topic:** Introduction To Retail Food Marketing
Standard: Determine factors that affect customers' choices in selecting a retail food store.
- 43** **Topic:** Economics And Finance In Retail Food Marketing
Standard: Explain the role of the retail food marketing industry in the free enterprise system.
- 44** **Topic:** Economics And Finance In Retail Food Marketing
Standard: Describe the economic concepts of supply and demand and customer wants and needs as they impact retail food marketing.
- 45** **Topic:** Economics And Finance In Retail Food Marketing
Standard: Explain the purpose of financial records (budgets, balance sheets, and income statements) in relation to retail food marketing.
- 46** **Topic:** Economics And Finance In Retail Food Marketing
Standard: Identify typical operating profit margins for different types of businesses in the retail food marketing industry.
- 47** **Topic:** Economics And Finance In Retail Food Marketing
Standard: Explain the types of business cycles in the retail food store and the impact on the industry.
- 48**

Topic: Retail Food Store Operations

Standard: Identify elements of operating costs (salaries, benefits, occupancy, promotion, property and liability insurance, taxes, and shrinkage).

49

Topic: Retail Food Store Operations

Standard: Design a basic stock list for staple items that should always be in stock in a retail food store.

50

Topic: Retail Food Store Operations

Standard: Describe product-ordering procedures using scanners and other electronic systems.

51

Topic: Retail Food Store Operations

Standard: Explain the process of how products are received in all departments of a retail food store.

52

Topic: Retail Food Store Operations

Standard: Identify problems incurred in product receiving and provide possible solutions to solve these problems.

53

Topic: Retail Food Store Operations

Standard: Demonstrate general stocking procedures (case cutting, shelf blocking, facing, display rotations) in all departments of a retail food store.

54

Topic: Retail Food Store Operations

Standard: Construct and maintain various types of food and nongrocery product displays.

55

Topic: Retail Food Store Operations

Standard: Determine basic housekeeping policies and procedures and perform housekeeping duties in a retail food store.

56

Topic: Retail Food Store Operations

Standard: Compare and contrast supermarket requirements for product storage, shelf rotation, and code dating.

57

Topic: Retail Food Store Operations

Standard: Perform cashiering responsibilities, including price scanning; identifying, weighing, and pricing produce; handling customer coupons and electronic benefit transfers; performing register functions; and implementing appropriate merchandise bagging techniques.

58

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Explain how the basic marketing functions are implemented in the retail food store.

59

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Determine how product, price, place, and promotion strategies are implemented at the retail food store level.

60

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Describe the impact of market segmentation at the retail food store level.

61

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Identify information included on shelf tags and state the importance of this information to management and the customer.

62

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Describe the typical channels of distribution for selected products in each department of a retail food store.

63

Topic: Marketing And Distribution Principles In Retail Food Marketing

Standard: Identify problems that occur in the food distribution channel and determine possible solutions.

64

Topic: Product Planning For A Retail Food Store

Standard: Prepare a layout of a retail food store and explain why departments and products are situated in specific locations.

65

Topic: Product Planning For A Retail Food Store

Standard: Analyze the shelf location of selected products in all departments of a retail food store and explain the rationale for the location.

66

Topic: Product Planning For A Retail Food Store

Standard: Describe the effect of market segmentation on the product mix in a retail food store.

- 67** **Topic:** Product Planning For A Retail Food Store
Standard: Develop a basic product plan for selected types of retail food stores.
- 68** **Topic:** Product Pricing For A Retail Food Store
Standard: Explain the importance of pricing as a factor in the success or failure of a retail food store.
- 69** **Topic:** Product Pricing For A Retail Food Store
Standard: Place correct price markers on various types of merchandise, shelves, and displays.
- 70** **Topic:** Product Pricing For A Retail Food Store
Standard: Describe pricing mix strategies for selected types of retail food stores.
- 71** **Topic:** Product Pricing For A Retail Food Store
Standard: Explain how product elasticity impacts sales in a retail food store.
- 72** **Topic:** Product Pricing For A Retail Food Store
Standard: Describe how the retail food store's market segment impacts its pricing mix strategies.
- 73** **Topic:** Product Pricing For A Retail Food Store
Standard: Determine the affect of pricing on seasonal promotional activities.
- 74** **Topic:** Product Pricing For A Retail Food Store
Standard: Explain the impact of loss leader pricing on a retail food store's promotional activities.
- 75** **Topic:** Product Pricing For A Retail Food Store
Standard: Develop a pricing strategy for a selected product in all departments of a retail food store.
- 76** **Topic:** Promotion In The Retail Food Store
Standard: Describe the nature and scope of external and internal promotional strategies in a retail food store.
- 77** **Topic:** Promotion In The Retail Food Store
Standard: Explain how the retail food store's market segment affects its promotional plan.
- 78** **Topic:** Promotion In The Retail Food Store
Standard: List examples of seasonal promotional activities in all departments of a retail food store.
- 79** **Topic:** Promotion In The Retail Food Store
Standard: Develop a promotional plan for a specific seasonal event that includes all departments within the retail food store.
- 80** **Topic:** Customer Service In Retail Food Marketing
Standard: Describe typical types of customer services provided in the retail food store.
- 81** **Topic:** Customer Service In Retail Food Marketing
Standard: Analyze common types of customer questions and complaints found in a retail food store and describe how various retail food stores respond.
- 82** **Topic:** Customer Service In Retail Food Marketing
Standard: Analyze retail food store employee actions and attitudes that result in customer satisfaction and dissatisfaction.
- 83** **Topic:** Customer Service In Retail Food Marketing
Standard: Describe management actions and attitudes that result in customer satisfaction and dissatisfaction.
- 84** **Topic:** Customer Service In Retail Food Marketing
Standard: Determine the relationship between excellent customer service and retail food store profits and customer loyalty.
- 85** **Topic:** Management In Retail Food Marketing
Standard: Explain the functions of management in a retail food store.
- 86** **Topic:** Management In Retail Food Marketing
Standard: Compare and contrast retail food store management styles as they relate to the management of time,

employees, products, and ideas.

- 87** **Topic:** Management In Retail Food Marketing
Standard: Develop a plan for effective communication and team building between retail food store managers and employees.
- 88** **Topic:** Management In Retail Food Marketing
Standard: Analyze the retail food store manager’s role as a leader and problem solver.
- 89** **Topic:** Management In Retail Food Marketing
Standard: Determine the management career ladder policies in various types of retail food stores.
- 90** **Topic:** Product Safety And Sanitation In Retail Food Marketing
Standard: Explain the major microorganisms and toxins that can contaminate food and the problems associated with food contamination.
- 91** **Topic:** Product Safety And Sanitation In Retail Food Marketing
Standard: Recognize foods that could potentially pose a health hazard in a retail food store.
- 92** **Topic:** Product Safety And Sanitation In Retail Food Marketing
Standard: Explain the relationship between personal hygiene and product safety and sanitation.
- 93** **Topic:** Product Safety And Sanitation In Retail Food Marketing
Standard: Define and state the importance of local and state food safety laws and regulations.
- 94** **Topic:** Product Safety And Sanitation In Retail Food Marketing
Standard: Determine the relationship between product storage/display and product safety.
- 95** **Topic:** Loss Prevention In Retail Food Marketing
Standard: Determine the types of accidents that retail food store customers typically incur and the steps that can be taken to prevent these accidents.
- 96** **Topic:** Loss Prevention In Retail Food Marketing
Standard: Determine the types of accidents that retail food store employees typically incur and the steps that can be taken to prevent these accidents.
- 97** **Topic:** Loss Prevention In Retail Food Marketing
Standard: Describe labor and legal issues that impact retail food stores.
- 98** **Topic:** Loss Prevention In Retail Food Marketing
Standard: Determine the major security issues encountered by retail food stores and the steps that can be taken to avoid these issues.
- 99** **Topic:** Loss Prevention In Retail Food Marketing
Standard: Implement techniques to prevent security problems, including shoplifting, employee pilferage, bad checks, and counterfeiting, that occur in the retail food store.
- 100** **Topic:** Careers In Retail Food Marketing
Standard: Identify career opportunities, from entry level to top management, available in the retail food marketing.
- 101** **Topic:** Careers In Retail Food Marketing
Standard: Identify the education, training, and skills needed for each of the careers identified in the retail food marketing industry, along with average salaries for Georgia and the United States.
- 102** **Topic:** Careers In Retail Food Marketing
Standard: Identify specific technology applications related to retail food marketing careers.
- 103** **Topic:** Careers In Retail Food Marketing
Standard: Develop a long-range plan for pursuing a career in the food marketing industry that includes education, training, work-based learning experiences, etc.

Distribution

- 35** **Topic:** International Food Marketing
Standard: Describe the scope and complexity of international and national food marketing.
- 36** **Topic:** International Food Marketing
Standard: Identify challenges in international food marketing.
- 37** **Topic:** International Food Marketing
Standard: Identify and describe key considerations to be made by food manufacturers and retail food chains in making purchasing and distribution decisions for international and national markets.
- 38** **Topic:** International Food Marketing
Standard: Explain how exchange rates affect the distribution of food internationally.
- 39** **Topic:** International Food Marketing
Standard: Relate the difference between manufacturer brands and private-label brands in foreign markets.
- 40** **Topic:** International Food Marketing
Standard: Determine how international trade can extend or shorten distribution channels.
- 41** **Topic:** International Food Marketing
Standard: Identify channel members involved in international marketing, and compare and contrast various channels of distribution for selected food products.
- 42** **Topic:** International Food Marketing
Standard: Plan the channel of distribution for a domestic product and an international product.
- 43** **Topic:** International Food Marketing
Standard: Identify and describe career opportunities in international food marketing, and outline the qualifications necessary to obtain entry-level, advanced, and management positions in the field.
- 44** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Evaluate the services a food brokerage firm provides to a food manufacturer, showing both the distributor and the end-user.
- 45** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Determine the importance of coordinating distribution and marketing activities in the food marketing channel.
- 46** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Compare the costs and control involved in having a direct sales force versus using independent sales agents.
- 47** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Determine how suppliers utilize hybrid channels that combine alternative channels in order for all target markets to be properly reached.
- 48** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Compare and contrast shipping methods for selected food products.
- 49** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Analyze the role of the distribution center in relation to traffic, transportation, and governmental regulations and restrictions.
- 50** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Analyze trends in inbound logistics in the food marketing industry, and explain the core carrier concept.
- 51** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Explain how the deregulation of the transportation industry impacts inbound distribution in food marketing.
- 52** **Topic:** Distribution/Logistics In The Food Marketing Industry
Standard: Explain outbound operations involved in servicing the customer and the order cycle in relation to order processing, quality control, productivity, and completion of the delivery cycle.

- 53** **Topic:** Wholesale Operations In The Food Marketing Industry
Standard: Analyze the role of wholesaling in the food distribution process.
- 54** **Topic:** Wholesale Operations In The Food Marketing Industry
Standard: Determine the functions of wholesaling in the channel of distribution as related to the food marketing industry.
- 55** **Topic:** Wholesale Operations In The Food Marketing Industry
Standard: Explain trends and regulations in the wholesale industry as they relate to food marketing and distribution.
- 56** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Describe the supply chain network and identify warehousing and distribution roles in this network.
- 57** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Outline factors to be considered in developing effective communication practices and relationships with all links in the supply chain network.
- 58** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Describe the types of demographics that should be considered in locating a warehouse in a given area, including the assessment of workforce availability, suppliers proximity, entry and egress concerns, traffic patterns for distribution.
- 59** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Identify the critical components of the warehouse management system that impact efficient warehousing operations.
- 60** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Describe the impact that regulatory agencies such as the FDA, OSHA, and the Department of Health and Welfare have on warehousing.
- 61** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Outline current trends in warehousing in the United States as they relate to food marketing, including growth and impact of the general store, chain store companies, farmers' markets, specialty food stores, and the impact of technology.
- 62** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Explain one-story warehouses and assembly-line operations as they affect the food marketing industry.
- 63** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Outline the structuring of warehouse operations in relation to systems and internal layout (include conventional, mechanized, and automated approaches).
- 64** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Describe the storage process and the value-added concept within warehouse operations.
- 65** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Outline the order selection process in warehouse operations.
- 66** **Topic:** Warehouse Operations In The Food Marketing Industry
Standard: Describe special considerations for warehousing different types of products such as perishables, plants and flowers, meats and poultry, frozen foods, dairy products, delicatessen products, and baked goods.
- 67** **Topic:** Purchasing In The Food Marketing Industry
Standard: Evaluate the role of the purchasing agent in the food marketing industry.
- 68** **Topic:** Purchasing In The Food Marketing Industry
Standard: Describe how modified rebuy affects the purchasing plans of the purchasing agent in the food marketing industry.
- 69** **Topic:** Purchasing In The Food Marketing Industry
Standard: Critique the straight-rebuy plan for selected products in the food marketing industry.
- 70** **Topic:** Purchasing In The Food Marketing Industry
Standard: Compare and contrast the promotional offers of suppliers in the food distribution channel.
- 71** **Topic:** Purchasing In The Food Marketing Industry

Standard: Describe the factors that purchasing agents consider in developing a purchasing plan.

72 **Topic:** Purchasing In The Food Marketing Industry

Standard: Compare and contrast negotiating terms for food purchases, including advance dating, EOM, and ROG.

73 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Describe the advantages, disadvantages, and factors that influence a food manufacturer's decision to sell products via sales representative agents, a direct sales force, or both.

74 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Justify the role of the independent sales representative in relation to e-commerce selling.

75 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Outline the steps to follow in developing an out-source sales force.

76 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Explain the legal issues between sales representative agents and suppliers in the food distribution channel.

77 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Outline the activities a sales agent performs as a titleholder in the food marketing industry.

78 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Demonstrate the professional sales techniques of an independent sales representative.

79 **Topic:** Sales And Sales Management In The Food Marketing Industry

Standard: Create a profile of a successful food sales agent, including role and responsibilities, salary and benefits, growth and promotional opportunities, and the education and training/work experience needed to secure a position as a food sales agent.

80 **Topic:** Food Marketing Industry Management Principles

Standard: Identify and describe the various management roles, responsibilities, and functions found in the food marketing industry.

81 **Topic:** Food Marketing Industry Management Principles

Standard: Compare and contrast food marketing management styles as they relate to management of people, time, money, ideas, and products.

82 **Topic:** Food Marketing Industry Management Principles

Standard: Identify steps in the problem-solving process that managers in various roles employ in given situations in the food marketing industry.

83 **Topic:** Food Marketing Industry Management Principles

Standard: Apply the problem-solving process to a specific management problem in the food marketing industry.

84 **Topic:** Financial Management Principles For The Food Marketing Industry

Standard: Explain the purpose of financial records, including budgets, balance sheets, income statements, and claims and/or damages forms in the food marketing industry.

85 **Topic:** Financial Management Principles For The Food Marketing Industry

Standard: Outline the factors to consider in planning an operating budget for a business in the food marketing industry that will ensure that financial targets are met.

86 **Topic:** Financial Management Principles For The Food Marketing Industry

Standard: Outline a weekly sales plan, a schedule of labor needs, income and expense projections, and inventory control levels for a specific food marketing business.

87 **Topic:** Communication And Technology Management Principles For The Food Marketing Industry

Standard: Describe the effects of technology on a specific business in the food marketing industry.

88 **Topic:** Communication And Technology Management Principles For The Food Marketing Industry

Standard: Demonstrate skill in utilizing computer programs currently used in the food marketing industry.

89 **Topic:** Communication And Technology Management Principles For The Food Marketing Industry

Standard: Explain the benefits of the information networks used in the food marketing industry.

- 90** **Topic:** Communication And Technology Management Principles For The Food Marketing Industry
Standard: Describe communication needs and strategies that impact different points-of-sale in the food marketing industry.
- 91** **Topic:** Communication And Technology Management Principles For The Food Marketing Industry
Standard: Describe the technological services offered in the food marketing industry, including Internet shopping, Webvan delivery systems, and computerized self-checkout stations.

Course: Hotel and Lodging Management: Core Skills

- 1** **Topic:** Basic Skills
Standard: Locate, understand, and interpret written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.
- 2** **Topic:** Basic Skills
Standard: Communicate thoughts, ideas, information, and messages in writing and technologically, and create documents such as letters, directions, manuals, reports, graphs, and flowcharts.
- 3** **Topic:** Basic Skills
Standard: Perform and apply numerical concepts and calculations, and solve problems by choosing appropriately from a variety of mathematical techniques using mental, manual, and technological methods.
- 4** **Topic:** Basic Skills
Standard: Receive, interpret, and respond to verbal and nonverbal messages in a manner appropriate to a given situation.
- 5** **Topic:** Basic Skills
Standard: Organize ideas and communicate orally in a clear, concise, and courteous manner.
- 6** **Topic:** Thinking Skills
Standard: Specify goals, objectives, constraints, and supporting factors.
- 7** **Topic:** Thinking Skills
Standard: Identify problems, alternative solutions, consequences of alternative solutions, and use appropriate techniques to resolve given problems.
- 8** **Topic:** Thinking Skills
Standard: Implement a plan of action making modifications as needed to achieve stated objectives.
- 9** **Topic:** Thinking Skills
Standard: Use effective learning techniques to acquire and apply new knowledge and skills.
- 10** **Topic:** Personal Qualities
Standard: Assess self accurately, set personal goals, monitor progress, and exhibit self-control.
- 11** **Topic:** Personal Qualities
Standard: Choose ethical courses of action.
- 12** **Topic:** Personal Qualities
Standard: Take initiative to accomplish tasks in a timely manner.
- 13** **Topic:** Personal Qualities
Standard: Exert a high level of effort and persevere towards goal attainment.
- 14** **Topic:** Personal Qualities
Standard: Demonstrate adaptability, dependability, and responsibility and such social behaviors as tolerance, honesty, empathy, and courtesy.
- 15** **Topic:** Interpersonal Skills
Standard: Participate and interact as a team member and leader.
- 16**

Topic: Interpersonal Skills
Standard: Share knowledge and skills with others.

17 **Topic:** Interpersonal Skills
Standard: Perform effectively in various environments with people of different ages, genders, cultures, socioeconomic backgrounds, attitudes, and abilities.

18 **Topic:** Interpersonal Skills
Standard: Work to satisfy customer/client expectations.

19 **Topic:** Interpersonal Skills
Standard: Use strategies appropriate to a given situation to prevent and resolve conflicts.

20 **Topic:** Resources
Standard: Select goal-relevant activities, prioritize them, manage time, and prepare and follow schedules.

21 **Topic:** Resources
Standard: Use or prepare budgets, make projections, keep records, and make adjustments to meet objectives.

22 **Topic:** Resources
Standard: Acquire, store, allocate, and use materials and space efficiently.

23 **Topic:** Technology
Standard: Prevent, identify, or solve problems with technical or electronic equipment.

24 **Topic:** Technology
Standard: Operate and maintain technical equipment and the work environment safely following applicable industry regulations and guidelines.

25 **Topic:** Technology
Standard: Utilize a variety of technologies.

26 **Topic:** Business Aspects
Standard: Demonstrate understanding of basic economic concepts and how they are applied in business functions and activities.

27 **Topic:** Business Aspects
Standard: Identify forms of business ownership.

28 **Topic:** Business Aspects
Standard: Demonstrate understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.

29 **Topic:** Business Aspects
Standard: Demonstrate understanding of the individual's role, responsibilities, and relationships in the organizational structure of a business.

30 **Topic:** Business Aspects
Standard: Maintain safety, health, and environmental standards, and address ergonomic concerns.

31 **Topic:** Career Development
Standard: Make potential career decisions based upon interests, abilities, and values and formulate appropriate plans to reach career goals.

32 **Topic:** Career Development
Standard: Demonstrate understanding of the relationship between educational achievement and career planning and how career choices impact family patterns and lifestyle.

33 **Topic:** Career Development
Standard: Demonstrate effective skills for seeking and securing employment.

34 **Topic:** Career Development
Standard: Demonstrate understanding of education and career development as a lifelong learning process that requires

preparation for change.

Course: Hotel and Lodging Management: 08.43000 Hotel and Lodging I

- 35** **Topic:** Organization of Hotels
Standard: Describe the criteria used to classify hotel properties.
- 36** **Topic:** Organization of Hotels
Standard: Explain the difference between independent and chain affiliated properties and full service versus limited service properties.
- 37** **Topic:** Organization of Hotels
Standard: Identify the primary departments of a major hotel and describe the functions of each department.
- 38** **Topic:** Organization of Hotels
Standard: Describe various organizational structures in the hotel/lodging industry.
- 39** **Topic:** Organization of Hotels
Standard: Write brief job descriptions, including responsibilities and major duties, of typical positions in each of the departments.
- 40** **Topic:** Organization of Hotels
Standard: Describe how the following departments/positions impact guest relations and profit: front desk and reservations, bell captain, housekeeping, concierge, sales staff, food and beverage personnel.
- 41** **Topic:** Organization of Hotels
Standard: Create organizational charts for independently owned, mid-size, and large chain hotels and depict the division of labor for each.
- 42** **Topic:** Business Operations
Standard: Explain the standard differences in cost efficiencies of business operations for management contract companies, resorts, large chains and independently owned establishments.
- 43** **Topic:** Business Operations
Standard: Identify the acronyms and definitions for such terms as front-of-the-house, back-of-the-house, general manager, manager on duty, mom and pop, resident manager, concierge, valet, bed and breakfast, amenities, average daily rate, revenue per available room, and reservation.
- 44** **Topic:** Business Operations
Standard: Describe the differences in sleeping rooms, rates, and types of services offered, by type of hotel, including business, budget, leisure, bed and breakfast, and luxury resort.
- 45** **Topic:** Business Operations
Standard: Describe the key areas where operating efficiencies must be maintained for front-of-the-house operations, such as reservation systems, automated check out, and Internet reservations, and back-of-the-house operations, such as computerized housekeeping reports and reports relating to security, sprinklers, and fire alarm systems.
- 46** **Topic:** Business Operations
Standard: Define revenue/income, overhead/operating expense, and profit/net income/margin, and identify the criteria managers or owners use to evaluate the property's performance in comparison to industry standards.
- 47** **Topic:** Business Operations
Standard: Describe the primary types of accounting procedures and financial statements used by the management of a lodging establishment.
- 48** **Topic:** Business Operations
Standard: Apply proper accounting techniques in the collection and finalization of guest accounts, including cash and check handling, credit card use, posting charges and payments, and direct billing.
- 49** **Topic:** Marketing and Selling Hotel Services
Standard: Distinguish among marketing, sales, and operational functions in the lodging industry.

50

Topic: Marketing and Selling Hotel Services

Standard: Outline techniques used by hotel properties to generate revenue such as parking charges, telephone charges, movie rentals, room service, audiovisual rental, sale of health club privileges to non-guests, banquets, special exhibits, etc.

51 **Topic:** Marketing and Selling Hotel Services

Standard: Explain the purpose of the marketing plan in selling hotel/lodging services.

52 **Topic:** Marketing and Selling Hotel Services

Standard: Identify examples of marketing strategies that feature types of hotel services and facilities.

53 **Topic:** Marketing and Selling Hotel Services

Standard: Outline different marketing approaches appropriate for independent and chain properties and for full-service and limited service hotels.

54 **Topic:** Marketing and Selling Hotel Services

Standard: Describe various media used to promote lodging establishments.

55 **Topic:** Marketing and Selling Hotel Services

Standard: Describe a lodging establishment based on a comparison of sample listings in the Official Hotel Guide, Hotel and Travel Index, Official Meeting Facilities Guide- North America, Travel Industry Personnel Planner, individual web sites, and a Central Reservation System (CRS) display.

56 **Topic:** Marketing and Selling Hotel Services

Standard: Explain factors that determine room rates and package plans.

57 **Topic:** Marketing and Selling Hotel Services

Standard: Describe how documents such as cashier reports, arrival and departure reports, contracts, room availability reports, guest history reports, and credit reports, are used by sales and marketing.

58 **Topic:** Marketing and Selling Hotel Services

Standard: Describe the interdependencies between the sales and marketing team and other hotel departments in planning and executing a large conference.

59 **Topic:** Marketing and Selling Hotel Services

Standard: Identify customer's needs, motivations, and expectations based on market demographics and major industry-related informational sources, such as AAA and Mobil ratings, industry and competition standards, and various surveys (Zagat, Conde Naste, etc.).

60 **Topic:** Marketing and Selling Hotel Services

Standard: Describe promotional strategies hotels use to target different market segments, including social, military, educational, religious, and family markets.

61 **Topic:** Marketing and Selling Hotel Services

Standard: Complete a feature-benefit analysis on the business services offered to business travelers by competitive hotels.

62 **Topic:** Marketing and Selling Hotel Services

Standard: Demonstrate feature-benefit selling by preparing a sales presentation for business and leisure travelers.

63 **Topic:** Marketing and Selling Hotel Services

Standard: Develop a promotional plan for a specialty market to include print media promotionals, broadcast commercials, special promotional and public relations events, and personal sales strategies.

64 **Topic:** Marketing and Selling Hotel Services

Standard: Demonstrate effective sales techniques, including determining needs, gaining commitment, objection handling, cross-selling and suggesting alternatives, and closing the sale.

65 **Topic:** Marketing and Selling Hotel Services

Standard: Present a simulated sales presentation to an association planning an annual national conference.

66 **Topic:** Front Desk

Standard: Identify the acronyms and definitions for such terms as American Plan, Modified American Plan, European Plan, overbooking, folio, walk-in, guaranteed late arrival, complimentary, day rate, stayovers, availability, occupancy rate, corporate rate, direct bill, no show, duplicate check, rack rate, advance deposit, and central reservation system, walk, down and out, registration card, PBS pre-register, and bank.

- 67** **Topic:** Front Desk
Standard: Explain the major tasks to be performed at the front desk during each stage of the guest cycle, including pre-arrival, arrival, occupancy and departure.
- 68** **Topic:** Front Desk
Standard: Demonstrate the use of front desk equipment and technology.
- 69** **Topic:** Front Desk
Standard: Gather information needed to book a hotel reservation.
- 70** **Topic:** Front Desk
Standard: Demonstrate procedures for taking various types of reservations.
- 71** **Topic:** Front Desk
Standard: Perform check-in and checkout procedures and reservation changes, including appropriate interaction with guests.
- 72** **Topic:** Front Desk
Standard: Perform cashiering and accounting duties, including currency exchange, handling payment options, and refund and exchange transactions.
- 73** **Topic:** Front Desk
Standard: Demonstrate techniques for handling telephone systems and calls.
- 74** **Topic:** Front Desk
Standard: Describe documents that flow through the front desk department, including occupancy report, room status reports, manager-on-duty log and departmental log reports.
- 75** **Topic:** Front Desk
Standard: Generate typical front desk reports and explain the appropriate use and distribution for each.
- 76** **Topic:** Front Desk
Standard: Explain laws, regulations, and standards pertaining to front desk operations.
- 77** **Topic:** Housekeeping Function
Standard: Describe the responsibilities of the housekeeping department.
- 78** **Topic:** Housekeeping Function
Standard: Explain OSHA requirements related to housekeeping.
- 79** **Topic:** Housekeeping Function
Standard: List housekeeping duties and the procedures checked during a room inspection.
- 80** **Topic:** Housekeeping Function
Standard: Explain guest safety and confidentiality policies such as key control, handling guests' personal belongings, and lost and found.
- 81** **Topic:** Housekeeping Function
Standard: Describe the financial impact of inventory control and quality control in housekeeping operations.
- 82** **Topic:** Housekeeping Function
Standard: Explain state and federal laws and guidelines related to housekeeping operations and sanitation and safety.
- 83** **Topic:** Housekeeping Function
Standard: Identify documents that flow through the housekeeping department, including room status reports, log reports, inspection sheets, maintenance reports, and inventory/linen (par) reports.
- 84** **Topic:** Housekeeping Function
Standard: Define the terms bucket check and turndown service.
- 85** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Explain hotel amenities to a guest.

- 86** **Topic:** Guest Service (Concierge and Bell Stand)
Standard: Demonstrate the handling of multiple requests for assistance.
- 87** **Topic:** Guest Service (Concierge and Bell Stand)
Standard: Identify key inspection points for the bell stand and concierge positions.
- 88** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Explain the impact of discourteous service by the bell stand, concierge, or other staff.
- 89** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Give information and/or make recommendations for dining; sightseeing; and cultural, sports and recreation events, using brochures, computers, etc.
- 90** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Book tickets or reservations for guests, including credit card handling.
- 91** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Explain the use of public transportation in a large city.
- 92** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Demonstrate giving directions for walking and driving to designated locations using hotel area/city maps.
- 93** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Respond to guests' requests such as medical help, churches, laundry and valet, transportation, running errands, delivering items to guests, processing maintenance requests, room changes, luggage assistance.
- 94** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Provide alternatives to guest inquiries.
- 95** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Coordinate group/tour locations for arrivals and departures.
- 96** **Topic:** Guest Services (Concierge and Bell Stand)
Standard: Describe the types of assistance a concierge provides to the front desk in daily operations.
- 97** **Topic:** Group Events
Standard: Compare and contrast different types of meetings, such as trade shows, conventions, and special exhibitions and the impact each has on profit, market identification and types of services offered.
- 98** **Topic:** Group Events
Standard: Demonstrate the ability to convey hotel features, meeting room and sleeping room capacities, services, amenities and special events to guests in a simulated planning meeting.
- 99** **Topic:** Group Events
Standard: Describe the procedures for booking group business.
- 100** **Topic:** Group Events
Standard: Draw plans for space requirements and room set ups for selected functions.
- 101** **Topic:** Group Events
Standard: Demonstrate booking a banquet by taking the customer's order and preparing a function sheet.
- 102** **Topic:** Group Events
Standard: Use quantitative information from tables, charts, and graphs to create an event plan.
- 103** **Topic:** Group Events
Standard: Identify the documents that flow through the food and beverage department, including the catering contract, banquet/catering event order (BEO), and menus.
- 104** **Topic:** Group Events
Standard: Define terms unique to the food and beverage department such as walk-in, sous chef, garde manger, expeditor, haute cuisine, and table d'hote.

- 105** **Topic:** Group Events
Standard: Compute the amount of payment for a designated banquet function, including gratuities, taxes, miscellaneous charges, and discounts using standard industry formulas and prepare a hotel invoice for the client.
- 106** **Topic:** Group Events
Standard: List procedures in managing the use, care, maintenance and storage of equipment, tools, and supplies used to stage group events.
- 107** **Topic:** Guest Relations
Standard: Demonstrate techniques for making and maintaining a positive first impression.
- 108** **Topic:** Guest Relations
Standard: Demonstrate service methods that exceed the expectations of customers.
- 109** **Topic:** Guest Relations
Standard: Determine the relationship between employees' attitude and actions and customer satisfaction.
- 110** **Topic:** Guest Relations
Standard: Demonstrate strategies for resolving complaints.
- 111** **Topic:** Guest Relations
Standard: Describe appropriate actions and follow up for various situations involving guest and customer satisfaction.
- 112** **Topic:** Guest Relations
Standard: Describe the impact positive customer relations has on repeat business and the profitability of a hotel property.
- 113** **Topic:** Security, Safety, and Confidentiality
Standard: Describe the major communication tools used by the safety and security department, including the Manager-on-Duty Log and departmental logs.
- 114** **Topic:** Security, Safety, and Confidentiality
Standard: Describe guest safety and security features and procedures of a lodging establishment, including peepholes, smoke alarms, fire extinguishers, surveillance equipment, asset protection devices, and key control.
- 115** **Topic:** Security, Safety, and Confidentiality
Standard: Cite the major provisions of laws related to hotel guest safety and security.
- 116** **Topic:** Security, Safety, and Confidentiality
Standard: Identify safety issues pertaining to the public areas of a lodging organization including the pool, stairwells, parking lots, garage, and exercise facilities.
- 117** **Topic:** Security, Safety, and Confidentiality
Standard: Develop a severe weather/hurricane preparedness plan.
- 118** **Topic:** Security, Safety, and Confidentiality
Standard: Diagram an evacuation plan to include location of fire exit routes, emergency alarm locations, and stairwells.
- 119** **Topic:** Security, Safety, and Confidentiality
Standard: Explain the functions of the public broadcasting system.
- 120** **Topic:** Security, Safety, and Confidentiality
Standard: Simulate the use of walkie-talkies and other communication devices in ensuring guest safety.

Course: Hotel and Lodging Management: 08.43100 Introduction to the Hotel/Lodging and Travel/Tourism Industry

- 35** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Describe the evolution and current trends in the hotel/lodging and travel/tourism industry.

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Identify different types of travelers and cite reasons why people travel.

37

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Identify and describe major types of businesses found in the hotel/lodging and travel/tourism industry.

38

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Describe social, environmental, economic and business factors that impact the hotel/lodging and travel/tourism industry.

39

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Explain the concept of seasonality in the hotel/lodging and travel/tourism industry.

40

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Describe the various types of careers found in the different segments of the industry, including duties and responsibilities, education and experience requirements, and promotional opportunities.

41

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Identify advantages and disadvantages of working in the Hotel/Lodging and Travel/Tourism industry.

42

Topic: The Hotel/Lodging and Travel/Tourism Industry

Standard: Identify professional associations and certifications related to hotel/lodging and travel/tourism.

43

Topic: Economic Impact of Hotel/Lodging and Travel/Tourism

Standard: Explain the impact of meetings, conventions and conferences on the economy.

44

Topic: Economic Impact of Hotel/Lodging and Travel/Tourism

Standard: Describe the impact of the airline, cruise, and passenger ground transportation industry on the global, national, state, and local economy.

45

Topic: Economic Impact of Hotel/Lodging and Travel/Tourism

Standard: Describe the importance of the hotel/lodging industry to the global, national, state, and local economy.

46

Topic: Economic Impact of Hotel/Lodging and Travel/Tourism

Standard: Identify and describe the economic interdependencies of the various types of businesses found in the hotel/lodging and travel/tourism industry.

47

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Describe different modes of passenger ground transportation, including the kinds of products and services each type typically offers.

48

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Identify and describe the major types of passenger cruise ships and the kinds of accommodations, products and services each type typically offers.

49

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Identify similarities of a cruise ship and a hotel as a destination.

50

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Identify and compare types of lodging facilities and ownership.

51

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Compare the growth of smaller independent operations to larger corporate or chain lodging facilities.

52

Topic: Industry Segments in Hotel/Lodging and Travel/Tourism

Standard: Describe the types of inter-relationships between air, ground, and sea transportation, hotel/lodging, and tourism.

53

Topic: Business and Leisure Travel Markets

Standard: Compare and contrast the importance of the business and leisure travel market to hotel/lodging and travel/tourism.

54

Topic: Business and Leisure Travel Markets

Standard: Describe the types of products and services hotel and lodging facilities offer to the business travel market.

55 **Topic:** Business and Leisure Travel Markets

Standard: Describe the types of facilities and services hotel/lodging facilities provide for various size meetings, conventions, and conferences.

56 **Topic:** Business and Leisure Travel Markets

Standard: Describe the types of group packages hotels and lodging facilities offer for attendees of meetings, conventions, and conferences.

57 **Topic:** Business and Leisure Travel Markets

Standard: Identify the types of facilities and services, including group packages, that hotel/lodging properties offer to the leisure travel market.

58 **Topic:** Business and Leisure Travel Markets

Standard: Describe various types of cruise, rail, and bus packages offered to the business and leisure travel markets.

59 **Topic:** Marketing and Business Fundamentals

Standard: Describe the types of promotional strategies and media used in the hotel/lodging and travel/tourism industry.

60 **Topic:** Marketing and Business Fundamentals

Standard: Describe the advantages, disadvantages and security issues of marketing hotel/lodging and travel/tourism products and services on the Internet.

61 **Topic:** Marketing and Business Fundamentals

Standard: Explain pricing structures and mixes for hotel/lodging and travel/tourism products and services

62 **Topic:** Marketing and Business Fundamentals

Standard: Identify factors that impact the profit margins of different types of businesses in the hotel/lodging and travel/tourism industry.

63 **Topic:** Marketing and Business Fundamentals

Standard: Identify various target or niche markets in hotel/lodging and travel/tourism.

64 **Topic:** Marketing and Business Fundamentals

Standard: Identify factors that should be considered when determining whether to market to a specific group.

65 **Topic:** Marketing and Business Fundamentals

Standard: Identify various products and services created for niche markets and the value added for the consumer.

66 **Topic:** Marketing and Business Fundamentals

Standard: Compare features and benefits of products and services offered in the U.S. to those offered in other countries/continents.

67 **Topic:** Marketing and Business Fundamentals

Standard: Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package.

68 **Topic:** Marketing and Business Fundamentals

Standard: Develop a marketing plan for a lodging/travel package that is designed for a selected niche market.

69 **Topic:** Technology Integration

Standard: Identify trends in the use of technology in the Hotel/Lodging and Travel/Tourism industry.

70 **Topic:** Technology Integration

Standard: Assess the impact of technology on the Hotel/Lodging and Travel/Tourism industry.

71 **Topic:** Technology Integration

Standard: Identify widely used computerized systems (such as AMADEUS, Worldspan and SABRE), in various segments of the industry.

72 **Topic:** Technology Integration

Standard: Identify key websites that provide up-to-date information for hotel/lodging and travel/tourism personnel to use in meeting the needs of both the business and leisure travelers.

- 73 **Topic:** Technology Integration
Standard: Design a tour package that could be offered to a small, local, church or community group using industry-related software and/or websites.

Course: Hotel and Lodging Management: 08.48400 Hotel and Lodging II

- 35 **Topic:** Management and Leadership
Standard: Describe qualities of an effective leader.
- 36 **Topic:** Management and Leadership
Standard: Distinguish between management and leadership.
- 37 **Topic:** Management and Leadership
Standard: Describe different management styles and leadership styles.
- 38 **Topic:** Management and Leadership
Standard: Identify and describe the roles of the hotel general manager and assistant manager(s).
- 39 **Topic:** Management and Leadership
Standard: Identify and describe the relationship between the general manager and hotel owners.
- 40 **Topic:** Management and Leadership
Standard: Contrast the management functions related to different types of ownership, including franchise, independent, and chain-affiliated hotel properties.
- 41 **Topic:** Management and Leadership
Standard: Explain how innovation and efficiency impact customer service.
- 42 **Topic:** Management and Leadership
Standard: Write a vision and mission statement for a lodging establishment and communicate that vision to the hotel staff.
- 43 **Topic:** Management and Leadership
Standard: Describe national standards, certification, and licensing procedures related to hotel and lodging industry.
- 44 **Topic:** Management and Leadership
Standard: Describe the role of trade organizations, associations, and unions as related to hotel and lodging industry.
- 45 **Topic:** Management and Leadership
Standard: Outline a system for managing the major activities that take place in the front desk, housekeeping, and sales and marketing departments.
- 46 **Topic:** Managing Guest and Public Relations
Standard: List the skills and personal qualities customers expect from hotel personnel.
- 47 **Topic:** Managing Guest and Public Relations
Standard: Determine criteria for quality guest relations.
- 48 **Topic:** Managing Guest and Public Relations
Standard: Describe the impact of quality guest relations on profitability.
- 49 **Topic:** Managing Guest and Public Relations
Standard: Demonstrate methods for resolving customer complaints.
- 50 **Topic:** Managing Guest and Public Relations
Standard: Demonstrate the ability to obtain customer commitment for future sales or return visits.
- 51 **Topic:** Managing Guest and Public Relations
Standard: Design a guest services policy.
- 52

Topic: Managing Guest and Public Relations

Standard: Design a comment card to evaluate guest services policies.

53

Topic: Managing Guest and Public Relations

Standard: Describe and provide directions to various tourist and other sites in the community surrounding the hotel property.

54

Topic: Managing Guest and Public Relations

Standard: Demonstrate skills in listening to, identifying, and responding to customer needs, wants, problems, preferences, and interests.

55

Topic: Managing Guest and Public Relations

Standard: Create a guest relations plan to accommodate guest needs for special events such as a convention or sporting event and for unexpected natural or terrorist disasters.

56

Topic: Marketing and Promotions

Standard: Explain the concept of value added and give examples relevant to the hotel and lodging industry.

57

Topic: Marketing and Promotions

Standard: Explain the importance of product knowledge, features, and benefits to successful cross selling in the hotel and lodging industry.

58

Topic: Marketing and Promotions

Standard: Describe the impact of providing complementary services and rewards on sales volume, profitability, and guest loyalty.

59

Topic: Marketing and Promotions

Standard: Demonstrate skill in training a new employee in cross-selling and suggestive selling techniques.

60

Topic: Marketing and Promotions

Standard: Create an advertising campaign for a target market of a hotel using at least two appropriate media.

61

Topic: Marketing and Promotions

Standard: Conduct a staff meeting to introduce a promotional campaign.

62

Topic: Housekeeping Management

Standard: Develop criteria to assure quality in the housekeeping function.

63

Topic: Housekeeping Management

Standard: Outline a system for inventory control and quality management in the housekeeping department.

64

Topic: Housekeeping Management

Standard: Design report forms and checklists needed to enhance job efficiency in the housekeeping department.

65

Topic: Housekeeping Management

Standard: Create an on-the-job training outline for new employees in the housekeeping department.

66

Topic: Housekeeping Management

Standard: Apply time management techniques to the operation of housekeeping.

67

Topic: Housekeeping Management

Standard: Create a work schedule for housekeeping staff, including consideration of labor laws, hotel personnel policies, and customer volume/demands.

68

Topic: Housekeeping Management

Standard: Create a contingency plan to account for absenteeism and unforeseen facilities problems.

69

Topic: Housekeeping Management

Standard: Contrast the annual operating budget for a housekeeping department in a fifty-room hotel property and a 500-room convention hotel.

70

Topic: Front Desk Management

Standard: Determine criteria for assuring quality in the front desk function.

- 71** **Topic:** Front Desk Management
Standard: Outline a front desk system for guest registrations, tracking guest complaints, and settlement of guests' accounts.
- 72** **Topic:** Front Desk Management
Standard: Determine report forms and checklists to enhance job efficiency in the front desk operations.
- 73** **Topic:** Front Desk Management
Standard: Create an on-the-job training outline for employees new to the front desk.
- 74** **Topic:** Front Desk Management
Standard: Apply time management techniques to the operation of front desk.
- 75** **Topic:** Front Desk Management
Standard: Create a work schedule for front desk staff, including consideration of labor laws, hotel personnel policies, and customer volume/demands.
- 76** **Topic:** Front Desk Management
Standard: Create a contingency plan to account for absenteeism and unforeseen facilities problems.
- 77** **Topic:** Front Desk Management
Standard: Contrast the annual operating budget for a front desk function for a 50-room hotel and a 500-room convention hotel.
- 78** **Topic:** Group Event Management
Standard: Develop criteria for assuring quality in a group events department.
- 79** **Topic:** Group Event Management
Standard: Design a system for ensuring quality service and efficiency in handling various types of group events such as banquets, conventions, and exhibits.
- 80** **Topic:** Group Event Management
Standard: Create report forms and checklists to enhance job efficiency in a group events department.
- 81** **Topic:** Group Events Management
Standard: Create an on-the-job training outline for a new employee in the group events department.
- 82** **Topic:** Group Event Management
Standard: Apply time management techniques to the operation of group events.
- 83** **Topic:** Group Events Management
Standard: Create a work schedule for group events staff, including consideration of labor laws, hotel personnel policies, and customer volume/demands.
- 84** **Topic:** Group Events Management
Standard: Create a contingency plan to account for absenteeism and unforeseen facilities problems.
- 85** **Topic:** Group Events Management
Standard: Contrast the annual operating budget for a group events department for a small hotel property and a 500+ room convention hotel.
- 86** **Topic:** Finance Function
Standard: Use departmental budget reports to determine the efficiency and profitability of hotel operations.
- 87** **Topic:** Finance Function
Standard: Forecast room availability, occupancy and revenue using appropriate data, ratios, and formulas.
- 88** **Topic:** Finance Function
Standard: Compile an annual budget showing projected revenues and expenditures for a mid-size hotel.
- 89** **Topic:** Finance Function
Standard: Calculate quarterly profit/loss statements for a lodging establishment.

- 90** **Topic:** Legal and Liability Requirements
Standard: Identify the liabilities of hotels.
- 91** **Topic:** Legal and Liability Requirements
Standard: Apply laws applicable to the safety and protection of employees, including wage and hour, hiring, labor relations, workers' compensation laws and the Civil Rights Act.
- 92** **Topic:** Legal and Liability Requirements
Standard: Apply laws applicable to the safety, public health, protection, and civil rights of guests.
- 93** **Topic:** Legal and Liability Requirements
Standard: Apply laws applicable to the safety and protection of the business, including the Innkeeper's Act, company and/or franchise regulations, operating licenses and permits, insurance, tax, and contractual agreements.

Course: Marketing Management: Core Skills

- 1** **Topic:** Basic Skills
Standard: Locate, understand, and interpret written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.
- 2** **Topic:** Basic Skills
Standard: Communicate thoughts, ideas, information, and messages in writing and technologically, and create documents such as letters, directions, manuals, reports, graphs, and flowcharts.
- 3** **Topic:** Basic Skills
Standard: Perform and apply numerical concepts and calculations, and solve problems by choosing appropriately from a variety of mathematical techniques using mental, manual, and technological methods.
- 4** **Topic:** Basic Skills
Standard: Receive, interpret, and respond to verbal and nonverbal messages in a manner appropriate to a given situation.
- 5** **Topic:** Basic Skills
Standard: Organize ideas and communicate orally in a clear, concise, and courteous manner.
- 6** **Topic:** Thinking Skills
Standard: Specify goals, objectives, constraints, and supporting factors.
- 7** **Topic:** Thinking Skills
Standard: Identify problems, alternative solutions, consequences of alternative solutions, and use appropriate techniques to resolve given problems.
- 8** **Topic:** Thinking Skills
Standard: Implement a plan of action making modifications as needed to achieve stated objectives.
- 9** **Topic:** Thinking Skills
Standard: Use effective learning techniques to acquire and apply new knowledge and skills.
- 10** **Topic:** Personal Qualities
Standard: Assess self accurately, set personal goals, monitor progress, and exhibit self-control.
- 11** **Topic:** Personal Qualities
Standard: Choose ethical courses of action.
- 12** **Topic:** Personal Qualities
Standard: Take initiative to accomplish tasks in a timely manner.
- 13** **Topic:** Personal Qualities
Standard: Exert a high level of effort and persevere towards goal attainment.
- 14** **Topic:** Personal Qualities

Standard: Demonstrate adaptability, dependability, and responsibility and such social behaviors as tolerance, honesty, empathy, and courtesy.

15 **Topic:** Interpersonal Skills

Standard: Participate and interact as a team member and leader.

16 **Topic:** Interpersonal Skills

Standard: Share knowledge and skills with others.

17 **Topic:** Interpersonal Skills

Standard: Perform effectively in various environments with people of different ages, genders, cultures, socioeconomic backgrounds, attitudes, and abilities.

18 **Topic:** Interpersonal Skills

Standard: Work to satisfy customer/client expectations.

19 **Topic:** Interpersonal Skills

Standard: Use strategies appropriate to a given situation to prevent and resolve conflicts.

20 **Topic:** Resources

Standard: Select goal-relevant activities, prioritize them, manage time, and prepare and follow schedules.

21 **Topic:** Resources

Standard: Use or prepare budgets, make projections, keep records, and make adjustments to meet objectives.

22 **Topic:** Resources

Standard: Acquire, store, allocate, and use materials and space efficiently.

23 **Topic:** Technology

Standard: Prevent, identify, or solve problems with technical or electronic equipment.

24 **Topic:** Technology

Standard: Operate and maintain technical equipment and the work environment safely following applicable industry regulations and guidelines.

25 **Topic:** Technology

Standard: Utilize a variety of technologies.

26 **Topic:** Business Aspects

Standard: Demonstrate understanding of basic economic concepts and how they are applied in business functions and activities.

27 **Topic:** Business Aspects

Standard: Identify forms of business ownership.

28 **Topic:** Business Aspects

Standard: Demonstrate understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.

29 **Topic:** Business Aspects

Standard: Demonstrate understanding of the individual's role, responsibilities, and relationships in the organizational structure of a business.

30 **Topic:** Business Aspects

Standard: Maintain safety, health, and environmental standards, and address ergonomic concerns.

31 **Topic:** Career Development

Standard: Make potential career decisions based upon interests, abilities, and values and formulate appropriate plans to reach career goals.

32 **Topic:** Career Development

Standard: Demonstrate understanding of the relationship between educational achievement and career planning and how career choices impact family patterns and lifestyle.

- 33** **Topic:** Career Development
Standard: Demonstrate effective skills for seeking and securing employment.
- 34** **Topic:** Career Development
Standard: Demonstrate understanding of education and career development as a lifelong learning process that requires preparation for change.

Course: Marketing Management: 08.47400 Marketing Principles

- 35** **Topic:** Economics in Marketing
Standard: Analyze the economic process as it relates to marketing.
- 36** **Topic:** Economics in Marketing
Standard: Explain basic economic concepts and describe the impact of economics on marketing.
- 37** **Topic:** Economics in Marketing
Standard: Identify the major types of economic resources and explain the importance of each to marketing.
- 38** **Topic:** Economics in Marketing
Standard: Analyze the types of economic utilities (e.g., form, time, place, possession, and information) and their effect on production.
- 39** **Topic:** Economics in Marketing
Standard: Cite examples of various economic systems and the effects on what will be produced, how it will be produced and for whom it will be produced.
- 40** **Topic:** Economics in Marketing
Standard: Identify how traditional, command, market, and mixed economic systems affect private ownership and the role of government.
- 41** **Topic:** Economics in Marketing
Standard: Identify various measurements used to analyze an economy and how they relate to the marketing process.
- 42** **Topic:** Economics in Marketing
Standard: Calculate the measurement productivity, and identify the components of Gross Domestic Product (GDP) calculations.
- 43** **Topic:** Economics in Marketing
Standard: Explain why the GDP has continued to grow.
- 44** **Topic:** Economics in Marketing
Standard: Prepare and deliver a presentation relating to productivity, gross national produce (GNP), gross domestic product (GDP), standard of living, inflation, consumer price index (CPI), and business cycles to a successful economy.
- 45** **Topic:** Marketing Concepts
Standard: Analyze the benefits of marketing in relation to our economy.
- 46** **Topic:** Marketing Concepts
Standard: Examine marketing functions and related activities.
- 47** **Topic:** Marketing Concepts
Standard: Compare and contrast the effects of marketing activities.
- 48** **Topic:** Marketing Concepts
Standard: Categorize activities for each marketing function.
- 49** **Topic:** Marketing Concepts
Standard: Analyze and identify elements of the marketing mix.
- 50** **Topic:** Marketing Concepts

Standard: Demonstrate knowledge of the concept of “market segmentation” by selecting a market for a product.

51

Topic: Marketing Concepts

Standard: Distinguish the characteristics of various markets.

52

Topic: Marketing Concepts

Standard: Distinguish among geographic, demographic, psychographic and behavioral segmentation for a given product.

53

Topic: Marketing Concepts

Standard: Select a product for a specific market.

54

Topic: Marketing Concepts

Standard: Predict the market for a specific product using the market share factor.

55

Topic: Marketing Concepts

Standard: Relate the marketing concept to customers needs and wants.

56

Topic: Marketing Concepts

Standard: Develop a marketing strategy for a hypothetical business.

57

Topic: Marketing and Business

Standard: Analyze the primary functions of business.

58

Topic: Marketing and Business

Standard: Describe the role of marketing in various types of businesses.

59

Topic: Marketing and Business

Standard: Explain the major functions of managing the marketing process.

60

Topic: Marketing and Business

Standard: Relate the role of stockholders to management policies.

61

Topic: Marketing and Business

Standard: Demonstrate an understanding of trends and developments in marketing.

62

Topic: Marketing and Business

Standard: Discuss ethical issues in business as they relate to marketing.

63

Topic: Distribution and Logistics

Standard: Identify channels of distribution and factors that influence the length/width of each channel.

64

Topic: Distribution and Logistics

Standard: Trace the channels of distribution for selected products.

65

Topic: Distribution and Logistics

Standard: Select an appropriate physical distribution method for a given product.

66

Topic: Distribution and Business

Standard: Explain the marketing functions of transportation and storage.

67

Topic: Distribution and Business

Standard: Interpret common buying and shipping terms.

68

Topic: Distribution and Logistics

Standard: Explain the receiving process for a specific product at a retail and wholesale business.

69

Topic: Distribution and Logistics

Standard: Compare and contrast manual and computerize inventory control systems.

70

Topic: Distribution and Logistics

Standard: Analyze how distribution affects the cost of products.

- 71** **Topic:** Distribution and Logistics
Standard: Identify the distinguishing characteristics of retailers, wholesalers, agents, and brokers.
- 72** **Topic:** Finance in Marketing
Standard: Explain the nature and scope of finance in marketing.
- 73** **Topic:** Finance in Marketing
Standard: Describe the difference between business finance and customer credit.
- 74** **Topic:** Finance in Marketing
Standard: Solve simple and compound interest problems, and compute discounts, sales tax, and credit charges related to financial transactions.
- 75** **Topic:** Finance in Marketing
Standard: Identify the types and purposes of credit.
- 76** **Topic:** Finance in Marketing
Standard: Describe the various types of financial records that should be analyzed in making marketing decisions.
- 77** **Topic:** Finance in Marketing
Standard: Relate profit, cash flow, and sales to the financial plan.
- 78** **Topic:** Finance in Marketing
Standard: Develop a financial plan for a small retail business.
- 79** **Topic:** Marketing Research
Standard: Defend the role of marketing information in the success of a business.
- 80** **Topic:** Marketing Research
Standard: Describe the types of marketing research (advertising, product, market, and sales).
- 81** **Topic:** Marketing Research
Standard: Trace the steps in designing and conducting research.
- 82** **Topic:** Marketing Research
Standard: Contrast the differences in primary and secondary data.
- 83** **Topic:** Marketing Research
Standard: Define methods used to collect primary and secondary data.
- 84** **Topic:** Marketing Research
Standard: Demonstrate knowledge of the terms population, sample, bias, and error.
- 85** **Topic:** Marketing Research
Standard: Conduct a survey for the high school population and evaluate the results.
- 86** **Topic:** Marketing Research
Standard: Relate trends and limitations in marketing research.
- 87** **Topic:** Product and Service Pricing
Standard: Explain the nature and scope of pricing.
- 88** **Topic:** Product and Service Pricing
Standard: Distinguish between market share and market position.
- 89** **Topic:** Product and Service Pricing
Standard: Calculate the dollar and percentage markup used for cost and retail.
- 90** **Topic:** Product and Service Pricing
Standard: Calculate markdowns, sales prices, and discounts in dollars and percentages.
- 91** **Topic:** Product and Service Pricing

Standard: Identify key price mix strategies.

92

Topic: Product and Service Pricing

Standard: Explain pricing policies in relation to product life cycle.

93

Topic: Product/Service Development and Planning

Standard: Analyze the purpose of product/service planning in marketing.

94

Topic: Product/Service Development and Planning

Standard: Examine how businesses determine products/services to produce and sell.

95

Topic: Product/Service Development and Planning

Standard: Detail the procedure of positioning products/services.

96

Topic: Product/Service Development and Planning

Standard: Identify key product mix strategies and explain the significance of brands in product planning.

97

Topic: Product/Service Development and Planning

Standard: Explain the significance of brand names in product planning.

98

Topic: Product and Service Selling

Standard: Explain the purpose and importance of personal selling.

99

Topic: Product and Service Selling

Standard: Perform mathematical calculations involved in preparing and closing a cash drawer.

100

Topic: Product and Service Selling

Standard: Demonstrate customer-service techniques.

101

Topic: Product and Service Selling

Standard: Open a sales presentation using a greeting, merchandise, and service approach.

102

Topic: Product and Service Selling

Standard: Question the customer for information.

103

Topic: Product and Service Selling

Standard: Address the needs of individual customers by engaging in consultative selling.

104

Topic: Product and Service Selling

Standard: Use buying motives as the basis for a sales presentation.

105

Topic: Product and Service Selling

Standard: Demonstrate product features.

106

Topic: Product and Service Selling

Standard: Suggest product substitutes.

107

Topic: Product and Service Selling

Standard: Facilitate customer-buying decisions.

108

Topic: Product and Service Selling

Standard: Handle customer/client objections.

109

Topic: Product and Service Selling

Standard: Close the sale.

110

Topic: Product and Service Selling

Standard: Demonstrate suggestion selling.

111

Topic: Product and Service Selling

Standard: Deliver a training process for new sales representatives on consultative selling.

- 112** **Topic:** Product and Service Selling
Standard: Handle cash payments and process checks or credit cards as payment for a sale.
- 113** **Topic:** Product and Service Selling
Standard: Determine ethical standards for sales representatives who work on commission sales.
- 114** **Topic:** Product and Service Promotion
Standard: Explain the purposes of promotion.
- 115** **Topic:** Product and Service Promotion
Standard: Identify the types of promotion including personal selling, advertising, visual merchandising, public relations, and direct sales.
- 116** **Topic:** Product and Service Promotion
Standard: Develop a product promotion.
- 117** **Topic:** Product and Service Promotion
Standard: Define promotional mix and promotional mix strategies.
- 118** **Topic:** Product and Service Promotion
Standard: Identify the types of advertising media and media costs.
- 119** **Topic:** Product and Service Promotion
Standard: Define cooperative advertising.
- 120** **Topic:** Product and Service Promotion
Standard: Develop an advertising layout or storyboard.
- 121** **Topic:** Product and Service Promotion
Standard: Identify the elements of visual merchandising.
- 122** **Topic:** Product and Service Promotion
Standard: Design and erect a visual display.
- 123** **Topic:** Product and Service Promotion
Standard: Distinguish between publicity and public relations.
- 124** **Topic:** Product and Service Promotion
Standard: Develop a publicity release.
- 125** **Topic:** Product and Service Promotion
Standard: Analyze the impact of media on the public.
- 126** **Topic:** Product and Service Promotion
Standard: Determine the legalities and ethics of what can and cannot be said in promoting/advertising a product or service.

Course: Marketing Management: 08.47500 Advanced Marketing

- 35** **Topic:** Applying Economics in Marketing
Standard: Determine the effects of productivity on our society.
- 36** **Topic:** Applying Economics in Marketing
Standard: Contrast the characteristics of each phase of the business cycle and its impact on marketing.
- 37** **Topic:** Applying Economics in Marketing
Standard: Relate business risks to marketing functions in various types of businesses.
- 38** **Topic:** Applying Economics in Marketing

Standard: Generate a list of marketing risks that businesses might encounter.

- 39 **Topic:** Applying Economics in Marketing
Standard: Explain how businesses deal with various types of risk.
- 40 **Topic:** Applying Economics in Marketing
Standard: Compare/contrast buyers' and sellers' markets.
- 41 **Topic:** Applying Economics in Marketing
Standard: Determine opportunities and issues in international trade.
- 42 **Topic:** Applying Economics in Marketing
Standard: Determine the effects of culture on international communication.
- 43 **Topic:** Applying Economics in Marketing
Standard: Explain how international trade affects the economic interdependence of nations.
- 44 **Topic:** Applying Economics in Marketing
Standard: Analyze international trading trends in marketing.
- 45 **Topic:** Applying Economics in Marketing
Standard: Describe trends in international marketing.
- 46 **Topic:** Applying Economics in Marketing
Standard: Analyze import and export laws in relation to buying and selling products in an international market.
- 47 **Topic:** Analyzing Operations Needs
Standard: Analyze the impact of information technology on marketing operations.
- 48 **Topic:** Analyzing Operations Needs
Standard: Describe the operations divisions of several different types of businesses and the divisions' impact on marketing.
- 49 **Topic:** Analyzing Operations Needs
Standard: Recommend improvements that could be made in an operations division of a business that would have a positive impact on marketing.
- 50 **Topic:** Examining Distribution
Standard: Compare and contrast common shipping methods.
- 51 **Topic:** Examining Distribution
Standard: Identify and contrast various types of wholesale buying practices.
- 52 **Topic:** Examining Distribution
Standard: Compare inventory control systems and draw conclusions.
- 53 **Topic:** Examining Distribution
Standard: Plan a training session for new employees in which they will be asked to calculate inventory shrinkage.
- 54 **Topic:** Examining Distribution
Standard: Create a distribution plan with justification for a specific product.
- 55 **Topic:** Examining Financing
Standard: Analyze legal considerations in granting credit.
- 56 **Topic:** Examining Financing
Standard: Critique rationales for finance and credit policies.
- 57 **Topic:** Examining Financing
Standard: Compare credit options available to businesses.
- 58 **Topic:** Examining Financing

Standard: Analyze profit standards for industries in relation to “typical profit margins” in given types of businesses.

59 **Topic:** Examining Financing

Standard: Prepare a written report on the relationship between the strength of different currencies and a company’s profitability.

60 **Topic:** Managing Marketing Information

Standard: Analyze the nature of sales forecasts.

61 **Topic:** Managing Marketing Information

Standard: Evaluate the elements of test marketing and the use of findings.

62 **Topic:** Managing Marketing Information

Standard: Compare the advantages and disadvantages of various research approaches.

63 **Topic:** Managing Marketing Information

Standard: Develop a marketing research purpose statement and related research objectives.

64 **Topic:** Managing Marketing Information

Standard: Conduct marketing research.

65 **Topic:** Managing Marketing Information

Standard: Analyze data for the existence of statistical patterns.

66 **Topic:** Managing Marketing Information

Standard: Write a report detailing the findings of your research.

67 **Topic:** Managing Marketing Information

Standard: Present marketing research findings using multimedia.

68 **Topic:** Managing Marketing Information

Standard: Explain the role of ethics in marketing research.

69 **Topic:** Pricing Products and Services

Standard: Develop scenarios identifying the psychological effects of pricing.

70 **Topic:** Pricing Products and Services

Standard: Analyze factors affecting the selling price.

71 **Topic:** Pricing Products and Services

Standard: Compute markups, markdowns, and break-even points in units and dollars.

72 **Topic:** Pricing Products and Services

Standard: Describe the role of ethics in pricing.

73 **Topic:** Examining Marketing and Business

Standard: Apply the components of the marketing mix.

74 **Topic:** Examining Marketing and Business

Standard: Defend the importance of market identification and segmentation to the success of the marketing business.

75 **Topic:** Examining Marketing and Business

Standard: Analyze the components of a marketing plan.

76 **Topic:** Examining Marketing and Business

Standard: Analyze current trends in marketing.

77 **Topic:** Examining Marketing and Business

Standard: Describe legal requirements for recording/reporting such information as employee taxes, sales taxes, personnel records, and credit information.

78 **Topic:** Examining Marketing and Business

Standard: Determine the impact of environmental protection laws on marketing.

79

Topic: Examining Marketing and Business

Standard: Determine unfair business practices.

80

Topic: Examining Marketing and Business

Standard: Analyze the impact of employee theft.

81

Topic: Examining Marketing and Business

Standard: Identify the potential impact of technology on marketing practices.

82

Topic: Examining Marketing and Business

Standard: Critique consumer protection laws and agencies.

83

Topic: Developing Product/Service Planning Skills

Standard: Determine factors that affect product/service planning strategies.

84

Topic: Developing Product/Service Planning Skills

Standard: Evaluate product mix strategies.

85

Topic: Developing Product/Service Planning Skills

Standard: Design a graphic depicting the product life cycles.

86

Topic: Developing Product/Service Planning Skills

Standard: Analyze the factors affecting product/service planning.

87

Topic: Developing Product/Service Planning Skills

Standard: Determine management considerations in providing customer service.

88

Topic: Promoting Products and Services

Standard: Examine the concept of promotional mix.

89

Topic: Promoting Products and Services

Standard: Develop a sales promotion using alternative methods of promoting sales (trade shows, expositions, special events, and charity).

90

Topic: Promoting Products and Services

Standard: Compare the benefits of various types of promotional media, including direct marketing and telemarketing.

91

Topic: Promoting Products and Services

Standard: Calculate media costs.

92

Topic: Promoting Products and Services

Standard: Select promotional media to reflect company image and financial resources.

93

Topic: Promoting Products and Services

Standard: Prepare a two-week promotional plan for a retail business.

94

Topic: Purchasing Products and Services

Standard: Explain the nature of purchasing for resale.

95

Topic: Purchasing Products and Services

Standard: Determine what goods and/or services to buy and when to buy.

96

Topic: Purchasing Products and Services

Standard: Determine open-to-buy in the buying process.

97

Topic: Purchasing Products and Services

Standard: Prepare and present a buying plan.

98

Topic: Purchasing Products and Services

Standard: Choose vendors and justify choices.

- 99** **Topic:** Purchasing Products and Services
Standard: Obtain competing prices from vendors.
- 100** **Topic:** Purchasing Products and Services
Standard: Calculate merchandising-related discounts.
- 101** **Topic:** Purchasing Products and Services
Standard: Develop and present a merchandising plan.
- 102** **Topic:** Selling Products and Services
Standard: Use buying motives as the basis for a sales presentation.
- 103** **Topic:** Selling Products and Services
Standard: Explain key factors in building a clientele.
- 104** **Topic:** Selling Products and Services
Standard: Explain the uses of a prospect list.
- 105** **Topic:** Selling Products and Services
Standard: Probe for information in sales situations.
- 106** **Topic:** Selling Products and Services
Standard: Demonstrate appropriate follow-up techniques.
- 107** **Topic:** Selling Products and Services
Standard: Explain sales quotas.
- 108** **Topic:** Selling Products and Services
Standard: Explain the principles of territory management.
- 109** **Topic:** Selling Products and Services
Standard: Conduct a group sales presentation.
- 110** **Topic:** Selling Products and Services
Standard: Develop and conduct a sales training program as a team project.
- 111** **Topic:** Selling Products and Services
Standard: Develop and conduct a sales meeting as a team project.
- 112** **Topic:** Selling Products and Services
Standard: Examine the motivational aspects of sales contests.
- 113** **Topic:** Selling Products and Services
Standard: Prepare a sales report.
- 114** **Topic:** Enhancing Communication Skills
Standard: Prepare an electronic presentation for use in demonstrations, sales meetings, staff meetings, sales reports as a team project.
- 115** **Topic:** Enhancing Communication Skills
Standard: Prepare an electronic presentation for promotional use in the community as a team project.
- 116** **Topic:** Enhancing Communication Skills
Standard: Use trade journals and periodicals as resources for professional development.
- 117** **Topic:** Enhancing Communication Skills
Standard: Use telecommunications to conduct business with customers and vendors.

- 35** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain the basic marketing concepts.
- 36** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain how the basic marketing concepts apply to the Internet.
- 37** **Topic:** Using the Internet as a Marketing Tool
Standard: Compare Internet marketing with traditional marketing.
- 38** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain the role of the Internet in the overall marketing plan.
- 39** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe the Internet tools and methods used to market goods and service.
- 40** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain how the Internet can be integrated into a marketing strategy.
- 41** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe methods for promoting commerce on the Internet.
- 42** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe ways to use customer sales for improving site performance.
- 43** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain the types of research involved in Internet marketing.
- 44** **Topic:** Using the Internet as a Marketing Tool
Standard: Identify ways to gather information on customers and potential customers.
- 45** **Topic:** Using the Internet as a Marketing Tool
Standard: Formulate a list of advantages and disadvantages of marketing on the Internet (e.g., cost accessibility).
- 46** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe the uses of databases as a marketing tool.
- 47** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain target marketing in relation to electronic commerce.
- 48** **Topic:** Using the Internet as a Marketing Tool
Standard: Explain niche marketing on the Internet.
- 49** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe the types of electronic marketing techniques most effective for business-to-business transactions.
- 50** **Topic:** Using the Internet as a Marketing Tool
Standard: Compare various retailers' Web sites and critique in relation in user-friendly environments.
- 51** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe the types of electronic marketing techniques most effective for business-to-customer transactions.
- 52** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe collection and payment options for Web sites.
- 53** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe customer service as it relates to electronic commerce.
- 54** **Topic:** Using the Internet as a Marketing Tool
Standard: Describe the interactive nature of the Internet.
- 55** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Compare and contrast marketing options for a variety of products using the Internet.

- 56** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Assess current marketing efforts (e.g., direct marketing, cable, print media, and newspaper).
- 57** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Identify products best suited for Internet marketing.
- 58** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Identify a target market for a selected product.
- 59** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Design a message for the target market identified above (e.g., niche marketing).
- 60** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Determine an optimum message delivery method.
- 61** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Research and analyze current marketing methods including those of the competition.
- 62** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Determine legal issues that may affect on-line marketing (e.g., where a sale is located, privacy issues, collecting and paying sales tax across state or international borders, emerging Internet laws).
- 63** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Develop a product business plan (e.g., sales revenue Internet marketing projections, expenses, cash flow, and profit.).
- 64** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Identify security concerns when a marketer discusses sensitive information with a customer via the net.
- 65** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Select optimum Internet marketing method(s) for a given business.
- 66** **Topic:** Conducting a Marketing Analysis on the Internet
Standard: Conduct a formal presentation of a market business plan to market on the Internet and recommend solutions (e.g., to boss, to client).
- 67** **Topic:** Planning for Marketing Support Activities
Standard: Identify the role of the Internet in the marketing mix (e.g., marketing department, human resources, public relations, customer service and support, file transfer protocol, sales, newsletters).
- 68** **Topic:** Planning for Marketing Support Activities
Standard: Develop a potential customer database (e.g., demographics, purchase preferences, address, and e-mail).
- 69** **Topic:** Planning for Marketing Support Activities
Standard: Identify products or services appropriate for push technology advertising.
- 70** **Topic:** Planning for Marketing Support Activities
Standard: Explain the uses of shipping cost software.
- 71** **Topic:** Planning for Marketing Support Activities
Standard: Develop a marketing plan for a Web site.
- 72** **Topic:** Managing an Internet Marketing Campaign
Standard: Explain viability of Web advertising.
- 73** **Topic:** Managing an Internet Marketing Campaign
Standard: Calculate and analyze site effectiveness in relation to the number of times the site is visited.
- 74** **Topic:** Managing an Internet Marketing Campaign
Standard: Compose marketing updates based upon analysis results.
- 75** **Topic:** Managing an Internet Marketing Campaign

Standard: Publicize Internet marketing through non-Internet means (e.g., mail, press releases, letters, TV, networking).

76 **Topic:** Managing an Internet Marketing Campaign

Standard: Express importance of establishing customer service guidelines (e.g., seeking prospects, communication skills, and follow through).

77 **Topic:** Managing/Owning Via the Internet

Standard: Conduct an interview with an individual involved with Internet marketing.

78 **Topic:** Managing/Owning Via the Internet

Standard: Compose a listings of advantages and disadvantages of managing a business that markets primarily via the Internet.

79 **Topic:** Managing/Owning Via the Internet

Standard: Discuss the impact of Internet entrepreneurs.

80 **Topic:** Managing/Owning Via the Internet

Standard: Develop a creative marketing research project via the Internet.

81 **Topic:** Managing/Owning Via the Internet

Standard: Use major merchandising mart's Web site to determine products to be purchased for an existing school-based enterprise or for a hypothetical school-based enterprise.

82 **Topic:** Recognizing Global Marketing

Standard: Identify global marketing trends in the Internet marketing industry.

83 **Topic:** Recognizing Global Marketing

Standard: Analyze impact of global Internet marketing in relation to traditional marketing methods.

84 **Topic:** Recognizing Global Marketing

Standard: Explain the risks of marketing across international borders.

85 **Topic:** Recognizing Global Marketing

Standard: Evaluate the impact of Internet marketing on the business world and the job market.

86 **Topic:** Recognizing Global Marketing

Standard: Explain the impact of shifting the purchasing functions from the supplier to the purchaser.

Course: Marketing Management: 08.48000 Marketing Research

35 **Topic:** The Role of Marketing Research

Standard: Define marketing research.

36 **Topic:** The Role of Marketing Research

Standard: Describe the role and importance of marketing research as a marketing and management decision-making tool.

37 **Topic:** The Role of Marketing Research

Standard: Analyze the impact of marketing research in business and industry.

38 **Topic:** The Role of Marketing Research

Standard: Explain marketing research as a means for implementing the marketing concept and in the development and implementation of a marketing strategy.

39 **Topic:** The Role of Marketing Research

Standard: Compare and contrast basic and applied marketing research.

40 **Topic:** The Role of Marketing Research

Standard: Differentiate among the types of marketing research companies in the research industry (i.e., customer research, field services, data analysis, syndicated services, and branded research products).

41

- Topic:** The Role of Marketing Research
Standard: Discuss the various categories of marketing research activities.
- 42** **Topic:** The Role of Marketing Research
Standard: Determine when marketing research is needed and when it should not be conducted.
- 43** **Topic:** The Role of Marketing Research
Standard: Explain the marketing information system concept.
- 44** **Topic:** The Role of Marketing Research
Standard: Describe data collection systems, decision support systems, and the system components of a marketing information system.
- 45** **Topic:** The Role of Marketing Research
Standard: Identify the various individual job titles and career paths within the marketing research industry.
- 46** **Topic:** The Marketing Research Process
Standard: Classify marketing research as exploratory research, descriptive research, or causal research.
- 47** **Topic:** The Marketing Research Process
Standard: Categorize stages in the marketing research process.
- 48** **Topic:** The Marketing Research Process
Standard: Identify and discuss the various alternative decisions available to the researcher during each stage of the research process.
- 49** **Topic:** The Marketing Research Process
Standard: Explain the difference between a research project and a research program.
- 50** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Recognize the degree of marketing research sophistication in various organizations.
- 51** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Discuss the organizational structure of marketing research in various organizations.
- 52** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Explain why ethical questions are philosophical questions.
- 53** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Define societal norms.
- 54** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Describe the three parties involved in most research situations and determine how the interactions among them may identify a series of ethical questions.
- 55** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Identify the rights and obligations of the respondent, the researcher, and the client sponsor.
- 56** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Take each of the three parties' perspectives and identify selected issues (i.e., deception, privacy, and advocacy research).
- 57** **Topic:** Organizational and Ethical Issues of the Marketing Research Process
Standard: Discuss the role of codes of ethics in marketing research.
- 58** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: Explain that explicit problem definition is essential for effective marketing research.
- 59** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: Describe the importance of identifying key variables.
- 60** **Topic:** The Beginning Stages of the Marketing Research Process

Standard: Identify how the formulation of research questions and hypotheses clarifies the problem definition.

- 61** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: Discuss the influence of the marketing problem statement on the specific research objectives.
- 62** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: State research problems in terms of clear and precise research objectives.
- 63** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: Explain the purpose of a research proposal.
- 64** **Topic:** The Beginning Stages of the Marketing Research Process
Standard: Outline a research proposal.
- 65** **Topic:** Exploratory Marketing Research
Standard: Differentiate between qualitative and quantitative research.
- 66** **Topic:** Exploratory Marketing Research
Standard: Explain the purposes of exploratory research.
- 67** **Topic:** Exploratory Marketing Research
Standard: Identify the general categories of exploratory research.
- 68** **Topic:** Exploratory Marketing Research
Standard: Explain the advantages and disadvantages of experience surveys, focus group interviews, projective techniques, case study methods, in-depth interviews, and other exploratory research techniques.
- 69** **Topic:** Secondary Data, Database Search, and Retrieval Systems
Standard: Differentiate between secondary and primary data.
- 70** **Topic:** Secondary Data, Database Search, and Retrieval Systems
Standard: Discuss the advantages and disadvantages of secondary data (i.e., availability, relevance, accuracy, and sufficiency).
- 71** **Topic:** Secondary Data, Database Search, and Retrieval Systems
Standard: Discuss various internal and external sources of secondary data.
- 72** **Topic:** Secondary Data, Database Search, and Retrieval Systems
Standard: Search and retrieve data from database sources with computers and Internet technology.
- 73** **Topic:** Research Design and Data Collection
Standard: Analyze the advantages of using surveys and discuss the types of information that may be gathered in a survey.
- 74** **Topic:** Research Design and Data Collection
Standard: Describe and give examples of commercial surveys, audits, and panels.
- 75** **Topic:** Research Design and Data Collection
Standard: Analyze the types of data and uses obtained from commercial surveys, audits, and panels.
- 76** **Topic:** Research Design and Data Collection
Standard: Identify types of surveys (i.e., mail, personal interview, telephone, Web-based) and the advantages and disadvantages of each type.
- 77** **Topic:** Research Design and Data Collection
Standard: Identify methods to increase response rate for survey research.
- 78** **Topic:** Research Design and Data Collection
Standard: Select appropriate survey research design.
- 79** **Topic:** Research Design and Data Collection
Standard: Distinguish between scientific observation and casual observation.

- 80** **Topic:** Research Design and Data Collection
Standard: Define experimentation and discuss the requirements necessary for making a true experiment.
- 81** **Topic:** Research Design and Data Collection
Standard: Identify the types of laboratory experiments and their applications.
- 82** **Topic:** Research Design and Data Collection
Standard: Distinguish between internal and external validity.
- 83** **Topic:** Research Design and Data Collection
Standard: Define test marketing.
- 84** **Topic:** Research Design and Data Collection
Standard: Distinguish between standard test marketing method, controlled-store and mini-market tests, electronic test markets, and simulated test markets.
- 85** **Topic:** Research Design and Data Collection
Standard: Plan and conduct experiments that include the identification of research objectives, research design and collection methods, treatments, control groups, experimental units, random assignment and replication; and the identification of possible sources of bias and placebo effects.
- 86** **Topic:** Measurement Concepts in Marketing Research
Standard: Outline an operational definition of measurement.
- 87** **Topic:** Measurement Concepts in Marketing Research
Standard: Distinguish among nominal, ordinal, interval, and ratio scales.
- 88** **Topic:** Measurement Concepts in Marketing Research
Standard: Identify methods for determining reliability and assessing validity.
- 89** **Topic:** Measurement Concepts in Marketing Research
Standard: Outline the steps of questionnaire design including preliminary decisions and the five considerations regarding questions content.
- 90** **Topic:** Measurement Concepts in Marketing Research
Standard: Identify the five general issues in question phrasing, types of response formats, and strategies for sequencing questions.
- 91** **Topic:** Measurement Concepts in Marketing Research
Standard: Explain the process of designing data collection strategies.
- 92** **Topic:** Measurement Concepts in Marketing Research
Standard: Identify the differences among ranking, rating, sorting, and making choices to measures attitudes and preferences.
- 93** **Topic:** Measurement Concepts in Marketing Research
Standard: Evaluate and discuss Likert scales, semantic differentials, and other types of attitude scales.
- 94** **Topic:** Measurement Concepts in Marketing Research
Standard: Recognize that decisions about data collection methods and measurement scales influence the format and layout of questionnaires.
- 95** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Identify the issues concerning the identification of the target population and the selection of the sampling frame.
- 96** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Explain the concept of census versus sample, including types of sampling situations.
- 97** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Identify methods for determining sample size and explain the concept of sample distribution.
- 98** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process

Standard: Distinguish between random sampling and systematic (nonsampling) errors.

- 99** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Discuss the advantages and disadvantages of the various types of probability and nonprobability samples.
- 100** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Identify how to choose an appropriate sample design.
- 101** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Distinguish between descriptive and inferential statistics.
- 102** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Make data usable by organizing and summarizing data into frequency distributions, proportions, and measurements of central tendency.
- 103** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Determine how fieldwork research is conducted and the job requirements of field workers.
- 104** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Explain probing and differentiate between different interviewer's probes.
- 105** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Explain code-fixed alternative questions and open-ended questions.
- 106** **Topic:** Sampling Designs and Fieldwork in the Marketing Research Process
Standard: Demonstrate the principles of good interviewing.
- 107** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Differentiate between the types of descriptive analysis permissible with nominal, ordinal, interval, and ratio scales.
- 108** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Discuss the relationship between two variables with cross tabulation procedures.
- 109** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Utilize computer software spreadsheet or SPSS designed for descriptive analysis.
- 110** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Interpret the findings from basic data analysis.
- 111** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Write a report to present to a selected business owner/manager based on the analysis of the marketing research findings.
- 112** **Topic:** Basic Data Analysis Utilizing Descriptive Statistics
Standard: Make an oral presentation on the research report to a selected audience.

Course: Travel and Tourism: Core Skills

- 1** **Topic:** Basic Skills
Standard: Locate, understand, and interpret written information in a variety of formats, including such documents as manuals, graphs, reports, and schedules.
- 2** **Topic:** Basic Skills
Standard: Communicate thoughts, ideas, information, and messages in writing and technologically, and create documents such as letters, directions, manuals, reports, graphs, and flowcharts.
- 3** **Topic:** Basic Skills
Standard: Perform and apply numerical concepts and calculations, and solve problems by choosing appropriately from a variety of mathematical techniques using mental, manual, and technological methods.

- 4** **Topic:** Basic Skills
Standard: Receive, interpret, and respond to verbal and nonverbal messages in a manner appropriate to a given situation.
- 5** **Topic:** Basic Skills
Standard: Organize ideas and communicate orally in a clear, concise, and courteous manner.
- 6** **Topic:** Thinking Skills
Standard: Specify goals, objectives, constraints, and supporting factors.
- 7** **Topic:** Thinking Skills
Standard: Identify problems, alternative solutions, consequences of alternative solutions, and use appropriate techniques to resolve given problems.
- 8** **Topic:** Thinking Skills
Standard: Implement a plan of action making modifications as needed to achieve stated objectives.
- 9** **Topic:** Thinking Skills
Standard: Use effective learning techniques to acquire and apply new knowledge and skills.
- 10** **Topic:** Personal Qualities
Standard: Assess self accurately, set personal goals, monitor progress, and exhibit self-control.
- 11** **Topic:** Personal Qualities
Standard: Choose ethical courses of action.
- 12** **Topic:** Personal Qualities
Standard: Take initiative to accomplish tasks in a timely manner.
- 13** **Topic:** Personal Qualities
Standard: Exert a high level of effort and persevere towards goal attainment.
- 14** **Topic:** Personal Qualities
Standard: Demonstrate adaptability, dependability, and responsibility and such social behaviors as tolerance, honesty, empathy, and courtesy.
- 15** **Topic:** Interpersonal Skills
Standard: Participate and interact as a team member and leader.
- 16** **Topic:** Interpersonal Skills
Standard: Share knowledge and skills with others.
- 17** **Topic:** Interpersonal Skills
Standard: Perform effectively in various environments with people of different ages, genders, cultures, socioeconomic backgrounds, attitudes, and abilities.
- 18** **Topic:** Interpersonal Skills
Standard: Work to satisfy customer/client expectations.
- 19** **Topic:** Interpersonal Skills
Standard: Use strategies appropriate to a given situation to prevent and resolve conflicts.
- 20** **Topic:** Resources
Standard: Select goal-relevant activities, prioritize them, manage time, and prepare and follow schedules.
- 21** **Topic:** Resources
Standard: Use or prepare budgets, make projections, keep records, and make adjustments to meet objectives.
- 22** **Topic:** Resources
Standard: Acquire, store, allocate, and use materials and space efficiently.
- 23** **Topic:** Technology
Standard: Prevent, identify, or solve problems with technical or electronic equipment.

- 24** **Topic:** Technology
Standard: Operate and maintain technical equipment and the work environment safely following applicable industry regulations and guidelines.
- 25** **Topic:** Technology
Standard: Utilize a variety of technologies.
- 26** **Topic:** Business Aspects
Standard: Demonstrate understanding of basic economic concepts and how they are applied in business functions and activities.
- 27** **Topic:** Business Aspects
Standard: Identify forms of business ownership.
- 28** **Topic:** Business Aspects
Standard: Demonstrate understanding of the scope of a business, its place within an industry, and the interrelationship of its parts.
- 29** **Topic:** Business Aspects
Standard: Demonstrate understanding of the individual's role, responsibilities, and relationships in the organizational structure of a business.
- 30** **Topic:** Business Aspects
Standard: Maintain safety, health, and environmental standards, and address ergonomic concerns.
- 31** **Topic:** Career Development
Standard: Make potential career decisions based upon interests, abilities, and values and formulate appropriate plans to reach career goals.
- 32** **Topic:** Career Development
Standard: Demonstrate understanding of the relationship between educational achievement and career planning and how career choices impact family patterns and lifestyle.
- 33** **Topic:** Career Development
Standard: Demonstrate effective skills for seeking and securing employment.
- 34** **Topic:** Career Development
Standard: Demonstrate understanding of education and career development as a lifelong learning process that requires preparation for change.

Course: Travel and Tourism: 08.43000 Introduction to the Hotel/Lodging and Travel/Tourism Industry

- 35** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Describe the evolution and current trends in the hotel/lodging and travel/tourism industry.
- 36** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Identify different types of travelers and cite reasons why people travel.
- 37** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Identify and describe major types of businesses found in the hotel/lodging and travel/tourism industry.
- 38** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Describe social, environmental, economic and business factors that impact the hotel/lodging and travel/tourism industry.
- 39** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Explain the concept of seasonality in the hotel/lodging and travel/tourism industry.
- 40** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Describe the various types of careers found in the different segments of the industry, including duties and

responsibilities, education and experience requirements, and promotional opportunities.

- 41** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Identify advantages and disadvantages of working in the Hotel/Lodging and Travel/Tourism industry.
- 42** **Topic:** The Hotel/Lodging and Travel/Tourism Industry
Standard: Identify professional associations and certifications related to hotel/lodging and travel/tourism.
- 43** **Topic:** Economic Impact of Hotel/Lodging and Travel/Tourism
Standard: Explain the impact of meetings, conventions and conferences on the economy.
- 44** **Topic:** Economic Impact of Hotel/Lodging and Travel/Tourism
Standard: Describe the impact of the airline, cruise, and passenger ground transportation industry on the global, national, state, and local economy.
- 45** **Topic:** Economic Impact of Hotel/Lodging and Travel/Tourism
Standard: Describe the importance of the hotel/lodging industry to the global, national, state, and local economy.
- 46** **Topic:** Economic Impact of Hotel/Lodging and Travel/Tourism
Standard: Identify and describe the economic interdependencies of the various types of businesses found in the hotel/lodging and travel/tourism industry.
- 47** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Describe different modes of passenger ground transportation, including the kinds of products and services each type typically offers.
- 48** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Identify and describe the major types of passenger cruise ships and the kinds of accommodations, products and services each type typically offers.
- 49** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Identify similarities of a cruise ship and a hotel as a destination.
- 50** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Identify and compare types of lodging facilities and ownership.
- 51** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Compare the growth of bed and breakfast operations to other types of lodging facilities.
- 52** **Topic:** Industry Segments in Hotel/Lodging and Travel/Tourism
Standard: Describe the types of inter-relationships between air, ground, and sea transportation, hotel/lodging, and tourism.
- 53** **Topic:** Business and Leisure Travel Markets
Standard: Compare and contrast the importance of the business and leisure travel market to hotel/lodging and travel/tourism.
- 54** **Topic:** Business and Leisure Travel Markets
Standard: Describe the types of products and services hotel and lodging facilities offer to the business travel market.
- 55** **Topic:** Business and Leisure Travel Markets
Standard: Describe the types of facilities and services hotel/lodging facilities provide for various size meetings, conventions, and conferences.
- 56** **Topic:** Business and Leisure Travel Markets
Standard: Describe the types of group packages hotels and lodging facilities offer for attendees of meetings, conventions, and conferences.
- 57** **Topic:** Business and Leisure Travel Markets
Standard: Identify the types of facilities and services, including group packages, that hotel/lodging properties offer to the leisure travel market.
- 58** **Topic:** Business and Leisure Travel Markets
Standard: Describe various types of cruise, rail, and bus packages offered to the business and leisure travel markets.

- 59** **Topic:** Marketing and Business Fundamentals
Standard: Describe the types of promotional strategies and media used in the hotel/lodging and travel/tourism industry.
- 60** **Topic:** Marketing and Business Fundamentals
Standard: Describe the advantages, disadvantages and security issues of marketing hotel/lodging and travel/tourism products and services on the Internet.
- 61** **Topic:** Marketing and Business Fundamentals
Standard: Explain pricing structures and mixes for hotel/lodging and travel/tourism products and services.
- 62** **Topic:** Marketing and Business Fundamentals
Standard: Identify factors that impact the profit margins of different types of businesses in the hotel/lodging and travel/tourism industry.
- 63** **Topic:** Marketing and Business Fundamentals
Standard: Identify various target or niche markets in hotel/lodging and travel/tourism.
- 64** **Topic:** Marketing and Business Fundamentals
Standard: Identify factors that should be considered when determining whether to market to a specific group.
- 65** **Topic:** Marketing and Business Fundamentals
Standard: Identify various products and services created for niche markets and the value added for the consumer.
- 66** **Topic:** Marketing and Business Fundamentals
Standard: Compare features and benefits of products and services offered in the U.S. to those offered in other countries/continents.
- 67** **Topic:** Marketing and Business Fundamentals
Standard: Outline the type of marketing research that should be conducted prior to developing a marketing plan for a selected hotel/lodging property or tour package.
- 68** **Topic:** Marketing and Business Fundamentals
Standard: Develop a marketing plan for a lodging/travel package that is designed for a selected niche market.
- 69** **Topic:** Technology Integration
Standard: Identify trends in the use of technology in the Hotel/Lodging and Travel/Tourism industry.
- 70** **Topic:** Technology Integration
Standard: Assess the impact of technology on the Hotel/Lodging and Travel/Tourism industry.
- 71** **Topic:** Technology Integration
Standard: Identify widely used computerized systems (such as AMADEUS, Worldspan and SABRE), in various segments of the industry.
- 72** **Topic:** Technology Integration
Standard: Identify key Web sites that provide up-to-date information for hotel/lodging and travel/tourism personnel to use in meeting the needs of both the business and leisure travelers.
- 73** **Topic:** Technology Integration
Standard: Design a tour package that could be offered to a small, local, church or community group using industry-related software and/or Web sites.

Course: Travel and Tourism: 08.43200 Travel and Tourism I

- 35** **Topic:** Basics of the Travel Industry
Standard: Identify and describe the career opportunities, job responsibilities, and employment requirements in the travel and tourism industry.
- 36** **Topic:** Basics of the Travel Industry
Standard: Define the qualifications of a travel consultant and the requirements for becoming a Certified Travel Consultant.
- 37** **Topic:** Basics of the Travel Industry
Standard: Identify the various types of certifications available to personnel in the field and the requirements to be met in obtaining the certifications.

- 38** **Topic:** Basics of the Travel Industry
Standard: Contrast the operations and services of travel conglomerates, business travel management agencies, travel agencies involved in the Global Distribution System, and independently owned travel agencies.
- 39** **Topic:** Basics of the Travel Industry
Standard: Describe the services travel agents provide to their clients.
- 40** **Topic:** Basics of the Travel Industry
Standard: Describe methods used by travel agencies to create and increase income.
- 41** **Topic:** Basics of the Travel Industry
Standard: Contrast various compensation/incentive plans travel agencies use.
- 42** **Topic:** Basics of the Travel Industry
Standard: Discuss the services offered by the Airlines Reporting Corporation (ARC), the International Airlines Travel Agency Network (IATAN), the Cruise Lines International Association (CLIA), and the International Cruise and Travel Association (ICTA).
- 43** **Topic:** Basics of the Travel Industry
Standard: Outline the benefits, services, and employment opportunities provided by the National Tour Association and the American Bus Association.
- 44** **Topic:** Basics of the Travel Industry
Standard: Outline the services and employment opportunities provided by convention and visitors bureaus.
- 45** **Topic:** Basics of the Travel Industry
Standard: Contrast the advantages of proprietorship, partnership or corporation as an organizational structure for a travel agency.
- 46** **Topic:** Basics of the Travel Industry
Standard: Describe the impact of travel and tourism on the local, state, national and international economy.
- 47** **Topic:** Basics of the Travel Industry
Standard: Identify the concept of marketing mix and marketing segmentation as it relates to the travel and tourism industry.
- 48** **Topic:** Travel Reference Guides
Standard: Describe the contents of the Official Airlines Guides.
- 49** **Topic:** Travel Reference Guides
Standard: List examples of sea and ground (railway, motorcoach, and car rental) travel reference guides and explain their contents.
- 50** **Topic:** Travel Reference Guides
Standard: Identify examples of hotel/motel guides and describe their contents.
- 51** **Topic:** Travel Reference Guides
Standard: Site examples of specialized guides (meetings planner guides, travel reference for travelers with disabilities).
- 52** **Topic:** Agency Automated Systems
Standard: Discuss the cost effectiveness of travel agency automated reservations computer hardware.
- 53** **Topic:** Agency Automated Systems
Standard: Define the services teleticketing provides to travel agencies.
- 54** **Topic:** Agency Automated Systems
Standard: Define the cost of acquiring teleticketing capability for a travel agency.
- 55** **Topic:** Agency Automated Systems
Standard: Identify the automated reservations equipment options available to a travel agency.
- 56** **Topic:** Agency Automated Systems
Standard: Describe the data and forms needed for agency automated bookkeeping and documentation of customer

services.

- 57** **Topic:** Agency Automated Systems
Standard: Contrast operating automated reservations systems for foreign and domestic travel services.
- 58** **Topic:** Agency Automated Systems
Standard: Determine availability of lodging and air, ground, and sea transportation using an automated reservation and ticketing system.
- 59** **Topic:** Agency Automated Systems
Standard: Determine availability of convention facilities and services utilizing an automated system.
- 60** **Topic:** Agency Automated Systems
Standard: Identify information on air, ground and sea travel available to the travel agent through use of automated systems.
- 61** **Topic:** Agency Automated Systems
Standard: Identify information available on hotels, resorts and convention centers through utilization of automated systems.
- 62** **Topic:** Agency Automated Systems
Standard: Describe a typical accounting system used in a travel agency, and identify the types of records or financial statements used by the agency.
- 63** **Topic:** Agency Automated Systems
Standard: Identify back-room systems that interface with computer reservations systems.
- 64** **Topic:** Agency Automated Systems
Standard: Identify trends in automated data systems which provide travel and reservations agents travel information.
- 65** **Topic:** Agency Automated Systems
Standard: Identify trends in travel agency software that will improve back-room accounting systems.
- 66** **Topic:** Transportation Modes
Standard: Identify equipment and supplies required to meet ARC and IATAN requirements.
- 67** **Topic:** Transportation Modes
Standard: Process and reconfirm an airline ticket reservation for a client and list common errors committed in performing this transaction.
- 68** **Topic:** Transportation Modes
Standard: Define the term "area bank" as applied to airline ticketing procedure.
- 69** **Topic:** Transportation Modes
Standard: Identify the rules for ticket stock security.
- 70** **Topic:** Transportation Modes
Standard: Describe Amtrak travel options, accommodations and services.
- 71** **Topic:** Transportation Modes
Standard: Describe the cultural benefits of rail travel in foreign countries.
- 72** **Topic:** Transportation Modes
Standard: Identify the benefits of the Eurailpass.
- 73** **Topic:** Transportation Modes
Standard: Define types of cruise ships and classes of service.
- 74** **Topic:** Transportation Modes
Standard: Contrast life aboard a cruise ship with travel on a freighter.
- 75** **Topic:** Transportation Modes
Standard: Plan a sea voyage for a client.

- 76** **Topic:** Transportation Modes
Standard: Identify accommodations and travel services provided by the motorcoach industry.
- 77** **Topic:** Transportation Modes
Standard: Describe domestic car rental services and the procedures for booking a car rental.
- 78** **Topic:** Transportation Modes
Standard: Identify foreign country car rental services and the documents required to operate an automobile in a foreign country.
- 79** **Topic:** Transportation Modes
Standard: Identify optional forms of rental transportation.
- 80** **Topic:** Hotels and Resorts
Standard: Describe various hotel rating systems.
- 81** **Topic:** Hotels and Resorts
Standard: Describe the information available in a hotel chain directory.
- 82** **Topic:** Hotels and Resorts
Standard: Identify and prepare responses to clients' most often requested information about hotels.
- 83** **Topic:** Hotels and Resorts
Standard: Contrast the procedure for making hotel reservations for individuals and groups.
- 84** **Topic:** Hotels and Resorts
Standard: Detail the benefits of having a travel agent book lodging for an individual traveler and a group in contrast to using a Web based booking.
- 85** **Topic:** Special Customer Services
Standard: Define types of travelers insurance.
- 86** **Topic:** Special Customer Services
Standard: Describe the value and cost of travelers insurance.
- 87** **Topic:** Special Customer Services
Standard: Identify client benefits and costs for purchasing travelers checks.
- 88** **Topic:** Special Customer Services
Standard: Prepare tipping guidelines for travelers taking a cruise and a motorcoach tour.
- 89** **Topic:** Special Customer Services
Standard: Prepare clothing and packing guidelines for travelers taking a cruise and a motorcoach tour to a foreign country.
- 90** **Topic:** Special Customer Services
Standard: Define requirements for traveling with a pet.
- 91** **Topic:** Special Customer Services
Standard: Define the requirements for handling travel arrangements for a client with a physical disability identified in the Americans With Disabilities Act.

Course: Travel and Tourism: 08.43300 Travel and Tourism II

- 35** **Topic:** Travel Geography
Standard: Identify elements of basic geography needed for serving clients in local, national or international travel.
- 36** **Topic:** Travel Geography
Standard: Demonstrate the use of a map in locating travel routes and major tourist sites.
- 37**

Topic: Travel Geography

Standard: Distinguish between latitude, prime latitude and longitude as applied to geographical references.

38

Topic: Travel Geography

Standard: Define hemisphere as applied to geographical references.

39

Topic: Travel Geography

Standard: State the name and location of the geographical time reference.

40

Topic: Travel Geography

Standard: Compute time differences between destination and starting point.

41

Topic: Travel Geography

Standard: Describe a particular location by its three elements of physical character (type of climate, type of landform and type of vegetation).

42

Topic: Travel Geography

Standard: Compare and contrast the needs of tourists and excursionists.

43

Topic: Travel Geography

Standard: Describe the changes in individual travel needs brought about due to economic, social and environmental differences.

44

Topic: Travel Geography

Standard: Identify and describe the major geographic characteristics and major tourist attractions for the three world travel areas (North and South American Continents and Adjacent Islands; Europe, Africa and Adjacent Islands; Asia and Adjacent Islands).

45

Topic: Travel Regulations and Documents

Standard: State the requirements for a U.S. passport.

46

Topic: Travel Regulations and Documents

Standard: State the requirements for a Canadian passport.

47

Topic: Travel Regulations and Documents

Standard: Define visa as it applies to travel regulations.

48

Topic: Travel Regulations and Documents

Standard: Give examples of references in which visa requirements are listed.

49

Topic: Travel Regulations and Documents

Standard: State the kinds of visas issued.

50

Topic: Travel Regulations and Documents

Standard: Identify examples of countries in which tourist and/or transit cards are issued.

51

Topic: Travel Regulations and Documents

Standard: Describe the purpose of reentry permits.

52

Topic: Travel Regulations and Documents

Standard: Identify the federal agency from which reentry permits are issued.

53

Topic: Travel Regulations and Documents

Standard: Give an example of references wherein health requirements for travelers are stated.

54

Topic: Travel Regulations and Documents

Standard: Define customs requirements that tourists encounter while traveling.

55

Topic: Travel Regulations and Documents

Standard: Give examples of negotiable instruments travelers use when traveling to foreign countries.

56

Topic: Tour Management

Standard: Describe the major components of a tour.

57

Topic: Tour Management

Standard: Contrast the liability issues involved in doing business with group leaders versus tour/motorcoach operators.

58

Topic: Tour Management

Standard: Outline the stages in developing a tour for individual clients.

59

Topic: Tour Management

Standard: Define and contrast escorted tour, hosted tour and independent tour as these three apply to the travel industry.

60

Topic: Tour Management

Standard: State the general rule regarding daily travel time while on a tour.

61

Topic: Tour Management

Standard: Outline tour operator cost control options and the advantages or disadvantages of each.

62

Topic: Tour Management

Standard: Describe the benefits a client derives from a tour.

63

Topic: Tour Management

Standard: Describe the types of group tours.

64

Topic: Tour Management

Standard: Define fly/drive tours and charter tours.

65

Topic: Tour Management

Standard: Outline the advantages and disadvantages of charter tours from the client's perspective.

66

Topic: Tour Management

Standard: Describe the benefits and liabilities of charter tours for the travel agency.

67

Topic: Tour Management

Standard: Give examples of references used to determine domestic transportation rates.

68

Topic: Tour Management

Standard: Describe domestic packaged tours developed by transportation firms.

69

Topic: Tour Management

Standard: Outline the services provided by the International Air Transportation Association.

70

Topic: Tour Management

Standard: Describe the procedure used to establish a tour through the International Air Transportation Association.

71

Topic: Tour Management

Standard: Outline the advantages and disadvantages of incentive tours marketed by transportation companies.

72

Topic: Tour Management

Standard: Describe the process used in developing convention tours.

73

Topic: Tour Management

Standard: Describe methods of meeting transportation needs for special interest groups.

74

Topic: Tour Management

Standard: Contrast the methods a travel agent uses to identify domestic accommodation options and foreign accommodation options available to the individual tourist.

75

Topic: Tour Management

Standard: Contrast accommodation options for a packaged domestic tour and for a packaged tour to a foreign country.

76

Topic: Tour Management

Standard: Give examples of references used to determine accommodation options available to the domestic traveler and

the foreign country traveler.

- 77** **Topic:** Tour Management
Standard: Contrast advantages and disadvantages of tours with meals included with those where meals are not included.
- 78** **Topic:** Tour Management
Standard: Contrast American plans, Modified American plans and European plans as they apply to tour meal plans.
- 79** **Topic:** Tour Management
Standard: Define “bed and breakfast” as it applies to tour meal plans.
- 80** **Topic:** Tour Management
Standard: Outline the procedure used to determine clients’ tour entertainment desires.
- 81** **Topic:** Tour Management
Standard: Describe the procedures used to plan entertainment options for a packaged tour and an escorted tour.
- 82** **Topic:** Tour Management
Standard: Outline a packaged tour to a foreign country including the itinerary for the tour, reservations for transportation, accommodations and site visits.
- 83** **Topic:** Tour Management
Standard: Prepare a pre-departure or post-arrival briefing conducted for clients going on a foreign country tour.
- 84** **Topic:** Tour Management
Standard: Outline a plan and the various types of arrangements and reservations needed to be made for a senior class trip.
- 85** **Topic:** Tour Management
Standard: Describe the qualifications and duties of the on-tour manager in different countries.
- 86** **Topic:** Tour Management
Standard: Define Cook’s tour as it applies to group travel arrangements.
- 87** **Topic:** Tour Management
Standard: Describe the Tour Operation Code as developed by the United States Tour Operators Association.
- 88** **Topic:** Tour Management
Standard: Outline actions tour managers take to protect themselves from lawsuits.
- 89** **Topic:** Tour Management
Standard: Select a tour destination and develop a tour manager’s operational procedures manual.
- 90** **Topic:** Travel and Tourism Promotion
Standard: Outline the methods used by travel agencies to increase income.
- 91** **Topic:** Travel and Tourism Promotion
Standard: Describe the psychological and motivational aspects of travel and tourism in sales promotion.
- 92** **Topic:** Travel and Tourism Promotion
Standard: Outline examples of promotional options to increase sales for the travel agency (presentations to alumni groups, media advertising, and active membership in civic and community organizations).
- 93** **Topic:** Travel and Tourism Promotion
Standard: Describe key factors in building permanent customer relationships for the future business of the agency.
- 94** **Topic:** Travel and Tourism Promotion
Standard: Develop a promotional plan for a travel agency.
- 95** **Topic:** Professional Sales
Standard: Outline the purpose, principles and importance of selling.
- 96** **Topic:** Professional Sales

Standard: Demonstrate an effective sales presentation that includes feature-benefit analysis.

97

Topic: Professional Sales

Standard: Demonstrate skill in cross selling and the sale of alternative options.

98

Topic: Professional Sales

Standard: Demonstrate skill in meeting specialized sales needs, i.e. the business traveler, the leisure traveler, and the disabled traveler.

99

Topic: Professional Sales

Standard: Use the Internet as a sales tool.

100

Topic: Professional Sales

Standard: Address customer service needs in sales presentations to the prospective travelers.