

**Marketing, Sales and Service
National Cluster Knowledge and Skill Standards
Aligned to Marketing & Management Pathway**

National Standard	Marketing Principles	Advanced Marketing
1. Integrate social-studies skills into marketing, sales, and service to better understand customers and the economic environment in which they function.	1 2 5	1 3 5 8
2. Solve mathematical problems to obtain information for decision making in marketing, sales and service.	7 – 9	1 3 5 8
3. Apply language art skills to enhance business opportunities in marketing, sales and service.	2 3 5 11 12	4 9 – 11
4. Use communication skills to facilitate information flow in marketing, sales and service.	4 11 12	2 – 5 9 – 11
5. Apply problem-solving and critical-thinking skills to help grow the business and/or to resolve workplace conflict.	4 8	1 – 10
6. Apply technological tools in marketing, sales and service to expedite work flow.	4 6 – 9	3 4 7 – 11

7. Implement, modify, and improve business and marketing systems to facilitate business activities.	1 – 12	1 – 10
8. Implement safety, health, and environmental controls to enhance productivity in marketing, sales and service.	4	2 6 9
9. Employ leadership and teamwork skills to facilitate work flow in marketing sales and service.	4 9 10	6 7 10
10. Exhibit ethical behavior in marketing, sales and service to create goodwill and trust.	3 4 11 12	6 9 11
11. Implement employability and career-development skills to obtain and progress in marketing, sales and service careers.	4 11	1 11
12. Employ technical skills to understand and perform marketing, sales and service activities.	1 – 12	1 – 11