

Business Education Marketing, Sales and Service Career Cluster

Local Business Core Skill Standards - Verified

Upon completion of secondary level of preparation students entering or continuing on to post secondary education in the marketing, sales and service cluster of careers will be able to:

Technology	Use email	Use word processing software	Input data accurately	Use, store, share electronic documents such as PDF's	Use spreadsheet software	Conduct web searches	Use presentation software	Use project management software
	Use desktop and web-publishing software	Use contact management software	Use mobile communication devices					
Communication	Use appropriate grammar, spelling & punctuation	Write clearly and concisely	Practice active listening	Discuss various communication types and strategies	Adapt communication to audience & situation	Demonstrate creativity through brainstorming, problem solving	Communicate with people from a variety of cultures, backgrounds & styles	Present ideas and information to groups
Business Literacy	Demonstrate sales process cold call, etc.	Analyze current events	Define difference between marketing and sales	Demonstrate application of math skills	Demonstrate the project management process	Describe the role of key drivers in financial sheets	Read business financials	Plan a marketing campaign
	Describe marketing plans basics	Conduct a marketing campaign	Conduct research by interview, surveys, etc.	Evaluate media types	Interpret basic statistical information	Multi-task	Discuss the value of customer service	Understand branding
Interpersonal Skills	Interact with a positive attitude	Demonstrate a positive work ethic	Act appropriately to the work place	Display ethical behavior	Display critical thinking & problem-solving skills	Demonstrate intellectual curiosity	Demonstrate/accept accountability	Communicate opinions supported by facts
	Work efficiently in teams	Work collaboratively with diverse populations	Work independently	Show a commitment to continuous learning	Network for professional growth and advocacy	Practice career planning with realistic expectations	Present self appropriately in workplace	Demonstrate life-long learning skills

Development Participants: Michael Barzacchini, Harper College; Bob Tucker; Bill Cranny, IPCS Wireless; Caryn Amster, Custom Marketing Associates. Verification Participants: James Austgen, Underwriters Laboratories and Motorola; Andrea Horn, Xerox; Mary C. Bottie, Flexsteel Industries; Steve Radis, Cool Cell Gear, Inc; Jeanne E. Dilly, Tenco, Inc., Kathy Voigt, Graphics 14/Wholesale Paper Distributor; David Lum, Motorola, Inc.