

Marketing 2yr	
Items	Standard
	2) CONTENT STANDARD 2.0: UNDERSTAND ECONOMIC CONCEPTS
1	1) PERFORMANCE STANDARD 2.1: EXPLAIN THE NATURE OF BUSINESS AND ITS CONTRIBUTION TO SOCIETY
3	2) PERFORMANCE STANDARD 2.2: EXAMINE ECONOMIC SYSTEMS
1	3) PERFORMANCE STANDARD 2.3: EXAMINE ECONOMIC INDICATORS AND TRENDS
	3) CONTENT STANDARD 3.0: UNDERSTAND ETHICAL AND LEGAL ISSUES THAT IMPACT BUSINESS
3	2) PERFORMANCE STANDARD 3.2: DESCRIBE CONTRACTUAL RELATIONSHIPS
	4) CONTENT STANDARD 4.0: UNDERSTAND THE IMPORTANCE OF CUSTOMER RELATIONS
9	1) PERFORMANCE STANDARD 4.1: EXPLAIN THE NATURE OF CUSTOMER RELATIONS MANAGEMENT
8	2) PERFORMANCE STANDARD 4.2: REINFORCE A COMPANY'S IMAGE TO EXHIBIT BRAND PROMISE
	5) CONTENT STANDARD 5.0: DEMONSTRATE KNOWLEDGE OF EFFECTIVE COMMUNICATIONS
9	1) PERFORMANCE STANDARD 5.1: APPLY WRITTEN AND VERBAL COMMUNICATIONS TO CONVEY BUSINESS CONCEPTS
	6) CONTENT STANDARD 6.0: UNDERSTAND ENTREPRENEURSHIP
3	2) PERFORMANCE STANDARD 6.2: EXPLAIN THE ELEMENTS OF A BUSINESS PLAN
1	3) PERFORMANCE STANDARD 6.3: EMPLOY STRATEGIES TO GENERATE IDEAS FOR BUSINESS VENTURES
	7) CONTENT STANDARD 7.0: UNDERSTAND FINANCE AND ACCOUNTING OPERATIONS
1	1) PERFORMANCE STANDARD 7.1: EXPLAIN PRINCIPLES OF MONEY AND FINANCIAL EXCHANGE
7	2) PERFORMANCE STANDARD 7.2: EXAMINE CONCEPTS OF ACCOUNTING AND BUSINESS FINANCE
1	4) PERFORMANCE STANDARD 7.4: PROJECT MARKETING COSTS
	9) CONTENT STANDARD 9.0: UNDERSTAND THE ROLE AND FUNCTION OF MARKETING
5	1) PERFORMANCE STANDARD 9.1: EXPLAIN THE ROLE OF MARKETING IN A GLOBAL ECONOMY
3	2) PERFORMANCE STANDARD 9.2: DEMONSTRATE COMPREHENSION OF MARKETING INFORMATION MANAGEMENT
8	3) PERFORMANCE STANDARD 9.3: DESCRIBE A COMPANY'S UNIQUE SELLING PROPOSITION
1	4) PERFORMANCE STANDARD 9.4: EXPLAIN THE ROLE OF MARKET RESEARCH
7	5) PERFORMANCE STANDARD 9.5: DEVELOP A MARKETING PLAN
	10) CONTENT STANDARD 10.0: UNDERSTAND THE ROLE AND FUNCTION OF MANAGEMENT

3	1) PERFORMANCE STANDARD 10.1: EXPLAIN MANAGEMENT'S CONTRIBUTION TO BUSINESS SUCCESS
1	2) PERFORMANCE STANDARD 10.2: DESCRIBE THE ROLE OF QUALITY MANAGEMENT
1	3) PERFORMANCE STANDARD 10.3: EXPLAIN THE IMPORTANCE OF INFORMATION MANAGEMENT
3	4) PERFORMANCE STANDARD 10.4: EXPLORE PROJECT MANAGEMENT
	11) CONTENT STANDARD 11.0: UNDERSTAND THE NATURE OF PRODUCT/SERVICE MANAGEMENT
1	1) PERFORMANCE STANDARD 11.1: DESCRIBE PRODUCT/SERVICE MANAGEMENT
2	2) PERFORMANCE STANDARD 11.2: DEMONSTRATE A COMPREHENSION OF PRODUCT MIX
	12) CONTENT STANDARD 12.0: UNDERSTAND THE NATURE AND SCOPE OF PRICING
4	1) PERFORMANCE STANDARD 12.1: UNDERSTAND THE PROCESS FOR ESTABLISHING PRICES FOR THE VALUE OF GOODS AND SERVICES
	13) CONTENT STANDARD 13.0: UNDERSTAND CONCEPTS AND STRATEGIES RELATING TO PROMOTION
5	1) PERFORMANCE STANDARD 13.1: EXPLAIN THE CONCEPT OF PROMOTION MIX
3	2) PERFORMANCE STANDARD 13.2: EXPLAIN THE CONCEPT AND PURPOSE OF PUBLICITY AND PUBLIC RELATIONS
3	4) PERFORMANCE STANDARD 13.4: DESCRIBE THE CONCEPT AND PURPOSE OF ADVERTISING
	14) CONTENT STANDARD 14.0: UNDERSTAND THE NATURE AND SCOPE OF SELLING
3	1) PERFORMANCE STANDARD 14.1: DEMONSTRATE AN UNDERSTANDING OF THE NATURE AND SCOPE OF SELLING
100	Total Correlations