

Unit/Standard Number	<p style="text-align: center;"><b>Sales, Distribution &amp; Marketing Operations, General</b>  <b>CIP 52.1801</b>  <b>Task Grid</b></p>	<p style="text-align: center;">Proficiency Level                      Achieved:                      (X) Indicates                      Competency                      Achieved to Industry                      Proficiency Level</p>
<b>Secondary Competency Task List</b>		
<b>100</b>	<b>INTERPRETING MARKETING AND BUSINESS FUNDAMENTALS</b>	
101	Identify and explain seven functions of marketing.	
102	Identify and explain economic utilities.	
103	Identify and explain the components of the marketing mix.	
104	RESERVED	
105	Examine the role of business in society.	
106	Examine the global environment in which businesses operate.	
107	RESERVED	
108	Explain the concept of target marketing and market segmentation.	
<b>200</b>	<b>PRICING AND RETAIL MATH</b>	
201	Process sales documentation and employee records for a business.	
202	Calculate correct change for customer transaction.	
203	Calculate sales tax and discounts.	
204	Perform an opening/closing reconciliation of a cash drawer.	
205	RESERVED	
206	Calculate profit, markup and markdown.	
207	Calculate prices for merchandise using pricing strategies.	
208	RESERVED	
<b>300</b>	<b>EXPLORING CAREER DEVELOPMENT OPPORTUNITIES</b>	
301	Prepare a résumé for a specific job in Marketing or Business.	
302	Prepare a letter of application for a specific job in the field of Marketing or Business.	
303	Complete a job application for a specific job in the field of Marketing or Business.	
304	Prepare for a job interview in the field of Marketing and Business.	
305	Research career and educational opportunities in Marketing and Business.	
306	Demonstrate and practice networking skills.	
<b>400</b>	<b>TECHNOLOGY APPLICATIONS</b>	
401	Prepare marketing documents using technology.	
402	RESERVED	
403	Create projects using multimedia sources and applications.	
404	Research trends in marketing technology.	
<b>500</b>	<b>COMMUNICATIONS IN MARKETING</b>	
501	RESERVED	

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502	Communicate effectively within the workplace.	
503	Demonstrate ability to read and comprehend written communications.	
504	Create a variety of written business communications utilized in the workplace.	
505	RESERVED	
506	RESERVED	
507	Prepare and deliver a marketing related presentation.	
508	RESERVED	
509	Interpret nonverbal communications.	
<b>600</b>	<b>RESERVED</b>	
601	RESERVED	
602	RESERVED	
603	RESERVED	
604	RESERVED	
605	RESERVED	
606	RESERVED	
607	RESERVED	
<b>700</b>	<b>MARKETING INFORMATION MANAGEMENT AND MARKET PLANNING</b>	
701	RESERVED	
702	Identify and define methods of conducting marketing research.	
703	Explain the use of technology in customer relationship management.	
704	Compare primary and secondary marketing research data.	
705	Use marketing research data to make recommendations and decisions.	
<b>800</b>	<b>BUSINESS MANAGEMENT AND ADMINISTRATION</b>	
801	Compare the different forms of business ownership.	
802	Research safety concerns in the marketing and business industry.	
803	Analyze the nature of risk management.	
804	RESERVED	
805	Explain the nature of business ethics.	
<b>900</b>	<b>SELLING GOODS AND SERVICES</b>	
901	Identify the steps of a sale.	
902	Demonstrate greeting and approaching a customer.	
903	Create probing questions to determine customer needs.	
904	Demonstrate feature-benefit selling.	
905	Demonstrate suggestion selling.	

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906	Close a customer sale.	
907	Perform a sales presentation for a good or service.	
908	RESERVED	
909	RESERVED	
910	RESERVED	
911	Follow and interpret sales policies to customers.	
912	Demonstrate methods of handling sales objections.	
<b>1000</b>	<b>ADVERTISING AND PROMOTING GOODS AND SERVICES</b>	
1001	Explain the importance of promotion, and how it serves consumers.	
1002	Design projects that utilize principles of visual merchandising.	
1003	Identify the different types of advertising media.	
1004	Create a promotional mix.	
1005	Identify the major elements of a print advertisement.	
1006	RESERVED	
1007	RESERVED	
1008	Write advertising slogans.	
1009	Differentiate between promotional advertising and institutional advertising.	
1010	RESERVED	
1011	Distinguish between advertising and publicity.	
1012	RESERVED	
1013	RESERVED	
1014	Create a promotional project.	
<b>1100</b>	<b>PROVIDING PERSONALIZED CUSTOMER SERVICE</b>	
1101	Describe the benefits of customer service.	
1102	RESERVED	
1103	Demonstrate the use of effective face-to-face communication with customers.	
1104	Develop a rapport with customers.	
1105	Solve customer problems.	
1106	RESERVED	
1107	Handle difficult customers.	
1108	RESERVED	
1109	RESERVED	
1110	Exhibit positive customer relations.	
1111	Develop a customer service policy statement.	
<b>1200</b>	<b>CHANNEL MANAGEMENT</b>	

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1201	Identify and explain the channels of distribution.	
1202	Distinguish and select channel of distribution for a product.	
1203	Describe types of inventory control.	
1204	Receive and inspect merchandise.	
1205	Identify the purpose and importance of purchasing procedures.	
<b>1300</b>	<b>RESERVED</b>	
1301	RESERVED	
1302	RESERVED	
1303	RESERVED	
1304	RESERVED	
<b>1400</b>	<b>ECONOMICS</b>	
1401	RESERVED	
1402	Describe economic goods and services.	
1403	Examine economic resources.	
1404	Identify and discuss supply and demand factors in pricing.	
1405	RESERVED	
1406	RESERVED	
1407	Compare types of economic systems.	
<b>1500</b>	<b>PRODUCT/SERVICE MANAGEMENT</b>	
1501	Identify the difference between national and private brands.	
1502	Explain the nature of product/service branding.	
1503	Identify the elements of branding and packaging.	
1504	Develop strategies to position a product/business.	