| Program Name | Professional Sales and Marketing |
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| **Program CIP Code** | 52.1800.20 |
| **Program Description and Coherent Sequence** | The **Professional Sales and Marketing** instructional program prepares students to provide technical support services in a wide variety of sales and customer service positions. Skills include delivery of accurate product; product placement; pricing and labeling, display merchandise to maximize sales, move merchandise using proper equipment and techniques, perform daily recovery and staging tasks to ensure a aesthetically pleasing and organized retail environment. The student will learn to demonstrate consultative behaviors in a retail environment to understand each customer's individualized need; ensure customer problems are resolved quickly and to the satisfaction of the customer. The student will also learn to take ownership of each customer, while empathizing and prioritizing customer needs; resolve conflicts and manage customer expectations; determine customer needs and provide appropriate solutions through relationship building; make appropriate decisions on behalf of the customer quickly and effectively.<br><br>This program is designed and delivered as a coherent sequence of school-based and work-based supervised learning. Students learn leadership skills and develop their leadership abilities through participating in the state-recognized Career and Technical Student Organization, DECA.<br><br>**Fundamentals of Marketing, Management, and Entrepreneurship:** This course is designed to introduce the students to basic marketing concepts and principles as they relate to Professional Sales and Marketing, Advertising and Public Relations, Entertainment Marketing and Entrepreneurship.<br><br>**Professional Sales and Marketing:** This course prepares students to perform advanced marketing functions including examining promotional strategies and assessing concepts, strategies and systems of Digital Marketing and other tasks as they relate to selling and retailing.<br><br>**Work-based Learning:** Students have the opportunity to participate in a Marketing, Management and Entrepreneurship Cooperative Education experience or an Internship. |
| **Industry Validated Standards** | http://www.azed.gov/career-technical-education/files/2016/08/professional-sales-and-marketing-521800.20.pdf |
| **Specialized Equipment** | Digital Camera (@ least 12 Megapixels w/ HD Video) |

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| | (One per BOSAS classroom)<br>POS System w/scanner and<br>inventory system<br>Display props (mannequins, racks, etc.)<br>Display fixtures and counters (Variety)<br>Security System<br>Safe<br>Store Signage<br><br>**Equipment list can be accessed at:**<br>http://www.azed.gov/career-technical-education/files/2011/11/equipment-list-professional-sales-and-marketing-52180020.pdf |
| **Industry Recognized Certifications** | None identified |
| **CTE End-Of- Program (EOP) Technical Skill Assessment (TSA) Y/N** | Yes |
| **Current EOP TSA Pass Score** | 60% |
| **Participation in JTED Program Qualifies Students for These Employment Opportunities** | Cashier<br>Customer Service Associate<br>Entry-Level/Assistant Retail Manager<br>Inbound Customer Service/Sales Rep<br>Sales Associate<br>Store Merchandiser<br>Entry Level Advertising |

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**SB1525 JTED Course and Program Requirements**

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| **Requires students obtain passing score of 60% on assessment**<br>15-391(3)(b) Page 1/20-24 &<br>15-391(5)(b) Page 2/1-6 | Professional Sales and Marketing Technical Skills Assessment |
| **Not a Course Required under Minimum Course of Study including Honors** 15-391(3)(d) Page 1/27-29 | No |
| **Majority of Instructional Time in Lab / Field / Work Based Learning Environment** 15-391 (3)(e)<br>Page 1/30-32 and<br><br>**Requires CTSO Participation**<br>15-391(5)(d) Page 2/10-13 | Yes, project-based learning and cooperative education, internship, school-based enterprises for work based learning are key components of this program.<br><br>DECA is the CTSO for this program. |
| **Demonstrated Need for Extra Funding for a course** 15-391(3)(f) Page 1/33-34 | Yes, they need to purchase equipment and software which needs to remain up-to-date and current and they need to purchase instructional materials and resources.<br>• Computer for every student<br>• Office 2010 or above<br>o Can't be more than 1 version behind industry standard<br>• Digital Camera<br>• Camcorder<br>• Photocopier<br>• Large Format Printer<br>• Inkjet Printers<br>• POS System w/scanner and inventory system<br>• Display props (mannequins, racks, etc.)<br>• Display fixtures and counters<br>• Security System<br>• Safe<br>• Store Signage |
| **Specialized Equipment Exceeds Cost of Standard Course**<br>15-391(3)(g) Page 1/35-36 and<br>15-391(5)(c) Page 2/7-9 | Yes<br>• Computer for every student<br>• Office 2010 or above<br>o Can't be more than 1 version behind industry standard<br>• Digital Camera<br>• Camcorder<br>• Photocopier<br>• Large Format Printer<br>• Inkjet Printers<br>• POS System w/scanner and inventory system<br>• Display props (mannequins, racks, etc.) |

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| | • Display fixtures and counters<br>• Security System<br>• Safe<br>• Store Signage |
| **Alignment through Curriculum, Instructional Model and Courses Sequence** 15-391(5)(e) Page 2/15-18 | Yes, the Professional Sales and Marketing program requires a minimum of 2 Carnegie Units of Instruction. |
| **Defined Pathway to Career and Postsecondary Ed in Specific Vocation or Industry** 15-391(5)(f) Page 2/19-21 | Career Pathways:<br>Cashier<br>Customer Service Associate<br>Entry-Level/Assistant Retail Manager<br>Inbound Customer Service/Sales Rep<br>Sales Associate<br>Store Merchandiser<br>Entry Level Advertising<br><br>There are postsecondary opportunities for certificates of completion, AA and BS Degrees in a variety of Marketing pathways. |
| **Fills High Need Vocation or Industry as Determined by CTE/ADE**<br>15-391(5)(j) Page 2/30-31 | Yes, the Professional Sales and Marketing program is ranked 25th on the 2016 CTE Program List. Ranking is based on "high demand, high wage, and high skill" occupations as determined by the AZ Office of Employment and Population Statistics. |
| **Requires a Single or Stackable Credential or a Skill that allows a student to obtain work** 15-391(5)(k) Page 2/32-35 | • Examine Marketing Research Tools and Technologies for the creation of a Marketing Plan or Pitch Deck<br>• Demonstrate Payment Systems and Transactions<br>• Examine selling concepts to build customer relationships<br>• Examine sales methods and practices<br>• Evaluate Visual Merchandising Techniques<br>• Assess concepts, strategies and systems used in Digital Marketing |
| **Leads to certification or licensure verified by that vocation or industry that qualifies student for employment which the student would not otherwise qualify.**<br>15-391(5)(l) Page 2/36-39 | None Identified |
| **If no certification or licensure is accepted by vocation or industry, completion of program must qualify student for employment for which student would not otherwise qualify without** | Completion of this program qualifies students for employment because they have the following knowledge, skills and abilities:<br>• Point of sales skills: Cash Handling, cashiering<br>• Inventory Control Procedures<br>• Excellent Customer Service Skills |

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| **completing JTED program.** 15-391(5)(l) Page 2/39-43 | • Merchandising/Displays<br>• Pricing strategies/mark-up/profit<br>• Exhibits advanced levels of salesmanship and selling techniques<br>• Strong professional presentation skills<br>• Understands general business practices<br>• Contacting and maintaining customer relations<br>• Creating new business opportunities<br>• Handles incoming sales calls<br>• Develops budgets<br>• Develops high level of business plans, financial plans and marketing strategies<br>• Analyzes and interprets data through market research<br>• Quality control measures<br>• Networking skills<br>• Leadership skills<br><br>Passing the end-of-program technical skills assessment. |
| **Requires instruction and instructional materials substantially different from and exceed scope of standard instruction and include skills, competencies and knowledge to be successful in JTED program vocation or industry.** 15-391(5)(m) Page 2/44-45 and 3/1-3 | Yes, supplemental resources such as LAP's through MBA Research and Curriculum Center and Knowledge Matters Virtual Business Software. |
| **Industry provided financial or technical support.** 15-391(5)(n) Page 3/4-8 | • Arizona Business and Marketing Education Advisory Council<br>• Business & Industry serve on Local and State Advisory Boards and curriculum committees<br>• Business & Industry provide Work-Based Learning opportunities<br>• Business & Industry provides opportunity for mentorships<br>• Business & Industry serve as judges for DECA<br>• Business & Industry are Guest Speakers Marketing Classrooms |
| **Demonstrated need for extra funding in order to provide JTED program** 15-391(5)(o) Page 3/9-11 | Yes, supplemental resources such as LAP's through MBA Research and Curriculum Center and Knowledge Matters Virtual Business Software.<br><br>Equipment and supplemental materials and resources that include but not limited to:<br>• Computer for every student<br>• Office 2010 or above<br>  o Can't be more than 1 version behind industry standard<br>• Digital Camera<br>• Camcorder |

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| | • Photocopier<br>• Large Format Printer<br>• Inkjet Printers<br>• POS System w/scanner and inventory system<br>• Display props (mannequins, racks, etc.)<br>• Display fixtures and counters<br>• Security System<br>• Safe<br>• Store Signage |

| **Eligibility** | | **Yes** | **No** |
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| JTED | The **Professional Sales and Marketing** program meets the requirements for **JTED** compliance and eligibility | x | |
| CTE Federal Perkins and State Priority | The **Professional Sales and Marketing** program meets the requirements for **Perkins** and is eligible to generate **CTE State Priority funding**. | x | |

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