



University of Pittsburgh
Bradford

Division of Management and Education

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Agreement Between
The University of Pittsburgh at Bradford and
the Bradford Area School District

The University of Pittsburgh at Bradford agrees to recognize the Sales, Distribution & Marketing Operations (CIP 52.1801) credential presented by the Bradford Area School District and, further, to accept said credential with appropriate documentation for a maximum of three life experience credits equivalent to the course, MRKT 1301 Principles of Marketing, at the University of Pittsburgh at Bradford.

Mr. Rick Esch, President
University of Pittsburgh at Bradford

Signature

Date

Ms. Katharine Pude, Superintendent
Bradford Area School District

Signature

Date

Competency Task List – Secondary Component
Sales, Distribution & Marketing Operations, General CIP 52.1801
High School Graduation Years 2022, 2023, 2024

100 Interpreting Marketing and Business Fundamentals

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
101	Explain the seven functions of marketing.		
102	Explain economic utilities.		
103	Explain the components of the marketing mix.		
104	RESERVED		
105	Examine the role of marketing and business in society.		
106	Analyze and assess global trends and opportunities in the marketplace.		
107	RESERVED		
108	Explain the concepts of market segmentation and target marketing.		
109	Conduct a strengths, weaknesses, opportunities, and threats (SWOT) analysis.		

200 Pricing and Retail Math

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
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		
209	Calculate wages, taxes, and deductions.		

300 Exploring Career Development Opportunities

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
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 or business.		
305	Research career and educational opportunities in marketing or business.		
306	Demonstrate professional networking skills.		

400 Technology Applications

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
401	Prepare marketing documents and other publications.		
402	RESERVED		
403	Create projects using multimedia sources and applications.		
404	Research trends in marketing technology.		

500 Communications in Marketing

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
501	RESERVED		
502	Demonstrate the ability to use professional communication skills.		
503	Demonstrate the ability to read and comprehend written business communications.		
504	Create a variety of written business communications utilized in the workplace.		
505	RESERVED		
506	RESERVED		
507	Deliver a marketing related presentation.		
508	RESERVED		
509	Interpret nonverbal communications in the business environment.		

600 Reserved

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
601	RESERVED		
602	RESERVED		
603	RESERVED		
604	RESERVED		
605	RESERVED		
606	RESERVED		
607	RESERVED		

700 Marketing Information Management and Market Planning

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
701	RESERVED		
702	Identify and define methods of conducting marketing research.		
703	Define methods of conducting marketing research.		
704	Explain the use of technology in customer relationship management.		
705	Compare primary and secondary marketing research data.		
706	Collect marketing research data to make recommendations and decisions.		
707	Explain the importance of marketing information management.		

800 Business Management and Administration

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
801	Compare the different forms of business ownership.		
802	Identify safety concerns in the marketing and business industries.		
803	Analyze the nature of risk management.		
804	RESERVED		
805	Explain the nature of business ethics.		
806	Identify the different levels of management.		
807	Demonstrate leadership qualities within a team environment.		
808	Identify the different tasks associated with the levels of management, e.g., interviewing, hiring, firing, promoting, advancement.		

900 Selling Goods and Services

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
901	Identify the steps of a sale.		
902	Demonstrate greeting and approaching a customer.		
903	Create probing questions to determine customer needs and wants.		
904	Demonstrate feature-benefit selling.		
905	Demonstrate suggestion selling.		
906	Demonstrate the ability to close a customer sale.		
907	Perform a sales presentation for a good or service.		
908	RESERVED		
909	RESERVED		
910	RESERVED		
911	Interpret company policies for customers.		
912	Demonstrate handling sales objections.		
913	Identify strategies to establish and maintain long-term customer relationships.		
914	Create a customer profile.		

1000 Advertising and Promoting Goods and Services

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1001	Explain the importance of promotion.		
1002	Design projects that utilize principles of visual merchandising.		
1003	Compare 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.		
1015	Evaluate different sales promotion techniques.		
1016	Identify the major elements of online advertising.		

1100 Providing Personalized Customer Service

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1101	Describe the benefits of customer service.		
1102	RESERVED		
1103	Demonstrate ability to communicate with customers professionally.		
1104	Demonstrate how to develop a rapport with customers.		
1105	Solve customer problems.		
1106	RESERVED		
1107	Demonstrate how to handle difficult customers.		
1108	RESERVED		
1109	RESERVED		
1110	RESERVED		
1111	Develop a customer service policy statement.		

1200 Channel Management

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1201	Explain the channels of distribution.		
1202	Determine a channel of distribution for a product.		
1203	Evaluate various inventory control management systems.		
1204	Describe the basic steps in receiving and inspecting merchandise.		
1205	Explain the elements of purchasing.		
1206	Use an inventory control management system.		

1300 Reserved

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1301	RESERVED		
1302	RESERVED		
1303	RESERVED		
1304	RESERVED		

1400 Economics

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1401	RESERVED		
1402	Describe economic goods and services.		
1403	Examine economic resources.		
1404	Examine supply and demand factors.		
1405	RESERVED		
1406	RESERVED		
1407	Compare types of economic systems.		

1408	Determine the impact of the business cycle on business activities.		
1409	Identify economic measurements.		

1500 Product/Service Management

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
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.		

1600 Social Media

Item	Task	(X) Indicates Proficiency ¹	Secondary Course Crosswalk
1601	Distinguish the different types of social media.		
1602	Compare the effectiveness of various social media platforms.		
1603	Design social media content for different social media platforms.		
1604	Develop a personal brand.		

¹ Student Demonstrated Entry-Level Industry Proficiency as Indicated by (X)

Secondary CTE Instructor Signature _____

Date _____

Student Signature _____

Date _____