

Alignment of OAE Marketing Assessment Framework with Ohio-specified Standards

This alignment study identifies the national and/or Ohio educational standards that are addressed in whole or in part by each competency of the assessment framework. An indication of alignment does not necessarily imply complete congruence of the content of an OAE test competency with the relevant standard. The information in this document is subject to change if revisions are made to the assessment framework. Any changes will fully supersede the information contained in this document.

Competencies		Ohio Educational Preparation Standards	Ohio Educator Standards	Ohio Student Standards
Marketing		Career-Technical Baccalaureate General Marketing Education 2008 Ohio Program Standards	Ohio Standards for the Teaching Profession	Marketing Career Field Technical Content Standards Document
<u>Marketing Principles</u>				
0001	Understand fundamental concepts, functions, and goals of marketing.	1.1	2	Marketing
0002	Understand market research functions, characteristics, and procedures.	1.1; 1.5-1.6	2	Marketing-Information Management
0003	Understand marketing strategies in business.	1.1; 1.6-1.7	2	Strategic Management Market Planning
0004	Understand principles of product planning; service planning; and price planning.	1.7; 2.4-2.6	2	Strategic Management; Marketing-Information Management; Market Planning; Pricing
0005	Understand channels of distribution in marketing.	2.12-2.14	2	Channel Management; Distribution
<u>Sales; Promotions; and Merchandise Control</u>				

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0006	Understand consumer buying decisions and principles related to sales.	1.7; 2.11	2	Customer Relations; Marketing; Selling
0007	Understand customer relations and service.	2.11; 3.3	2	Customer Relations; Selling
0008	Understand product and service promotions.	2.6-2.8; 2.10	2	Product and Service Management; Marketing Communications
0009	Understand promotional media and principles of design as applied to promotional activities.	2.8-2.10	2	Product and Service Management; Marketing Communications
0010	Understand principles and procedures related to merchandising (including shipping and receiving; inventory control; and purchasing).	1.8	2	Operations; Distribution
0011	Understand security and safety precautions in the marketing environment.	1.3	2	Operations

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<u>Economics; Business; and Entrepreneurship</u>				
0012	Understand basic principles and applications of macroeconomics.	1.8	2	Economics
0013	Understand basic principles and applications of microeconomics.	1.8	2	Economics
0014	Understand the structure; organization; and management of businesses.	1.1-1.2; 1.4; 4.1; 4.4	2	Business Law; Economics; Financial Analysis; Information Management; Operations;
0015	Understand principles and procedures related to entrepreneurship.	1.8; 4.2	2	Entrepreneurship
0016	Understand basic principles of finance and credit.	1.4; 1.8; 4.3	2	Financial Analysis
0017	Understand principles of human resource management.	1.2; 3.3; 4.7	2	Business Law; Communication Skills; Emotional Intelligence; Human Resources Management
0018	Understand laws affecting marketing activities.	1.8; 4.5; 4.11	2	Business Law

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<u>Employment; Communication; and Problem-Solving Skills</u>				
0019	Understand processes and skills for seeking and maintaining employment.	3.4; 7.3; 10.5; 10.8	2	Professional Development
0020	Understand human relations and leadership skills in the marketing environment.	3.1; 3.3	2	Emotional Intelligence
0021	Understand business communication skills.	1.2; 1.7; 3.1-3.3; 4.9	2	Communication Skills; Emotional Intelligence; Information Management
0022	Apply mathematical principles and skills to solve problems in marketing contexts.	4.6; 4.10	2	
0023	Understand principles and applications of computer technology; information processing systems; and telecommunications in business and marketing contexts.	2.1-2.3; 4.6	2	Information Management
0024	Understand the role of student organizations and school partnerships with business and industry in marketing education.	6.6; 6.14; 7.6; 9.1; 9.6; 10.2	2	