



Priority Standards

Marketing Career Cluster Standards – Grades 9-12

The table below identifies the cluster standards specific to the Marketing Career Cluster – the collection of Marketing Pathway courses. These are the skills students are expected to acquire as they complete courses in this pathway.

Priority Standards	Description
MK 1	Describe the impact of economics, economics systems and entrepreneurship on marketing.
MK 2	Implement marketing research to obtain and evaluate information for the creation of a marketing plan.
MK 3	Plan, monitor, manage and maintain the use of financial resources for marketing activities.
MK 4	Plan, monitor and manage the day-to-day activities required for continued marketing business operations.
MK 5	Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.
MK 6	Select, monitor and manage sales and distribution channels.
MK 7	Determine and adjust prices to maximize return while maintaining customer perception of value
MK 8	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
MK 9	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
MK 10	Use marketing strategies and processes to determine and meet client needs and wants