





<b>Human Relations</b>												
Develop effective personal human relations skills for marketing	C	C	C	C	C	C	C	C	C	C	C	C
Identify the ethical and social responsibilities of marketing	C	C	C	C	C	●	C	C	C	C	C	C
Motivate marketing employees	C	C	C	O	O	O	C	C	C	C	C	C
Participate in professional marketing related activities	C	●	●	●	●	●	C	C	C	C		
Understand human relations in a marketing enterprise	C	C	C	C	C	C	C	C	C	C		
Participate in problem solving work teams	O	O	O	O	O	O	O	O	O	O	O	
<b>Marketing Management</b>												
Conduct marketing research	C	●	●	●	●	●	O	O	O	O		
Develop specific products and/or services for specific markets	O	O	O	O	O	●	C	C	C	C		
Establish pricing policies	●	●	●	●	●	●	C	C	C	C	C	
Examine the development of new products	C	C	C	C	C	●	C	C	C	C		
Plan for product and services in the marketplace	O	O	O	O	O	O	C	C	C	C		
Understand the marketing cycle of a product	O	O	O	O	O	O	C	C	C	C		
<b>Selling</b>												
Plan a sales presentation.	C	C	C	C	C	C	C	C	C	C	C	
Conduct a sales presentation.	C	C	C	C	C	C	C	C	C	C	C	
Identify various types of selling.	C	C	C	C	C	C	C	C	C	C	C	C
Utilize specialized selling techniques.	C	C	C	C	C	C	C	C	C	C	C	
Utilize organizational skills in professional selling.	C	C	C	C	C	C	C	C	C	C	C	
Understand the buying process.	●	●	●	●	●	●	●	●	●	●	●	C

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