



## The Revolution of STEAM Education

Financial Literacy • Blockchain Technology • Entertainment • Entrepreneurship

# COMMUNITY ON DEMAND

COMMUNITY, SCIENCE & INNOVATION

STEAM EDUCATION & LIFE SKILLS DEVELOPMENT COURSE

## Career & Technical Education Standards

Marketing, Sales, and Service

National Cluster Knowledge and Skill Standards

E-Marketing



E-Marketing covers all functions of marketing from the standpoint of conducting business on the Internet. Students develop skills in using the Internet as a marketing tool, conducting a marketing analysis via the Internet, planning marketing support activities, managing an Internet marketing campaign, managing/owning a business via the Internet, and analyzing the impact of the Internet on global marketing.

National Standards for Marketing, Sales and Service Careers	E-Marketing, Sales, and Service Course
<p><b>Pathway Statement:</b> Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.</p> <p><b>Performance Elements:</b></p> <ul style="list-style-type: none"> <li>Investigate the retail industry to explore the relationship between retailing and e-commerce.</li> <li>Explore the relationship between e-commerce and the Internet to understand the role of the Internet and e-commerce.</li> </ul>	<p><b>MKT-EM1:</b> Students will analyze how the Internet has influenced modern day business and industry.</p>
<p><b>Pathway Statement:</b> Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.</p> <p><b>Performance Element:</b> Analyze the economic impact of e-commerce</p>	<p><b>MKT-EM2:</b> Students will explore the nature of e-marketing.</p>
<p><b>Pathway Statement:</b> Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.</p> <p><b>Performance Element:</b> Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.</p>	<p><b>MKT-EM3:</b> Students will evaluate e-marketing websites for user-friendliness.</p>
<p><b>Pathway Statement:</b> Implement e-business ethics, regulations, and safeguards to protect the business and to create trust.</p> <p><b>Performance Elements:</b></p> <ul style="list-style-type: none"> <li>Apply ethics and government regulations to protect the e-business.</li> </ul>	<p><b>MKT-EM4:</b> Students will evaluate the legal and ethical issues affecting e-marketing.</p>

National Standards for Marketing, Sales and Service Careers	E-Marketing, Sales, and Service Course
<ul style="list-style-type: none"> <li>Secure company and customer data to minimize loss and to create trust.</li> </ul>	
<p><b>Pathway Statement:</b> Manage marketing activities to facilitate-business development and growth. <b>Performance Element:</b> Determine the impact of the Internet on marketing to determine the Internet's usefulness in carrying out marketing activities.</p> <p><b>Performance Elements:</b></p> <ul style="list-style-type: none"> <li>Compare and contrast in-store merchandising with online merchandising to determine their similarities and differences.</li> <li>Identify the impact of the Internet on a business's purchasing activities to appreciate the value added by the Internet.</li> <li>Obtain, develop, maintain, and improve a product/service mix to respond to marketing opportunities.</li> </ul>	<p><b>MKT-EM5:</b> Students will analyze the role of e-marketing in the marketing mix.</p>
<p><b>Pathway Statement:</b> Manage marketing activities to facilitate-business development and growth.</p> <p><b>Performance Element:</b> Manage marketing information to make e-business decisions</p>	<p><b>MKT-EM6:</b> Students will explore how market research is conducted in e-marketing.</p>
<p><b>Pathway Statements:</b></p> <ul style="list-style-type: none"> <li>Manage marketing activities to facilitate-business development and growth.</li> <li>Manage the e-sales function to determine the client needs and wants to respond through planned, personalized communication</li> </ul> <p><b>Performance Element:</b> Utilize promotional knowledge and skill for communicating information to achieve a desired outcome.</p>	<p><b>MKT-EM7:</b> Students will plan an ad campaign for a website launch.</p>
<p><b>Pathway Statement:</b> Manage marketing activities to facilitate-business development and growth.</p> <p><b>Performance Element:</b> Utilize distribution knowledge and skill to manage supply-chain activities.</p>	<p><b>MKT-EM8:</b> The student will analyze distribution methods for e-marketing.</p>
<p><b>Pathway Statement:</b> Acquire the skills to create a web presence.</p> <p><b>Performance Element:</b> Employ technological tools to create a web presence</p>	<p><b>MKT-EM9:</b> Students will explore professional design and website development from a marketing perspective.</p>
<p><b>Pathway Statement:</b> Manage marketing activities to facilitate-business development and growth.</p> <p><b>Performance Element:</b> Employ financial knowledge and skill to make e-business decisions.</p>	<p><b>MKT-EM10:</b> Students will analyze revenue generation in e-marketing.</p>
<p><b>Pathway Statement:</b> Acquire foundational knowledge of the Internet and e-commerce to understand its scope and impact on business and the economy.</p> <p><b>Performance Element:</b> Ascertain the impact of e-commerce on international trade to understand the global marketplace.</p>	<p><b>MKT-EM11:</b> Students will evaluate the impact globalization has on e-marketing.</p>
<p><b>Pathway Statement:</b> Assess e-marketing career information to enhance opportunities for career success.</p> <p><b>Performance Element:</b> Analyze e-marketing careers to determine careers of interest.</p> <p><b>Performance Element:</b> Compare individual's abilities, interests, and attitudes with those associated with e-marketing to determine the match between the two.</p>	<p><b>MKT-EM12:</b> Students will explore e-marketing careers</p>

### Project Outcomes

- Multimedia presentations that show scope plan and schedule
- Journals that capture team discussions and decisions, meeting minutes
- Creation of project prototypes
- Analysis and response to project simulations

### Project Skills Outcomes

Students will be able to:

- Generate a communication plan.
- Set financial goals and carry out a project plan
- Deliver an oral presentation in front of a large audience.
- Work effectively in a group and be more disposed to cooperate with peers.

### Industry-based Certifications

The state-level business/industry associations which serve as co-sponsors (along with the Georgia Department of Education) of the industry certification process are as follows:

- Georgia Farm Bureau
- Construction Education Foundation of Georgia (CEFGA)
- American Culinary Federation Education Foundation (ACFEF)
- National Automotive Technicians Education Foundation (NATEF)
- Georgia Early Childhood Education Foundation
- Graphic Arts Education Research Foundation (GAERF)
- International Technology and Engineering Educators Association (ITEEA)
- New Media Education Foundation of Georgia
- National Center for Construction Education and Research (NCCER)
- American Marketing Association
- Society of Human Resource Management (SHRM)
- Hometown Health