

**MoSTEP 1.2.1.1: Marketing & Cooperative Education (9-12) Competencies**  
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The beginning (preservice) Marketing and Cooperative Education teacher will demonstrate knowledge of and/or competency in the following areas of study:

<p><b>1. Professionalism</b>  MO Marketing Competency  List: D.1-6; 1997 SSC:1.3, 2.9; Praxis II 0560: not addressed; CR: not addressed</p>	<p>1. Ethical standards related to appropriate personal and professional interactions and decision-making in the classroom and the workplace.</p> <p>2. Standards for positive human relations and professional behaviors and interactions among all people involved in the business and business education communities, including clients, vendors, colleagues, employers and employees, teachers and students.</p> <p>3. Professional organizations for business professionals and marketing educators.</p> <p>4. Business and educational research, including relevant current literature.</p> <p>5. Public relations to assist the community in developing positive impressions of business and business education.</p>
<p><b>2. Business Administration Core Standards</b>  MO Marketing Competency  List: A.1-5, B.1-7, C.1-5, D.1,2,3,6, E.7; 1997 SSC: 1.2; Praxis II 0560:IV.3, V.1-4; CR: I.C.2</p>	<p>1. <b>Business Law:</b> Business's responsibility to know, abide by, and enforce laws and regulations that affect business operations and transactions.</p> <p>2. <b>Communication Skills:</b> Concepts, strategies, and systems used to obtain and convey ideas and information, including skills in oral presentation, written business and social communications, listening skills, and graphical/tabular representation of business information.</p> <p>3. <b>Economics:</b> Economic principles and concepts fundamental to business operations, including but not limited to economic systems, profit, GDP, and productivity.</p> <p>4. <b>Emotional Intelligence:</b> Techniques, strategies, and systems used to foster self-understanding and enhance relationships with others.</p> <p>5. <b>Financial Analysis:</b> Tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.</p> <p>6. <b>Human Resource Management:</b> Tools, techniques, and systems that businesses use to plan, staff, lead, and organize human resources.</p> <p>7. <b>Information Management:</b> Tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.</p> <p>8. <b>Marketing:</b> Tools, techniques, and systems that businesses use to create exchanges and satisfy organizational objectives.</p> <p>9. <b>Operations:</b> Processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.</p> <p>10. <b>Professional Development:</b> Concepts, tools, and strategies used to explore, obtain, and develop in a business career.</p> <p>11. <b>Strategic Management:</b> Tools, techniques, and systems that affect a business's ability to plan, control, and organize an organization/department.</p>

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<p><b>3. Marketing Core Standards</b>  MO Marketing Competency  List: E.1-7, F.1-6, G.1-5, H.1-6, I.1-6; 1997 SSC: 1.2; Praxis II 0560: II.5, III.1-7, IV.1-5, VI.1-5, VII.1-7; CR: I.C.1-2</p>	<p>1. <b>Distribution:</b> Concepts and processes needed to move, store, locate, and/or transfer ownership of goods and services, including both domestic and international.</p> <p>2. <b>Marketing-Information Management:</b> Concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions.</p> <p>3. <b>Pricing:</b> Concepts and strategies used in determining and adjusting prices to maximize return and meet customers' perceptions of value.</p> <p>4. <b>Product/Service Management:</b> Concepts, processes, and research needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities.</p> <p>5. <b>Promotion:</b> Concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.</p> <p>6. <b>Selling:</b> Concepts and actions needed to determine client needs and wants and to respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.</p> <p>7. <b>Marketing Mathematics:</b> Underlying mathematical concepts involved in understanding and computing costs, discounts, stock-to-sales ratios, employee compensation, etc.</p>
<p><b>4. Management</b>  MO Marketing Competency  List: C.1, D.2-3, B.6; 1997 SSC: 1.2, 3.4; Praxis II 0560: II.1-7; CR: I.C.1</p>	<p>1. Basic tenets of management theories and their importance.</p> <p>2. Functions of management.</p> <p>3. Resources needed to start a business.</p> <p>4. Role of organized labor and its impact on government and business.</p> <p>5. Ethics related to business management and labor relations.</p> <p>6. Strategies for developing positive and productive interaction between management and employees leading to increased productivity and quality, as well as employee satisfaction and welfare.</p> <p>7. Workplace ergonomic issues.</p> <p>8. Intrapreneurship (i.e., undertaking new projects in the context of another organization) and entrepreneurship.</p>
<p><b>5. Program</b>  MO Marketing Competency  List: Not Applicable; 1997 SSC: 1.1, 1.3, 2.1-8, 2.10; Praxis II 0560:I.1, I.6; CR: I.D.1a, .d</p>	<p>1. History, philosophy, mission and objectives of marketing and cooperative education, including occupational preparation, responsibility to the business community, responsibility to society, personal-use skills, economic literacy, training and retraining.</p> <p>2. Designing, organizing, and managing marketing and cooperative education programs.</p>

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	3. Role, development, and management of advisory committees.
	4. Program evaluation process and its use in maintaining and improving career education programs.
	5. Collecting, interpreting, and valuing community needs assessment information.
	6. Legislation, regulation, and statutory requirements affecting career education.
	7. Budget development and management for career programs.
	8. Trends and issues in marketing and cooperative education.
	9. Importance of partnerships with members of the business community to provide student access to learning opportunities.
<b>6. Careers</b> MO Marketing Competency List: C.1-5; 1997 SSC:1.5, 3.1-4, Praxis II 0560: I.4, I.7, I.8, I.9, II.4,II.8,II.9; CR: I.D.1.d	1. Role and process of counseling in marketing and cooperative education, including orientation, career awareness, career exploration, assessment, preparation, employment information, and trends.
	2. Role and value of collaboration with guidance, counseling, and special education personnel.
	3. Career development theory, including the steps in career planning and the role of career planning in career decision-making.
	4. Workplace expectations, professional dispositions, and skills.
	5. Implementing and managing marketing internships, cooperative education, and community-based learning opportunities.
	6. Job search, applications, interviews, and applicant follow-up
<b>7. Development and Implementation of Career Education (Business and Marketing) Curriculum</b> MO Marketing Competency List: Not Applicable; 1997 SSC: 4.1-7; Praxis II 0560: I.5; CR: I.D.1.b, .c	1. Developing and evaluating career student performance objectives in the cognitive, psychomotor, and affective domains.
	2. Designing, implementing, and evaluating a broad range of student-centered instructional strategies, including but not limited to problems -based learning, experiential learning, and application-based learning.
	3. Integration of academics into marketing and cooperative education competencies.
	4. Adult learning theory and practice in contrast to teaching high school students.
	5. Instructional management systems.
	6. Interrelationships among marketing and cooperative education and academic content areas.
<b>8. Student Organizations</b> MO Marketing Competency	1. Philosophy and goals of career and technical student organizations (e.g., DECA/Delta Epsilon Chi).

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List: Not Applicable; 1997 SSC: 1.4, 5.1-5.3; Praxis II 0560: I.3; CR: I.D.1.d	2. Leadership development, student activities, and competitive events available through DECA/Delta Epsilon Chi to facilitate the development of students=civic responsibility, social skills, and knowledge for and about business.
	3. Developing, implementing, and evaluating programs of activities to align with the curriculum.
	4. The advisors role in managing and supervising the co-curricular student organization.