Strand:
PT-MAN1 **Organizational Skills**
Students use systematic planning to complete tasks.

Standard: **PT-MAN1a:** The student will develop and implement short- and long-term strategic plans to manage growth, profit, and goals within a specific market segment so as to:

Components:
- **PT-MAN1a.1:** complete effective business plans to meet varied business needs;
- **PT-MAN1a.2:** develop and implement annual performance-based operating plans to manage long-range company goals; and
- **PT-MAN1a.3:** develop and implement business plans to serve division and department subjects.

Standard: **PT-MAN1b:** The student will evaluate employee performance to provide timely and appropriate responses to personnel issues so as to:

Components:
- **PT-MAN1b.1:** apply performance standards to evaluate employees; and
- **PT-MAN1b.2:** develop timely responses to employee performance evaluations.

Standard: **PT-MAN1c:** The student will organize the various business services to address all company components so as to:

Components:
- **PT-MAN1c.1:** analyze the individual role and the role of the assigned unit to the business;
- **PT-MAN1c.2:** develop policies and procedures to provide support for the organization; and
- **PT-MAN1c.3:** organize business components to ensure quality products/ services are delivered on time.

Strand:
PT-MAN2 **Communication Skills**
Students use information technology to express and interpret information.

Standard: **PT-MAN2a:** The student will assume appropriate roles to create, deliver, receive, and manage business communications in the workplace so as to:

Components:
- **PT-MAN2a.1:** identify an audience and create communications, support statistics for internal and external audiences;
- **PT-MAN2a.2:** assume the necessary role to perform the responsibilities of delivering a message;
- **PT-MAN2a.3:** assume the necessary role to perform the responsibilities of receiving a message;
- **PT-MAN2a.4:** manage the broad scope of business communications to process, document, and store information efficiently and appropriately; and
- **PT-MAN2a.5:** prepare appropriate materials to reply to inquiries that require a considered response.

Strand:
PT-MAN3 **Leadership and Teamwork**
Students collaborate with others to accomplish goals and objectives.

Standard: **PT-MAN3a:** The student will motivate and supervise personnel to achieve completion of projects and company goals so as to:

Components:
PT-MAN3a.1: exhibit behaviors and actions to effectively motivate and lead people;
PT-MAN3a.2: exhibit behaviors and actions to effectively motivate and lead change; and
PT-MAN3a.3: exhibit behaviors and actions to effectively motivate and promote the use of teamwork in the workplace.

Standard: **PT-MAN3b:** The student will direct and supervise personnel to complete company goals and projects so as to:

Components:
PT-MAN3b.1: exhibit the actions and behaviors most effective for supervising and directing the financial resources;
PT-MAN3b.2: exhibit the actions and behaviors most effective for supervising and directing human resources for a company;
PT-MAN3b.3: exhibit the actions and behaviors most effective for supervising and directing the external relationships in your area of responsibility;
PT-MAN3b.4: exhibit the actions and behaviors most effective to supervise and direct the knowledge/information resources; and
PT-MAN3b.5: exhibit the actions and behaviors most effective for supervising and directing company tangibles.

Strand:
PT-MAN4 **Maintaining Facilities, Equipment, and Supplies**
Students use information technology to manage facilities, equipment, and supplies.

Standard: **PT-MAN4a:** The student will develop and implement plans and standard operating procedures to ensure maintenance of facilities, equipment, and supplies so as to:

Components:
PT-MAN4a.1: describe the types and requirements of all company facilities, equipment, and supply chains necessary to manage physical properties of company structure;
PT-MAN4a.2: manage the present day-to-day operations and maintenance of all company facilities, equipment, and supply chains to ensure physical integrity of all systems; and
PT-MAN4a.3: determine adjustments needed and plan for future growth in facilities, equipment, and supply chains to enable profitable operation and growth.

Strand:
PT-MAN5 **Project Management**
Students manage project tasks, timelines, and goals.

Standard: **PT-MAN5a:** The student will use performance standards to monitor progress of personnel, finance, and other functional areas so as to:

Components:

PT-MAN5a.1: identify and communicate performance standards and operating policies and procedures, such as ISO (International Standards Operations) to personnel;

PT-MAN5a.2: evaluate results of performance standards to develop an effective tracking system; and

PT-MAN5a.3: analyze performance reports and make adjustments to recognize successes and identify shortfalls.

Strand:
PT-MAN6

Facilitating Change
Students identify and implement improvement opportunities.

Standard:

PT-MAN6a: The student will evaluate opportunities to determine potential company changes and implement strategies for catalyzing and guiding changes so as to:

Components:

PT-MAN6a.1: evaluate opportunities to determine potential company changes; and

PT-MAN6a.2: implement the improvement process to guide the change.

Strand:
PT-MAN7

Ethics and Legal Responsibilities
Students understand the importance of ethical and legal guidelines in the workplace.

Standard:

PT-MAN7a: The student will apply business laws and regulations to business situations so as to:

Components:

PT-MAN7a.1: identify resources to keep business-related laws and regulations current;

PT-MAN7a.2: apply knowledge of copyright laws to business situations;

PT-MAN7a.3: apply ethical principles to decision making related to clients, customers, and coworkers; and

PT-MAN7a.4: apply professional conduct to business situations.

Strand:
PT-MAN8

Pricing
Students understand product pricing.

Standard:

PT-MAN8a: The student will apply a variety of approaches to determine the appropriate price for a product/service so as to:

Components:

PT-MAN8a.1: use different pricing methods including cost-based pricing, demand-based pricing, competition-based pricing, psychological pricing, and promotional pricing to calculate the price of products/services; and

PT-MAN8a.2: determine company goals and external issues necessary to determine pricing.

Standard:

PT-MAN8b: The student will relate factors that influence price to a product's actual price so as to:

Components:

PT-MAN8b.1: list and discuss the factors that influence price;

PT-MAN8b.2: identify and match key pricing factors to specific products;

PT-MAN8b.3: prioritize pricing factors and apply a process to calculate prices;

PT-MAN8b.4: determine the total product cost and the break-even point;

	PT-MAN8b.5:	identify the impact of external (uncontrollable) factors and consumer practices on product prices; and
	PT-MAN8b.6:	determine pricing to maximize profit.
Standard:	**PT-MAN8c:**	The student will evaluate customers and their needs to determine pricing of products and services so as to:
Components:	**PT-MAN8c.1:**	list and discuss the concept of customer needs as it applies to the price of a specific product/service; and
	PT-MAN8c.2:	recognize geographic needs of product to determine price.
Standard:	**PT-MAN8d:**	The student will apply pricing strategies to meet competition so as to:
Components:	**PT-MAN8d.1:**	identify the competitive practices to anticipate the future activities of competitors;
	PT-MAN8d.2:	identify and apply the process of altering pricing to meet competitive situations; and
	PT-MAN8d.3:	evaluate pricing formats to find the best solution to price altering.
Standard:	**PT-MAN8e:**	The student will apply technology to identify a variety of approaches for determining and monitoring pricing so as to:
Components:	**PT-MAN8e.1:**	identify the ways that technology can be used to impact the pricing function; and
	PT-MAN8e.2:	explain the specific applications of technology to determine pricing.
Standard:	**PT-MAN8f:**	The student will apply strategies for determining and adjusting prices to maximize return and meet customer's perceptions of value so as to:
Components:	**PT-MAN8f.1:**	develop objectives, policies, and strategies to make pricing decisions; and
	PT-MAN8f.2:	use technology to determine prices.

Strand:
PT-MAN9 **Customer Service**
Students analyze customer needs and requirements.

Standard:	**PT-MAN9a:**	The student will use strategies necessary to determine appropriate level of customer service so as to:
Components:	**PT-MAN9a.1:**	determine the appropriate activities to achieve high-quality customer service; and
	PT-MAN9a.2:	determine activities necessary to offer the benefits of self-service to customers.

Strand:
PT-MAN10 **Selling**
Students understand the art of selling.

Standard:	**PT-MAN10a:**	The student will take necessary action to determine customer needs and wants and to respond through planned, personalized communication that influences purchase decisions so as to:
Components:	**PT-MAN10a.1:**	demonstrate techniques to achieve personal selling; and
	PT-MAN10a.2:	demonstrate appropriate techniques to achieve electronic selling.

Standard:	**PT-MAN10b:**	The student will establish selling philosophies to develop customer loyalty and profitability so as to:
Components:	**PT-MAN10b.1:**	develop selling policies that encourage long-term client relationships; and
	PT-MAN10b.2:	analyze current business conditions to isolate external factors affecting the selling relationship.
Standard:	**PT-MAN10c:**	The student will use product and company attributes to help the customer understand benefit outcomes so as to:
Components:	**PT-MAN10c.1:**	develop benefit statements to show their unique relationship to the company
	PT-MAN10c.2:	develop benefit statements to show their relationship to a product or service; and
	PT-MAN10c.3:	identify value-added considerations to show their relationship to a product or service.
Standard:	**PT-MAN10d:**	The student will analyze client characteristics to facilitate the buying process so as to:
Components:	**PT-MAN10d.1:**	identify client purchasing processes to integrate significant elements into buying process; and
	PT-MAN10d.2:	determine motives to help define the customer buying process.
Standard:	**PT-MAN10e:**	The student will use accepted processes to complete the buying process so as to:
Components:	**PT-MAN10e.1:**	conduct prospecting to maintain or increase client base;
	PT-MAN10e.2:	make a sales presentation to encourage customers to buy a product or use a service; and
	PT-MAN10e.3:	develop and implement a follow-up plan to enhance satisfaction and encourage a continuing relationship.

Strand:
PT-MAN11 **Distribution**
Students understand product distribution.

Standard:	**PT-MAN11a:**	The student will identify and use standard processes to move, store, locate, and/or transfer ownership of goods and services so as to:
Component:	**PT-MAN11a.1:**	determine appropriate channels to distribute goods and services.

Strand:
PT-MAN12 **Promotion**
Students understand product promotion.

Standard:	**PT-MAN12a:**	The student will identify types of promotion and the promotional mix, and disseminate information about products/services or company to achieve a desired outcome for a product or service so as to:
Components:	**PT-MAN12a.1:**	develop a plan to promote a product/service;
	PT-MAN12a.2:	prepare an advertising plan to promote a product/service;
	PT-MAN12a.3:	use various forms of publicity to promote product/service;

PT-MAN12a.4: exhibit a clear and concise understanding of ethical behavior to promote a product/service; and

PT-MAN12a.5: develop a plan to use all forms of promotional mix to develop a well-rounded sales campaign.

Strand:
PT-MAN13 **Communication Skills**
Students use information technology to express and interpret information.

Standard: **PT-MAN13a:** The student will use concepts, strategies, and systems necessary to interact effectively with others so as to:

Components: **PT-MAN13a.1:** apply effective presentation skills to a marketing/sales situation; and

PT-MAN13a.2: exhibit verbal communication skills to provide information at staff meetings and trade shows.

Standard: **PT-MAN13b:** The student will develop and deliver effective customer relations skills to provide good customer service so as to:

Component: **PT-MAN13b.1:** share ideas about selling and maintaining products/services with customers and coworkers to maintain sales continuity.

Standard: **PT-MAN13c:** The student will provide ethical, legal, and culturally sensitive information to customers and coworkers so as to:

Components: **PT-MAN13c.1:** exercise cultural sensitivity to interact with customers and coworkers; and

PT-MAN13c.2: examine ethical and legal issues to provide information in a given marketing situation.

Strand:
PT-MAN14 **Product/Service Management**
Students explore methods for managing a variety of products and services.

Standard: **PT-MAN14a:** The student will apply the concepts and processes necessary to obtain, develop, maintain, and improve a product/service mix so as to:

Components: **PT-MAN14a.1:** examine and compare consumer products/services to industrial products/services;

PT-MAN14a.2: develop a product/service mix to service a selected target market; and

PT-MAN14a.3: conduct research for potential new products/services to meet customer needs.

Standard: **PT-MAN14b:** The student will apply the product/service management function to a marketing business so as to:

Components: **PT-MAN14b.1:** explain the importance of product/service management to a marketing business;

PT-MAN14b.2: explain the impact of product life cycles on marketing decisions;

PT-MAN14b.3: use technology to perform functions of product/service management; and

PT-MAN14b.4: explain the relationship of business ethics to product/service management.

Standard:	**PT-MAN14c:**	The student will apply various types of quality assurance to product/service management so as to:
Components:	**PT-MAN14c.1:**	maximize the use of grades and standards to product/service management;
	PT-MAN14c.2:	explain the importance of warranties and guarantees to product/ service management; and
	PT-MAN14c.3:	identify the provisions of appropriate agencies to protect consumers.
Standard:	**PT-MAN14d:**	The student will create a product mix that meets the needs of customers and produces a profit for the company so as to:
Components:	**PT-MAN14d.1:**	determine ways to achieve product mix;
	PT-MAN14d.2:	relate the importance of product bundling to marketing products;
	PT-MAN14d.3:	develop a plan to create a product mix; and
	PT-MAN14d.4:	determine appropriate services to offer customers within a product mix.
Standard:	**PT-MAN14e:**	The student will apply marketing factors to position products/ services in a business so as to:
Components:	**PT-MAN14e.1:**	describe marketing factors that are used to position products/ services in a business;
	PT-MAN14e.2:	use product branding to position products and services; and
	PT-MAN14e.3:	explain the role of customer service to positioning/image of products/services.