

Wisconsin Content Guidelines for Marketing Education (1285) Licensure

By the end of a preparation program leading licensure in marketing education, a student will demonstrate proficiency in:

1. Developing entrepreneurial ventures within the free enterprise system; understanding the challenges that are inherent in beginning a new business and maintaining an existing small business; applying marketing concepts in creating goods, services and ideas for consumer; understanding entrepreneurship begins with the attitudes and unique talents associated with that of a risk-taker.
2. Understanding marketing within our free enterprise system; applying economic concepts in developing a competitive advantage in the global economy.
3. Applying marketing concepts and practices in a global economy, understanding that interdependence between nations has created the need to market products, services and ideas effectively to different countries/cultures throughout the world; developing fundamentals necessary to interact comfortably, productively and responsibly with various countries and cultures around the world.
4. Applying and actually experiencing the Career Pathways of marketing—channel management, financing, information management, pricing, product management, promotion, risk management and selling in a variety of business settings such as retailing, wholesaling, manufacturing and service industries; realizing that marketing touches the lives of people on a daily basis as family members, consumers and coworkers; and understanding that marketing occupations are found in every segment of our economy.
5. Developing problem-solving skills that involve critical and creative thinking, applying these skills to investigate, process, organize and reach conclusions regarding complex issues in the world of work and life; solve marketing related problems as well as creating new and innovative marketing applications.
6. Applying and actually experiencing marketing concepts/activities in specific fields of marketing; participating in current work-based learning options at the state recognized level as well as school based enterprises that provide real-life applications of marketing.
7. Exploring, analyzing and defining how talents, traits and abilities can best be applied to work and life; investigating lifework options; understanding the importance of planning an experience to ensure proper growth and development

- toward full potential as a worker, family member, and citizen in a democratic system; understand the vast career opportunities related to marketing.
8. Applying the appropriate technology assist in marketing related processes; selecting and using technology processes that lead to informed and quality decision making.
 9. Applying the principles of leadership in school, community and marketing-related settings; understanding that marketing activities require a working climate that fosters creative thought, high employee morale and motivation, sustained cooperation and participation of diverse individuals; understanding the characteristics of organizational leadership; applying concepts and principles of human resource management.
 10. Understanding the philosophy, principles, trends, issues, and methods of marketing, management, and entrepreneurship education at K-12, technical college and college levels.
 11. Planning, coordinating, evaluating and administering an occupationally orientated program; planning and conducting advisory committees; coordinating work-based learning, understanding state and federal legislation that impacts marketing education; understanding new and emerging educational programs or initiatives that can affect marketing education programs.
 12. Establishing and maintaining the Marketing Education Career and Technical Student Organization, DECA.
 13. Understanding the philosophy and objectives of career and technical education (formerly known as vocational education) at all levels.
 14. Creating an applied and integrated marketing curriculum for grades K-12; applying and integrating communication skills, social sciences, mathematics and science as they relate to marketing, management, and entrepreneurship education; understanding the relationship of learning styles to instructional methods and student assessment; develop; developing post-secondary articulation plans.
 15. Understanding the importance of involvement in related professional associations such as MEA, WMEA, DECA, ACTE; demonstrating professional and ethical behavior; understanding the importance of continual participation in professional development activities.