



## **SALES, DISTRIBUTION AND MARKETING OPERATIONS, GENERAL** [CIP Code 52.1801](#)

This document is a Program of Study for Sales, Distribution and Marketing Operations programs at the secondary level. This program of study is considered a framework, not a curriculum. From this framework educators may use this as a tool to provide structure for developing learning modules, unit plans, or daily lesson plans that meet the tasks or standards within the program of study. This program of study is based on research, experience, and many resources. The goal is to train a workforce that is skilled, knowledgeable, and able to meet the needs of the industry today and well into the future.

Advertising, marketing, promotions, public relations, and sales managers coordinate their companies' market research, marketing strategy, sales, advertising, promotion, pricing, product development, and public relations activities. In small firms, the owner or chief executive officer might assume all advertising, promotions, marketing, sales, and public relations responsibilities. In large firms, which may offer numerous products and services nationally or even worldwide, an executive vice president directs overall advertising, marketing, promotions, sales, and public relations policies.

Sales managers direct the firm's sales program. They assign sales territories, set goals, and establish training programs for the sales representatives. Sales managers advise the sales representatives on ways to improve their sales performance. In large firms, they oversee regional and local sales managers and their staffs. Sales managers maintain contact with dealers and distributors. They analyze sales statistics to determine sales potential and inventory requirements and to monitor customers' preferences. Such information is vital in the development of products and the maximization of profits. Working under pressure is unavoidable when schedules change and problems arise, but deadlines and goals must still be met.

Substantial travel may be involved. For example, attendance at meetings sponsored by associations or industries often is mandatory. Sales managers travel to national, regional, and local offices and to the offices of various dealers and distributors. Advertising and promotions managers may travel to meet with clients or representatives of communications media. At times, public relations managers travel to meet with special-interest groups or government officials. Job transfers between headquarters and regional offices are common, particularly among sales managers.

A wide range of educational backgrounds is suitable for entry into advertising, marketing, promotions, public relations, and sales managerial jobs, but many employers prefer those with experience in related occupations.

For marketing, sales, and promotions management positions, some employers prefer a bachelor's or master's degree in business administration with an emphasis on marketing. Courses in business law, management, economics, accounting, finance, mathematics, and statistics are advantageous. Additionally, the completion of an internship while the candidate is in school is highly recommended. In highly technical industries, such as computer and electronics manufacturing, a bachelor's degree in engineering or science, combined with a master's degree in business administration, is preferred.

Most advertising, marketing, promotions, public relations, and sales management positions are filled by promoting experienced staff or related professional personnel. For example, many managers are former sales representatives, purchasing agents, buyers, or product, advertising, promotions, or public relations specialists. In small firms, where the number of positions is limited, advancement to a management position usually comes slowly. In large firms, promotion may occur more quickly.

Familiarity with word-processing and database applications is important for most positions. Computer skills are vital because marketing, product promotion, and advertising on the Internet are increasingly common. Also, the ability to communicate in a foreign language may open up employment opportunities in many rapidly growing areas around the country, especially cities with large Spanish-speaking populations.

Persons interested in becoming advertising, marketing, promotions, public relations, and sales managers should be mature, creative, highly motivated, resistant to stress, flexible, and decisive. The ability to communicate persuasively, both orally and in writing, with other managers, staff, and the public is vital. These managers also need tact, good judgment, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members and client firms.

## **Assumptions of This Program of Study**

High-quality programs should meet the following standards:

- Promote **positive working relationships**
- Implement a **curriculum** that fosters all areas of skill development – cognitive, emotional, language, physical, and social
- Use developmentally, culturally, and linguistically appropriate and **effective teaching approaches**
- Provide **ongoing assessments** of student progress
- Employ and support qualified **teaching staff**
- Establish and maintain collaborative relationships **with families**
- Establish and maintain relationships and use resources of the **community**
- Provide a safe and healthy learning **environment**
- Implement strong program organization and supervision policies that result in **high-quality teaching and learning**
- Integrate academic skills and aptitudes necessary for gainful employment and promoting a foundation of **lifelong learning**

## **Academic Rigor**

Research shows that career success requires the same level of college-prep courses as postsecondary success requires. The Department of Education's focus is to ensure that every student graduates prepared for college and a career. In order to be successful in this program of study, students should follow the academic sequence as determined by Pennsylvania's high school reform efforts.

## Resources Used for This Program of Study

- MAVCC (Multistate Academic Vocational Curriculum Consortium)  
<http://www.mavcc.org/>
- NOCTI (National Occupational Competency Testing Institute <http://www.nocti.org/>)
- O\*NET <http://online.onetcenter.org/>
- Pennsylvania Approved Certifications for Industry-Recognized Certifications for Career and Technical Education Programs  
[http://www.portal.state.pa.us/portal/server.pt/community/instructional\\_resources/7392/industry-recognized\\_certifications\\_for\\_career\\_and\\_technical\\_education\\_programs/507887](http://www.portal.state.pa.us/portal/server.pt/community/instructional_resources/7392/industry-recognized_certifications_for_career_and_technical_education_programs/507887)
- Pennsylvania Department of Labor & Industry High Priority Occupations  
[http://www.portal.state.pa.us/portal/server.pt/community/high\\_priority\\_occupations/12910](http://www.portal.state.pa.us/portal/server.pt/community/high_priority_occupations/12910)
- VTECS (A Consortium of Innovative Career and Workforce Development Resources)  
<http://www.vtecs.org/>

## CIP Code

### 52.1801 SALES, DISTRIBUTION AND MARKETING OPERATIONS, GENERAL

#### Pennsylvania CIP

An instructional program that provides instruction in the fields of sales, distribution and marketing operations and focuses on the process and techniques of direct wholesale and retail buying and selling operations. This program is concerned with marketing, sales, distribution, merchandising and management including ownership and management of enterprises engaged in marketing. Marketing education programs prepare individuals to perform one or more marketing function such as selling, pricing, promotion, product/service management, distribution, financing and marketing information management. In addition, instructional programs include varying emphasis on technical knowledge of products and/or services marketed; related communication, economic, technological and computation skills; and abilities and attitudes associated with human relations. The program may also include management functions associated with owning and operating a business. Sales, distribution and marketing operations prepares individuals for occupations in such businesses as retail and wholesale trade, finance, insurance, real estate, entertainment, hospitality, food service, communications, storage and distribution.

## Integrate Academic Career Education and Work Standards for Student Success

As students participate in career exploration activities and rigorous studies from elementary grades through graduation, they learn to appreciate the relationship between their classroom learning and the skills needed within the workplace. The academic and workplace skills within the Academic Standards for Career Education and Work are expected to be addressed within classrooms and achieved by all students throughout Pennsylvania. No student should leave secondary education without a solid foundation in these Standards.

[http://www.portal.state.pa.us/portal/server.pt/community/state\\_board\\_of\\_education/8830/state\\_academic\\_standards/529102](http://www.portal.state.pa.us/portal/server.pt/community/state_board_of_education/8830/state_academic_standards/529102)

CEW Standards Tool Kit for teachers to implement CEW Standards  
[www.pacareerstandards.com](http://www.pacareerstandards.com)

## **Pennsylvania Approved Certifications**

[http://www.portal.state.pa.us/portal/server.pt/community/instructional\\_resources/7392/industry-recognized\\_certifications\\_for\\_career\\_and\\_technical\\_education\\_programs/507887](http://www.portal.state.pa.us/portal/server.pt/community/instructional_resources/7392/industry-recognized_certifications_for_career_and_technical_education_programs/507887)

## **The Program of Study Documents**

- Crosswalk Template for Task Alignment (excel) – Sales, Distribution & Marketing Operations, General – Instructions: Indicate the number code(s) of your school’s program competency or competencies aligned to each program of study competency.
- Crosswalk Template for Task Alignment (pdf) – Sales, Distribution & Marketing Operations, General – Instructions: Indicate the number code(s) of your school’s program competency or competencies aligned to each program of study competency.
- Scope and Sequence Template (word) – Enter secondary technical Program of Study courses. Postsecondary courses will be determined when the Statewide Articulation Agreement for this Program of Study is complete.
- Scope and Sequence Template (pdf) – Enter secondary technical Program of Study courses. Postsecondary courses will be determined when the Statewide Articulation Agreement for this Program of Study is complete.
- PA Academic Standards/Eligible Content Alignment Task List (excel) – Sales, Distribution & Marketing Operations, General – Crosswalk of PA Academic Standards/Eligible Content for Reading, Writing, Speaking and Listening (RWSL), Math, and Science aligned to Program of Study Secondary Competency List.
- PA Academic Standards/Eligible Content Alignment Task List (pdf) – Sales, Distribution & Marketing Operations, General – Crosswalk of PA Academic Standards/Eligible Content for Reading, Writing, Speaking and Listening (RWSL), Math, and Science aligned to Program of Study Secondary Competency List.

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