

**Certification Examinations for Oklahoma Educators (CEOE)
Framework Development Correlation Table**

The Framework Development Correlation Table provides information about possible alignment of some of the knowledge and skills contained within the CEOE framework for a test field with other conceptualizations of the knowledge and skills of a field. It was produced using Oklahoma and educator association standards documents that were publicly available at the time of framework development. In the preparation of the Correlation Table, the alignment of a CEOE test competency with standards documents was indicated if the content of a standard was covered, in whole or in part, by the CEOE test competency. For some CEOE test competencies, multiple standards from Oklahoma, or other documents were aligned with the content of a CEOE test competency. An indication of alignment in the Correlation Table does not necessarily imply complete congruence of the content of a CEOE test competency with the standard.

Matrix Showing Match between Full Subject Matter Competencies for Marketing Education and CEOE Test Objectives

Oklahoma Subject Matter Competencies	CEOE Test Objectives
1. Orientation:	
a. Applies principles of job search and preparation skills relating to résumé and portfolio development, proper completion of application forms, interview preparation, career ladder analysis, and computer technology skills relating to word processing and computerized presentations.	0019 Understand processes and skills for seeking and maintaining employment. 0023 Understand principles and applications of computer technology, information processing systems, and telecommunications in business and marketing contexts.
2. Marketing:	
a. Applies principles and concepts related to marketing.	0001 Understand fundamental concepts, functions, and goals of marketing. 0002 Understand market research functions, characteristics, and procedures. 0003 Understand marketing strategies in business. 0004 Understand principles of product and service planning, including price planning. 0005 Understand channels of distribution in marketing. 0006 Understand consumer buying decisions and principles related to sales. 0007 Understand customer relations and

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	<p>service.</p> <p>0008 Understand product and service promotions.</p> <p>0009 Understand promotional media and principles of design as applied to promotional activities.</p> <p>0010 Understand principles and procedures related to merchandising (including shipping and receiving, inventory control, and purchasing).</p>
<p>b. Interprets the importance of the marketing concept and functions, how marketing affects society, factors to consider in selecting a channel of distribution, and concept of target marketing.</p>	<p>0001 Understand fundamental concepts, functions, and goals of marketing.</p> <p>0002 Understand market research functions, characteristics, and procedures.</p> <p>0003 Understand marketing strategies in business.</p> <p>0004 Understand principles of product and service planning, including price planning.</p> <p>0005 Understand channels of distribution in marketing.</p>
<p>3. Mathematical Skills:</p>	
<p>a. Applies basic mathematical operations used in the marketing profession as it pertains to verifying a change fund and the automatic and manual methods of making change.</p>	<p>0022 Apply mathematical principles and skills to solve problems in marketing contexts.</p> <p>0012 (OGET) Solve word problems involving integers, fractions, decimals, and units of measurement.</p>
<p>b. Identifies the uses of basic algebra in marketing.</p>	<p>0022 Apply mathematical principles and skills to solve problems in marketing contexts.</p> <p>0013 (OGET) Graph and solve algebraic equations with one and two variables.</p>

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4. Human Relations:	
a. Applies principles of communications, decision making, and crisis management.	0017 Understand principles of human resource management. 0020 Understand human relations and leadership skills in the marketing environment. 0021 Understand business communication skills.
b. Identifies characteristics of professionalism on the job and the importance of social skills.	0019 Understand processes and skills for seeking and maintaining employment. 0020 Understand human relations and leadership skills in the marketing environment. 0021 Understand business communication skills.
5. Sales:	
a. Applies principles relating to sales, product information, customer buying decisions, motives for buying, and sales approaches.	0006 Understand consumer buying decisions and principles related to sales. 0007 Understand customer relations and service.
b. Demonstrates methods of handling customer/client complaints and objections.	0007 Understand customer relations and service.
c. Explains the concept and use of sales quotas.	0006 Understand consumer buying decisions and principles related to sales.
6. Security Precautions:	
a. Identifies and explains prevention measures for the security problems of shoplifting, internal theft, burglary, robbery, and fraud.	0011 Understand security and safety precautions in the marketing environment.
b. Identifies common types of fraud.	0011 Understand security and safety precautions in the marketing environment.
c. Recognizes steps necessary to ensure	0011 Understand security and safety

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security in shipping and receiving areas.	precautions in the marketing environment.
d. Identifies precautions for safety on the job.	0011 Understand security and safety precautions in the marketing environment.
7. Economics:	
a. Applies principles related to the classification of goods and services and the types of economic resources.	0013 Understand basic principles and applications of microeconomics.
b. Compares the types of economic systems and their relationship to the economy.	0013 Understand basic principles and applications of microeconomics.
c. Identifies the factors which affect economics including economic utility, competition, supply and demand, and the role of government in business.	0012 Understand basic principles and applications of macroeconomics. 0013 Understand basic principles and applications of microeconomics.
d. Understands the characteristics and importance of a private enterprise system and international trade.	0013 Understand basic principles and applications of microeconomics.
e. Identifies the measure and importance of the gross domestic produce (GDP) to marketing.	0012 Understand basic principles and applications of macroeconomics.
8. Promotion:	
a. Applies principles related to the use of promotional activities, including the use of promotional media, design and display arrangements, and the print ad.	0008 Understand product and service promotions. 0009 Understand promotional media and principles of design as applied to promotional activities.
b. Explains the role of the promotional plan.	0008 Understand product and service promotions.
9. Merchandising:	
a. Applies principles related to shipping and	0010 Understand principles and procedures

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receiving, inventory control systems, calculation of inventory shrinkage, and industrial purchasing.	related to merchandising (including shipping and receiving, inventory control, and purchasing).
10. Business Ownership/Entrepreneurship:	
a. Identifies the common types of business ownership in a free enterprise system and the advantages/disadvantages of each.	0014 Understand the structure, organization, and management of businesses. 0015 Understand principles and procedures related to entrepreneurship.
b. Discusses the importance of marketing strategies to businesses as they apply to the principles of the product mix, product/service planning, marketing decisions for a proposed business, structuring a business, and using the four Ps of marketing: product, pricing, place, and promotional strategies.	0001 Understand fundamental concepts, functions, and goals of marketing. 0003 Understand marketing strategies in business. 0004 Understand principles of product and service planning, including price planning. 0005 Understand channels of distribution in marketing. 0008 Understand product and service promotions. 0009 Understand promotional media and principles of design as applied to promotional activities. 0015 Understand principles and procedures related to entrepreneurship.
11. Applied Management:	
a. Applies principles of selecting store personnel, recruiting applicants for job openings, interviewing job candidates, and reducing labor turnover.	0017 Understand principles of human resource management.

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b. Recognizes the importance of new-employee orientation.	0017 Understand principles of human resource management.
c. Understands knowledge of employee motivational theories.	0020 Understand human relations and leadership skills in the marketing environment.
12. Credit:	
a. Applies principles of extending credit to business and customers and the three Cs of credit: character, capacity to pay, and capital.	0016 Understand basic principles of finance and credit.
b. Identifies the reasons for extending credit.	0016 Understand basic principles of finance and credit.
13. Business and Industry:	
a. Develops relationships with business and industry through advisory committees, surveys, work-site learning opportunities, curriculum, and program visits.	0024 Understand the role of student organizations and school partnerships with business and industry in marketing education.
b. Communicates with business and industry regarding student competencies/credentials and job performance.	0024 Understand the role of student organizations and school partnerships with business and industry in marketing education.
14. Student Organizations and Activities:	
a. Understands the role of student organizations in developing student professionalism and assists student organizations by coaching, chaperoning, and supervising activities	0024 Understand the role of student organizations and school partnerships with business and industry in marketing education.
b. Encourages student participation through instruction and recognition of student achievements.	0024 Understand the role of student organizations and school partnerships with business and industry in marketing education.