

**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 National Curriculum Guidelines for Marketing Education (from the Marketing Education Resource Center) and CEOE Competencies

NCATE Curriculum Guidelines	CEOE Competencies
1. Economic Foundations of Marketing	0012 Understand basic principles and applications of macroeconomics. 0013 Understand basic principles and applications of microeconomics.
2. Human Resource Foundations	0007 Understand customer relations and service. 0017 Understand principles of human resource management. 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.
3. Marketing and Business Fundamentals	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

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	<p>planning.</p> <p>0005 Understand channels of distribution in marketing.</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>0014 Understand the structure, organization, and management of businesses.</p> <p>0015 Understand principles and procedures related to entrepreneurship.</p> <p>0016 Understand basic principles of finance and credit.</p> <p>0017 Understand principles of human resource management.</p> <p>0018 Understand laws affecting marketing activities.</p>
4. Distribution	0005 Understand channels of distribution in marketing.
5. Financing	0016 Understand basic principles of finance and credit.
6. Product/Service Planning	0004 Understand principles of product and service planning, including price planning.
7. Promotion	<p>0003 Understand marketing strategies in business.</p> <p>0008 Understand product and service promotions.</p> <p>0009 Understand promotional media and principles of design as applied to</p>

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	promotional activities.
8. Risk Management	0011 Understand security and safety precautions in the marketing environment.
9. Selling	0006 Understand consumer buying decisions and principles related to sales. 0007 Understand customer relations and service.