

**Career and Technical Education (CTE)  
Adapted CTE Course Blueprint  
of  
Essential Standards and Indicators**

**Marketing and Entrepreneurship Education**

*ME11 Entrepreneurship I*

Public Schools of North Carolina  
State Board of Education □ Department of Public Instruction  
Academic Services and Instructional Support  
Division of Career and Technical Education  
Delores P. Ali, Project Director

Raleigh, North Carolina  
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Contact [MarketingEducation@dpi.nc.gov](mailto:MarketingEducation@dpi.nc.gov) for more information.

Special thanks to the following educators who developed this Adapted CTE Course Blueprint.

**Pilot Teachers**

Alyssa R. English-David. W. Butler High School  
Ashleigh R. Phillips-West Brunswick High School

**This Adapted CTE Course Blueprint has been reviewed by business and industry representatives for technical content and appropriateness for the industry.**

**Adapted CTE Course Blueprint Essential Standards for  
ME11 Entrepreneurship I  
(Hours of instruction: 135-180)**

Essential Std #	Units, Essential Standards, and Indicators (The Learner will be able to:)	Course Weight	RBT Designation
	<b>Total Course Weight</b>	<b>100%</b>	
<b>A</b>	<b>ENTREPRENEURSHIP FOUNDATIONS</b>	<b>54%</b>	
<b>1.00</b>	<b>Understand economics, career planning, and information management.</b>	<b>6%</b>	<b>B2</b>
	1.01 Understand economic systems to be able to recognize the environments in which businesses function. (EC:065)	3%	
	1.02 Participate in career-planning to enhance job-success potential. (PD:066), (PD:067) (SUPPLEMENTAL)	0%	
	1.03 Acquire information to guide business decision-making. (MN:187)	3%	
	1.04 Write internal and external business correspondence to convey and obtain information effectively. (CO:040) (SUPPLEMENTAL)	0%	
<b>2.00</b>	<b>Understand entrepreneurship, product/service management, information management, professional development, emotional intelligence, and operations.</b>	<b>30%</b>	<b>B2</b>
	2.01 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:001), (EN:002)	3%	
	2.02 Acquire information to guide business decision-making. (NF:015)	3%	
	2.03 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:003), (EN:004), (EN:005)	3%	
	2.04 Generate venture/product ideas to contribute to ongoing business success. (PM:127)	3%	
	2.05 Utilize critical-thinking skills to determine best options/outcomes. (PD:012) (SUPPLEMENTAL)	0%	
	2.06 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:006)	3%	
	2.07 Employ product-mix strategies to meet customer expectations. (PM:130)	3%	
	2.08 Apply ethics to demonstrate trustworthiness. (EI:091), (EI:075) (SUPPLEMENTAL)	0%	
	2.09 Develop a concept for new business venture to evaluate its success potential. (EN:007), (EN:008)	3%	
	2.10 Implement expense-control strategies to enhance a business's financial well-being. (OP:024)	3%	
	2.11 Develop a concept for new business venture to evaluate its success potential. (EN:009), (EN:010)	3%	
	2.12 Apply ethics to demonstrate trustworthiness. (EI:092) (SUPPLEMENTAL)	0%	
	2.13 Employ entrepreneurial discovery strategies to generate feasible ideas for business ventures/products. (EN:038)	3%	

<b>3.00</b>	<b>Understand market planning and business law.</b>	<b>18%</b>	<b>B2</b>
	3.01 Develop marketing strategies to guide marketing tactics. (MP:001)	3%	
	3.02 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:003)	3%	
	3.03 Employ marketing-information to develop a marketing plan. (MP:007), (MP:008)	3%	
	3.04 Select a target market appropriate for venture/product to obtain the best return on marketing investment (ROMI). (MP:004), (MP:005)	3%	
	3.05 Employ marketing-information to develop a marketing plan. (MP:009), (MP:010), (MP:012)	3%	
	3.06 Acquire foundational knowledge of business laws and regulations to understand their nature and scope. (BL:001), (BL:006)	3%	
<b>B</b>	<b>PLANNING AND PREPARING TO MANAGE A SMALL BUSINESS</b>	<b>46%</b>	
<b>4.00</b>	<b>Understand product/service management, strategic management, and channel management.</b>	<b>21%</b>	<b>B2</b>
	4.01 Position venture/product to acquire desired business image. (PM:131)	3%	
	4.02 Utilize planning tools to guide organization's/department's activities. (SM:008), (SM:009)	3%	
	4.03 Acquire a foundational knowledge of product/service management to understand its nature and scope. (PM:001)	3%	
	4.04 Employ product-mix strategies to meet customer expectations. (PM:003), (PM:006)	3%	
	4.05 Position venture/product to acquire desired business image. (PM:042) (SUPPLEMENTAL)	0%	
	4.06 Employ product-mix strategies to meet customer expectations. (PM:036)	3%	
	4.07 Position venture/product to acquire desired business image. (PM:272), (PM:132)	3%	
	4.08 Acquire foundational knowledge of channel management to understand its role in marketing. (CM:001), (CM:003)	3%	
	4.09 Manage channel activities to minimize costs and to determine distribution strategies. (CM:010) (SUPPLEMENTAL)	0%	
<b>5.00</b>	<b>Understand pricing, promotion, and market planning.</b>	<b>25%</b>	<b>B2</b>
	5.01 Develop a foundational knowledge of pricing to understand its role in marketing. (PI:001), (PI:002)	3%	
	5.02 Employ pricing strategies to determine optimal prices. (PI:019), (PI:006), (PI:007)	3%	
	5.03 Acquire a foundational knowledge of promotion to understand its nature and scope. (PR:001), (PR:002), (PR:003)	3%	
	5.04 Understand promotional channels used to communicate with targeted audiences. (PR:007)	3%	
	5.05 Manage promotional activities to maximize return on promotional investments. (PR:097)	3%	
	5.06 Employ marketing-information to develop a marketing plan. (MP:013), (MP:014), (MP:015), (MP:016), (MP:017), (MP:018)	10%	