

Title: SALES, DISTRIBUTION AND MARKETING OPERATIONS, GENERAL

Code: 52.1801

Career Cluster: Marketing, Sales & Service

Certification Required	Certification Method	Occupational Competency Area	Occupational Competency Evaluation
Marketing/Distributive Education Teacher Coordinator 1668	Instructional (degree program)	N/A	N/A
OR	OR		
Marketing (Distributive) Ed 1666	Instructional (degree program)	N/A	N/A
			**Business, Computer & Information Technology 1603

Description: 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.

Notes: This program does not include warehousing/logistics functions.

**Professionals are limited in what they are allowed to teach within this cluster. Instructors can only teach in the area they are currently certified to teach.

None of the two-asterisks (**) certificates can teach this entire program with only one of the listed certificates. There should be a minimum of at least two different certificates to teach this program. The certification areas will be determined by the approved technical core of planned sequence courses for that particular program; therefore, the certifications may not be limited to only the above list.

The following certificate is no longer issued but remains valid for teaching in this program:
Distributive Education 1665