

2026 EXPLORATORY BUSINESS & MARKETING EDUCATION

Program Standards

CONTENT STANDARD 1.0: PRINCIPLES OF BUSINESS & MARKETING

Performance Standard 1.1: Student Leadership in Career Technical Student Organizations (CTSO).

- 1.1.1 Define the value, role, and opportunities provided through career technical student organizations (Business Professionals of America [BPA], and DECA).
- 1.1.2 Investigate career exploration and skill development.

Performance Standard 1.2: Business in Everyday Life

- 1.2.1 Classify major Business & Marketing Education pathways (e.g., business management, marketing, accounting, graphic design, administrative services, and hospitality management).
- 1.2.2 Analyze the role of businesses and markets in local, state, and global economies.
- 1.2.3 Compare education, credentials, and skill requirements across BME pathways.
- 1.2.4 Differentiate between for-profit, nonprofit, and public-sector organizations.
- 1.2.5 Apply effective teamwork, customer service, and employability to successfully complete business-related tasks and projects while interacting with customers in hospitality and workplace settings.

CONTENT STANDARD 2.0: EXPLORING BUSINESS & MARKETING SECTORS

Performance Standard 2.1: Business Management

- 2.1.1 Describe core business functions (e.g., management, operations, marketing, finance, and human resources).
- 2.1.2 Apply ethical standards and legal principles in business and marketing scenarios.
- 2.1.3 Identify the characteristics and roles of entrepreneurs.
- 2.1.4 Apply ethics and responsible practices in business activities.

Performance Standard 2.2: Marketing

- 2.2.1 Demonstrate foundational marketing knowledge and skills.
- 2.2.2 Identify customer wants and needs and explain how businesses meet them.
- 2.2.3 Describe the four elements of the marketing mix (e.g., product, price, place, and promotion).
- 2.2.4 Generate a simple marketing idea or promotion for a product, service, or event.

Performance Standard 2.3: Accounting

- 2.3.1 Explain the purpose of accounting and why businesses keep financial records.
- 2.3.2 Identify basic financial concepts, including income, expenses, budgeting, and profit.
- 2.3.3 Generate a simple budget or financial record to make basic business decisions.

Performance Standard 2.4: Hospitality Management

- 2.4.1 Explain basic hospitality management business strategies in food and beverage, amenities, lodging, and hospitality marketing.

Performance Standard 2.5: Graphic Design

- 2.5.1 Demonstrate foundational graphic design skills using industry-standard software (e.g., Adobe Photoshop, Illustrator, and In Design).
- 2.5.2 Apply the principles of design, typography, layout, and editing.

Performance Standard 2.6: Administrative Services

- 2.6.1 Demonstrate foundational administrative services skills by using Microsoft Word, Excel, and PowerPoint, along with business communication, and basic office procedures.

CONTENT STANDARD 3.0: FOUNDATIONAL SKILLS IN BUSINESS & MARKETING

Performance Standard 3.1: Technical Skill Progression

- 3.1.1 Demonstrate foundational technical skills using age-appropriate business or marketing tools (e.g., Microsoft Office and Adobe).
- 3.1.2 Follow structured processes to complete basic business or marketing tasks.
- 3.1.3 Apply basic data collection, record-keeping, or analysis techniques.
- 3.1.4 Evaluate outcomes and recommend improvements to business-related tasks or ideas.

Performance Standard 3.2: Professional Communication and Leadership

- 3.2.1 Demonstrate professional communication skills in business and marketing contexts.
- 3.2.2 Demonstrate leadership behaviors aligned to DECA, BPA, or workplace expectations.

IDCTE Document Control Information

Program Standard Revision: Exploratory Business & Marketing Education

Date	Standard #	Original	Summary of Change	Revised By	Approved By