



Career and Technical Education (CTE) Middle School Competencies

Career Cluster:
M56-Marketing & Sales

May 2026



M56-Marketing & Sales: Improving Communication and Connections

Cluster Definition: The Marketing & Sales Career Cluster focuses on promoting products, understanding consumer needs, engaging with communities, and driving sales. It integrates digital marketing, data analysis, brand promotion, customer relationship management, strategic communications, human-centered design, and retail strategies to build strong customer connections and support business growth. This Cluster is essential in all industries for creating value, effectively reaching and engaging target audiences, and achieving commercial success in a competitive marketplace.

Sub-Clusters:

- Marketing & Advertising
- Market Research, Analytics, & Ethics
- Retail & Customer Experience
- Strategic Sales

More details can be found at [Marketing & Sales - Advance CTE](#)



Middle School Competencies

The MS Instructional Design form will be used to communicate the delivery model of the program, which will also be entered into the Career and Technical Education Information System (CTEIS).

Competency Code	M56 Marketing & Sales Middle School Competency Statements
M1	Evaluate industry safety protocols by identifying common marketing and sales risks (e.g., data-privacy breaches, misleading claims, unsafe retail environments) and implementing responsible practices such as truthful messaging, secure information handling, and proper signage for customer safety.
M2	Explain the roles and responsibilities of professionals across Marketing & Sales sub-clusters—such as market researchers, brand strategists, advertising teams, digital marketers, sales representatives, and customer-service specialists—and how they collaborate from product planning to client follow-up.
M3	Analyze sustainable marketing practices by comparing strategies that balance business goals with ethical communication, environmental responsibility, and positive community impact.
M4	Apply basic planning and measurement techniques to interpret simple marketing plans, customer-journey maps, and sales data—calculating item totals, price changes, or engagement metrics to support decision-making.
M5	Differentiate between marketing tools and technologies—including point-of-sale systems, digital-analytics dashboards, customer-relationship-management (CRM) platforms, and promotional materials—and describe routine maintenance or update practices that keep them accurate and effective.
M6	Create small-scale marketing projects—such as a mock advertisement, sample product display, or classroom sales demonstration—using teamwork, safe procedures, and clear communication to simulate real-world marketing and retail experiences.
M7	Assess consumer-protection guidelines, advertising standards, and sales policies to understand how compliance ensures legal, ethical, and trustworthy interactions with customers.
M8	Explore career pathways in the Marketing & Sales Career Cluster and connect these opportunities to personal interests, strengths, and future goals.

Advance CTE Career Ready Practices

Career Ready Practices, built on a meta-analysis of over 30 different listings of general professional skills developed by industry and educational institutions, represent the skills needed to succeed in the modern workplace. These practices should be embedded across the pre-kindergarten to workforce continuum. Refer to the [Advance CTE Career Ready Practices](#) document for more detailed information.

Competency Code	Career Ready Practices
CRP 01	Lead as a contributing and professional employee
CRP 02	Communicate clearly, effectively, and with reason
CRP 03	Think critically to make sense of problems and persevere in solving them
CRP 04	Collaborate productively while using cultural and global competencies
CRP 05	Use digital skills and technologies to enhance productivity and make data-informed decisions
CRP 06	Remain resilient in a changing workplace and world of work
CRP 07	Manage time and space effectively
CRP 08	Demonstrate a creative and innovative mindset
CRP 09	Act as a good steward of organizational and personal finances and resources
CRP 10	Navigate an education and career path aligned to strengths, work style, interests, and goals
CRP 11	Consider the environmental and social impacts of decisions
CRP 12	Apply appropriate academic and technical skills