



End of Course (EOC) Bank Blueprints

Marketing

Table of Contents

Table of Contents	1
About Test Blueprints	2
Business Foundations	3
Marketing Principles	4
Marketing Applications.....	5
Integrated Marketing Communications.....	6
Digital Marketing and Management	7
Marketing Research	8
Professional and Technical Sales.....	9
Merchandising & Buying	10
Management Principles	11
Strategic Entrepreneurship.....	12
International Business	13
Fundamentals of Business and Administrative Services	14
Operations Management	15
Supply Chain Management.....	16
Logistics Management.....	17
Human Resource Management	18
Finance Foundations	19
Fundamentals of Financial Services	20
Managerial Accounting	21



About Test Blueprints

Test blueprints are created to provide guidance to Subject Matter Experts (SMEs) during the item writing phase of test development. In addition, we believe that they can assist those instructors who did not participate in item writing (and administrators) to understand the broad content of the item bank. Items are formally allocated across a course outline in a three-step process*:

1. CETE psychometricians use a formula which assumes that all competencies within a course outline are *essential* and of equal importance to produce a suggested test blueprint for review by Ohio Department of Education program specialists and SMEs.
2. SMEs review the blueprint as a large group before item writing for a specific EOC test. There and in small groups, SMEs review the course outline and have the ability to make changes to the blueprint with a documented rationale based on their experience and expertise.
3. Any revisions during small group work must be approved by the larger panel of SMEs attending an item writing workshop, which is the last step and produces the final blueprint which is summarized in this document.



Test blueprints can provide high-level guidance to instructors on preparing students for testing. It is important to keep in mind that the blueprint is a tool that is used when developing the test item bank during initial item writing and test creation. As with all tests, the End-of-Course test forms are a sample of the item bank.

Interpreting the Blueprints

Test blueprints display the total number of test items SMEs planned to write to a particular *outcome* (as designated in the course outline created by the Ohio Department of Education Office of Career-Technical Education or by a vendor). The blueprint describes structure of the item bank which is the total pool of test items created. Final test forms of 40-items are created from the item bank.

* This newer process for producing test blueprints was implemented October 1, 2015. Item banks created prior to this date were completed under a different blueprint process and therefore we are looking backward to provide the structure of the item bank. As revisions are completed for those career fields, for example Information Technology (2017-18), the blueprint process used will be the newer model.

Learn more at cete.osu.edu/expertise/assessment

Business Foundations

ODE Subject Code: 141000

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	11.70
1.02	Leadership and Communications	5.32
1.04	Knowledge Management and Information Technology	3.19
1.06	Business Literacy	6.38
1.09	Financial Management	17.02
Strand 2. Business Foundations		
2.01	Business Activities	21.28
2.02	Economic Principles	5.32
2.03	International Business	6.38
2.04	Business Processes	3.19
Strand 3. Business Relationships		
3.01	Customer Relations	9.57
3.02	Relationship Management	6.38
3.04	Social Media Communications	4.26



Marketing Principles

ODE Subject Code: 144000

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	1.05
1.02	Leadership and Communications	6.32
1.03	Business Ethics and Law	4.21
1.04	Knowledge Management and Information Technology	3.16
1.11	Principles of Business Economics	4.21
Strand 2. Business Foundations		
2.02	Economic Principles	7.37
2.03	International Business	3.16
2.04	Business Processes	6.32
Strand 3. Business Relationships		
3.03	Business Communications Management	4.21
Strand 5. Marketing		
5.01	Marketing Fundamentals	17.89
5.02	Channel Management	4.21
5.03	Marketing Information Management	3.16
5.04	Marketing Research	6.32
5.05	Market Planning	4.21
5.06	Pricing	3.16
5.08	Branding	6.32
5.09	Marketing Communications	8.42
5.11	Selling	6.32



Marketing Applications

ODE Subject Code: 144005

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	4.30
1.02	Leadership and Communications	5.38
1.04	Knowledge Management and Information Technology	3.23
1.05	Global Environment	4.30
1.11	Principles of Business Economics	5.38
Strand 5. Marketing		
5.02	Channel Management	6.45
5.03	Marketing Information Management	4.30
5.04	Marketing Research	3.23
5.05	Market Planning	17.20
5.06	Pricing	13.98
5.07	Product and Service Management	7.53
5.08	Branding	6.45
5.12	Marketing Operations	5.38
Strand 9. Financial Analysis and Evaluation		
9.07	Managerial Accounting	4.30
Strand 10. Strategic Management		
10.06	Product Development	8.60



Integrated Marketing Communications

ODE Subject Code: 144010

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.02	Leadership and Communications	3.19
1.04	Knowledge Management and Information Technology	1.06
Strand 3. Business Relationships		
3.01	Customer Relations	6.38
3.03	Business Communications Management	3.19
Strand 5. Marketing		
5.01	Marketing Fundamentals	6.38
5.03	Marketing Information Management	6.38
5.08	Branding	5.32
5.09	Marketing Communications	15.96
5.10	Marketing Communications Management	6.38
5.11	Selling	13.83
5.12	Marketing Operations	9.57
Strand 6. Resource Management		
6.03	Business Applications	3.19
Strand 8. Process Management		
8.03	Project Management	7.45
Strand 10. Strategic Management		
10.01	Strategic Planning	6.38
10.02	Strategic Execution	5.32



Digital Marketing and Management

ODE Subject Code: 144015

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	4.21
1.02	Leadership and Communications	2.00
1.04	Knowledge Management and Information Technology	4.00
Strand 3. Business Relationships		
3.01	Customer Relations	5.00
3.03	Business Communications Management	8.00
3.04	Social Media Communications	10.00
Strand 5. Marketing		
5.01	Marketing Fundamentals	3.00
5.03	Marketing Information Management	3.00
5.04	Marketing Research	7.00
5.07	Product and Service Management	3.00
5.08	Branding	5.00
5.09	Marketing Communications	16.00
5.10	Marketing Communications Management	4.00
5.11	Selling	4.00
5.12	Marketing Operations	3.00
Strand 6. Resource Management		
6.02	Information Management	3.00
6.03	Business Applications	7.00
Strand 8. Process Management		
8.03	Project Management	4.00



Marketing Research

ODE Subject Code: 144020

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.22
1.02	Leadership and Communications	8.89
1.04	Knowledge Management and Information Technology	5.56
1.08	Operations Management	2.22
1.10	Sales and Marketing	7.78
Strand 3. Business Relationships		
3.03	Business Communications Management	6.67
Strand 5. Marketing		
5.03	Marketing Information Management	8.89
5.04	Marketing Research	14.44
5.12	Marketing Operations	5.56
Strand 6. Resource Management		
6.03	Business Applications	7.78
Strand 7. Operations Management		
7.04	Quality Management	6.67
Strand 8. Process Management		
8.02	Data Research and Analysis	4.44
8.03	Project Management	6.67
Strand 10. Strategic Management		
10.01	Strategic Planning	6.67
10.02	Strategic Execution	5.56



Professional and Technical Sales

ODE Subject Code: 144030

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	3.23
1.02	Leadership and Communications	9.68
1.03	Business Ethics and Law	4.30
1.04	Knowledge Management and Information Technology	3.23
Strand 3. Business Relationships		
3.01	Customer Relations	5.38
3.02	Relationship Management	10.75
3.03	Business Communications Management	4.30
Strand 5. Marketing		
5.01	Marketing Fundamentals	4.30
5.03	Marketing Information Management	4.30
5.05	Market Planning	3.23
5.06	Pricing	5.38
5.11	Selling	34.41
5.12	Marketing Operations	3.23
Strand 6. Resource Management		
6.01	Management Fundamentals	4.30



Merchandising & Buying

ODE Subject Code: 144025

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	4.49
1.02	Leadership and Communications	5.62
1.04	Knowledge Management and Information Technology	4.49
Strand 2. Business Foundations		
2.03	International Business	4.49
Strand 3. Business Relationships		
3.01	Customer Relations	4.49
3.02	Relationship Management	13.48
Strand 4. Business Governance		
4.06	Corporate Social Responsibility (CSR)	4.49
Strand 5. Marketing		
5.03	Marketing Information Management	7.87
5.07	Product and Service Management	10.11
5.09	Marketing Communications	10.11
5.10	Marketing Communications Management	4.49
5.11	Selling	5.62
Strand 7. Operations Management		
7.02	Sourcing and Procurement	12.36
7.03	Inventory Management	4.49
7.04	Quality Management	3.37



Management Principles

ODE Subject Code: 141025

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	5.36
1.02	Leadership and Communications	3.57
1.03	Business Ethics and Law	4.46
1.04	Knowledge Management and Information Technology	4.46
Strand 2. Business Foundations		
2.01	Business Activities	4.46
2.04	Business Processes	4.46
Strand 3. Business Relationships		
3.02	Relationship Management	4.46
3.03	Business Communications Management	5.36
Strand 4. Business Governance		
4.01	Enterprise Risk Management Fundamentals	0.89
4.03	Compliance	2.68
4.06	Corporate Social Responsibility (CSR)	6.25
4.07	Governance Structures	1.79
Strand 6. Resource Management		
6.01	Management Fundamentals	13.39
6.02	Information Management	2.68
6.07	Talent Onboarding and Development	8.04
6.09	Employee Engagement, Experience and Relations	6.25
Strand 7. Operations Management		
7.04	Quality Management	4.46
Strand 8. Process Management		
8.03	Project Management	3.57
Strand 10. Strategic Management		
10.01	Strategic Planning	7.14
10.03	Change Management	6.25



Strategic Entrepreneurship

ODE Subject Code: 141030

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.02	Leadership and Communications	5.43
1.03	Business Ethics and Law	6.52
1.05	Global Environment	1.09
1.06	Business Literacy	4.35
1.07	Entrepreneurship/Entrepreneurs	7.61
1.08	Operations Management	1.09
1.09	Financial Management	9.78
Strand 2. Business Foundations		
2.01	Business Activities	7.61
2.02	Economic Principles	1.09
2.03	International Business	1.09
2.04	Business Processes	1.09
Strand 3. Business Relationships		
3.01	Customer Relations	3.26
Strand 4. Business Governance		
4.04	Legal Environment	1.09
4.06	Corporate Social Responsibility (CSR)	3.26
4.08	Legal Foundations	2.17
Strand 5. Marketing		
5.01	Marketing Fundamentals	5.43
5.05	Market Planning	6.52
5.09	Marketing Communications	1.09
Strand 6. Resource Management		
6.01	Management Fundamentals	4.35
6.02	Information Management	1.09
6.03	Business Applications	2.17
6.06	Talent Acquisition	1.09
Strand 7. Operations Management		
7.05	Facilities Management	1.09
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	5.43
9.07	Managerial Accounting	5.43
Strand 10. Strategic Management		
10.02	Strategic Execution	1.09
10.06	Product Development	8.70



International Business

ODE Subject Code: 141035

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.06
1.02	Leadership and Communications	4.12
1.04	Knowledge Management and Information Technology	3.09
1.05	Global Environment	6.19
1.06	Business Literacy	4.12
1.11	Principles of Business Economics	9.28
Strand 2. Business Foundations		
2.03	International Business	18.56
Strand 3. Business Relationships		
3.01	Customer Relations	3.09
3.04	Social Media Communications	3.09
Strand 4. Business Governance		
4.06	Corporate Social Responsibility (CSR)	4.12
Strand 5. Marketing		
5.03	Marketing Information Management	4.12
5.09	Marketing Communications	4.12
Strand 6. Resource Management		
6.01	Management Fundamentals	3.09
Strand 7. Operations Management		
7.02	Sourcing and Procurement	6.19
7.04	Quality Management	3.09
7.06	Distribution and Logistics Management	5.15
7.07	Supply Chain Management	4.12
7.08	Operations Risk Management	4.12
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	3.09
Strand 10. Strategic Management		
10.02	Strategic Execution	5.15



Fundamentals of Business and Administrative Services

ODE Subject Code: 142000

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.13
1.04	Knowledge Management and Information Technology	1.06
1.11	Principles of Business Economics	1.06
Strand 2. Business Foundations		
2.01	Business Activities	4.26
2.02	Economic Principles	27.66
2.03	International Business	4.26
2.04	Business Processes	6.38
Strand 3. Business Relationships		
3.01	Customer Relations	4.26
3.02	Relationship Management	3.19
3.03	Business Communications Management	8.51
Strand 6. Resource Management		
6.01	Management Fundamentals	6.38
6.03	Business Applications	4.26
Strand 7. Operations Management		
7.01	Safety, Health and Security	5.32
7.07	Supply Chain Management	6.38
Strand 8. Process Management		
8.01	Business Process Analysis	3.19
8.04	Contract Oversight	4.26
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	7.45



Operations Management

ODE Subject Code: 142020

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.11	Principles of Business Economics	1.05
Strand 2. Business Foundations		
2.01	Business Activities	3.16
2.02	Economic Principles	3.16
2.03	International Business	6.32
Strand 4. Business Governance		
4.01	Enterprise Risk Management Fundamentals	3.16
4.03	Compliance	3.16
4.06	Corporate Social Responsibility (CSR)	3.16
Strand 5. Marketing		
5.01	Marketing Fundamentals	3.16
Strand 6. Resource Management		
6.01	Management Fundamentals	7.37
6.03	Business Applications	3.16
Strand 7. Operations Management		
7.01	Safety, Health and Security	7.37
7.02	Sourcing and Procurement	10.53
7.03	Inventory Management	8.42
7.04	Quality Management	3.16
7.05	Facilities Management	3.16
7.07	Supply Chain Management	6.32
7.08	Operations Risk Management	3.16
Strand 8. Process Management		
8.04	Contract Oversight	3.16
Strand 9. Financial Analysis and Evaluation		
9.04	Internal Controls	3.16
9.07	Managerial Accounting	10.53
Strand 10. Strategic Management		
10.01	Strategic Planning	4.21



Supply Chain Management

ODE Subject Code: 142025

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	3.23
1.05	Global Environment	1.08
1.11	Principles of Business Economics	6.45
Strand 2. Business Foundations		
2.01	Business Activities	4.30
2.03	International Business	8.60
2.04	Business Processes	5.38
Strand 3. Business Relationships		
3.02	Relationship Management	4.30
Strand 4. Business Governance		
4.03	Compliance	3.23
Strand 6. Resource Management		
6.01	Management Fundamentals	2.15
Strand 7. Operations Management		
7.01	Safety, Health and Security	10.75
7.02	Sourcing and Procurement	6.45
7.03	Inventory Management	5.38
7.06	Distribution and Logistics Management	5.38
7.07	Supply Chain Management	8.60
7.08	Operations Risk Management	3.23
Strand 8. Process Management		
8.01	Business Process Analysis	5.38
8.03	Project Management	5.38
Strand 9. Financial Analysis and Evaluation		
9.04	Internal Controls	3.23
9.07	Managerial Accounting	3.23
Strand 10. Strategic Management		
10.02	Strategic Execution	4.30



Logistics Management

ODE Subject Code: 142030

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.03	Business Ethics and Law	6.32
Strand 2. Business Foundations		
2.03	International Business	5.26
Strand 3. Business Relationships		
4.03	Compliance	5.26
Strand 6. Resource Management		
6.01	Management Fundamentals	5.26
Strand 7. Operations Management		
7.01	Safety, Health and Security	5.26
7.02	Sourcing and Procurement	6.32
7.03	Inventory Management	24.21
7.05	Facilities Management	3.16
7.06	Distribution and Logistics Management	13.68
7.07	Supply Chain Management	4.21
7.08	Operations Risk Management	3.16
Strand 8. Process Management		
8.03	Project Management	7.37
8.04	Contract Oversight	7.37
Strand 9. Financial Analysis and Evaluation		
9.07	Managerial Accounting	3.16



Human Resource Management

ODE Subject Code: 140235

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.22
1.03	Business Ethics and Law	4.44
1.06	Business Literacy	1.11
Strand 2. Business Foundations		
2.02	Economic Principles	3.33
Strand 3. Business Relationships		
3.01	Customer Relations	6.67
3.02	Relationship Management	4.44
Strand 6. Resource Management		
6.05	Human Resources Planning	13.33
6.06	Talent Acquisition	3.33
6.07	Talent Onboarding and Development	13.33
6.08	Talent Rewards and Recognition	12.22
6.09	Employee Engagement, Experience and Relations	7.78
6.10	Human Resource Operations	12.22
Strand 8. Process Management		
8.04	Contract Oversight	3.33
Strand 9. Financial Analysis and Evaluation		
9.04	Internal Controls	4.44
Strand 10. Strategic Management		
10.01	Strategic Planning	3.33
10.02	Strategic Execution	4.44



Finance Foundations

ODE Subject Code: 143000

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	3.26
1.02	Leadership and Communications	5.43
1.03	Business Ethics and Law	4.35
1.04	Knowledge Management and Information Technology	5.43
1.09	Financial Management	7.61
1.11	Principles of Business Economics	4.35
Strand 2. Business Foundations		
2.01	Business Activities	3.26
2.02	Economic Principles	8.70
2.03	International Business	3.26
2.04	Business Processes	3.26
Strand 3. Business Relationships		
3.01	Customer Relations	4.35
3.02	Relationship Management	3.26
3.03	Business Communications Management	4.35
Strand 4. Business Governance		
4.01	Enterprise Risk Management Fundamentals	6.52
4.03	Compliance	3.26
4.06	Corporate Social Responsibility (CSR)	3.26
Strand 8. Process Management		
8.05	Financial Operations	2.17
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	5.43
9.02	Corporate Investments	3.26
9.05	Financial Accounting	11.96
Strand 10. Strategic Management		
10.02	Strategic Execution	3.26



Fundamentals of Financial Services

ODE Subject Code: 143020

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	2.22
1.02	Leadership and Communications	4.44
1.09	Financial Management	1.11
Strand 2. Business Foundations		
2.02	Economic Principles	4.44
2.03	International Business	3.33
Strand 3. Business Relationships		
3.01	Customer Relations	4.44
3.02	Relationship Management	3.33
3.03	Business Communications Management	3.33
3.04	Social Media Communications	3.33
Strand 4. Business Governance		
4.01	Enterprise Risk Management Fundamentals	3.33
4.07	Governance Structures	7.78
Strand 5. Marketing		
5.01	Marketing Fundamentals	3.33
5.09	Marketing Communications	3.33
5.11	Selling	4.44
Strand 6. Resource Management		
6.02	Information Management	3.33
6.03	Business Applications	4.44
Strand 8. Process Management		
8.05	Financial Operations	8.89
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	13.33
9.02	Corporate Investments	4.44
9.03	Financial Risk Management	8.89
9.06	Financial Reporting and Auditing	4.44



Managerial Accounting

ODE Subject Code: 143015

Outcome #	Outcome Name	% Items Approved by SMEs
Strand 1. Business Operations/21st Century Skills		
1.01	Employability Skills	5.26
1.09	Financial Management	1.05
Strand 2. Business Foundations		
2.02	Economic Principles	5.26
2.03	International Business	4.21
Strand 3. Business Relationships		
3.03	Business Communications Management	6.32
Strand 6. Resource Management		
6.01	Management Fundamentals	5.26
6.02	Information Management	3.16
6.03	Business Applications	3.16
Strand 7. Operations Management		
7.02	Sourcing and Procurement	3.16
7.03	Inventory Management	7.37
7.04	Quality Management	4.21
Strand 9. Financial Analysis and Evaluation		
9.01	Financial Principles	5.26
9.02	Corporate Investments	3.16
9.03	Financial Risk Management	5.26
9.07	Managerial Accounting	28.42
Strand 10. Strategic Management		
10.04	Cash Management	4.21
10.05	Capital Management	5.26

