

Digital Business Applications

Exam Information	Description
Exam number 215 Items 31 National Career Cluster Business Management & Administration Certification available Yes	The Digital Business Applications industry certification exam assesses learners' exploration of business applications through the lens of a sales and advertising career. The exam assesses their understanding and use of common business applications including business tools and programs, business safety and security, business communications for internal and external use, and the importance of applications in global business.

Exam Blueprint and Performance Skills

Standard	Percentage of exam score
1. Tools & Programs	11%
2. Safety And Security	28%
3. Internal Communications	22%
4. External Communications	25%
5. Business Globalization	14%
6. Sales And Advertising Careers	0%

*Includes performance skill evaluation

Standard 1 - Tools And Programs

Candidates will explore the various tools and programs used in sales and advertising

Objective 1 Describe the need for sales and advertising professionals to use a variety of business applications. Include the following basic tools and programs.

1. Mobile devices: used for communication, scheduling, marketing, social media posts, and general daily organization while on the go and away from the office.
2. Laptops: used to connect to networking systems for presentations and for the ability to work remotely.
3. Tablets: often used for presentations and for signature collection on contracts and sales documents.

Objective 2 Introduce and describe when the following programs would be used in sales and advertising careers.

1. Word Processing: used in a variety of marketing and sales documents from product specifications, and contracts to simple flyers
2. Spreadsheets: Used to organize sales and service data such as contact information, invoices, and documents that need calculation or numeric information.
3. Presentations: Used in sales and advertising to show a client the plan or process that a sales representative needs to communicate.
4. Adobe PDFs: Used to preserve a signature from clients or customers when closing a sale or agreeing to a business transaction.
5. Forms & Surveys: Used to create online questionnaires with multiple question types.

Standard 2 - Safety And Security

Candidates will understand the importance of privacy, security, and protecting a company's intellectual property.

Objective 1 Review and evaluate ethical issues about the use of images, trademarks, and copyrights.

1. Acceptable use policies: a document that outlines a set of rules to be followed by users or customers of a set of computing resources, which could be a computer network, website or large computer system.
2. Code of ethics: A guide of principles designed to help professionals with a standard of conduct for business honestly and with integrity.

Objective 2 Understand common threats to business security

1. Malware: malicious software, is a blanket term for any kind of computer software with malicious intent.
2. Phishing attacks: the fraudulent practice of sending emails purporting to be from reputable companies to induce individuals to reveal personal information, such as passwords and credit card numbers.
3. Ransomware: a type of malicious software designed to block access to a computer system until a sum of money is paid.
4. Spyware: software that enables a user to obtain covert information about another's computer activities by transmitting data covertly from their hard drive.

Objective 3 Understand the importance of securing sensitive business information.

1. Trade secrets: Formulas, patterns, or methods used to produce a creative work or product that is generally not known outside the company.
2. Patents: The legal right granted to an inventor.
3. Copyright: The exclusive legal right given to the creator of works printed, posted, published, filmed, or recorded.
4. Intellectual property: A creative work or idea for which an individual has ownership rights.

Standard 3 - Internal Communications

Candidates will understand the common channels and applications used to communicate in the sales and advertising industry.

Objective 1 Demonstrate and describe the appropriate situations to use essential forms of communication in sales and advertising

1. Email: Professional correspondence
2. Call/Voicemail: Recording that informs clients and business partners of important
3. Information when you are not available to answer the call.
4. Text/ Messaging Systems: Sent and received by mobile phone number
5. TTY Systems: A special device that lets people who are deaf, hard of hearing, or speech6. impaired use the telephone to communicate, by allowing them to type text messages.

Objective 2 Describe the need to access shared work in a professional business setting. Emphasize the importance in terms of efficiency, workflow, and communication.

1. Calendars/Scheduling software: Software that allows businesses and professionals to manage appointments & bookings
2. Cloud Computing/ Shared document services: online programs that allow businesses and professionals to share files, synchronize, and collaborate while storing information on a cloud-based system
3. Virtual Meetings: real-time interactions that take place over the Internet using integrated audio and video, chat tools, and application sharing
4. Customer Database: a collection of information including contact information

Standard 4 - External Communications

Candidates will create a variety of print, video, and audio advertisements and understand the impact advertising has on a business's ability to reach customers and grow their business.

Objective 1 Identify the different types of print media used in both traditional and digital advertising.

1. Content Creation in the form of advertising in print publications
2. Product or Sales Brochures used in the sales process to communicate products and service features.
3. Sales Flyers that incorporate a QR code. These can be implemented in print publications and in social media posts.
4. Infographics: Used to show versus tell large amounts of information in a visually appealing and concise manner.
5. Sales and Advertising Posters
6. Blog: a website where someone regularly records their thoughts or experiences or talks about a subject.
7. Social Media: Connect with the target audience through various print materials

Objective 2 Demonstrate how businesses are innovating with a variety of video and live-streaming advertisements to grow their business.

1. Video or Vlog: Grab attention or retain customers with enhanced material
2. Webinar: An event hosted live over the internet
3. Animation: Digital images that move to draw attention to a sales advertisement. Often used in social media and email marketing.
4. Presentation: A visual demonstration strategy to initiate a sale of a product or service
5. Social Media: Used to gain attention, build authority, and reach potential customers

Objective 3 Provide examples of how streaming and online platforms use audio ads in today's sales and marketing. Describe the ability of celebrities and influencers to build careers through this advertising medium.

1. Radio Ads: an audio recording used to promote business and services, often includes music or special songs called jingles.
2. Podcast: An On-Demand Broadcast intended to entertain, educate, motivate, or inspire its audience.

Standard 5 - Business Globalization

Candidates will understand the impact and advantages of technology relating to the globalization of business.

Objective 1 Discuss the ways that teams can collaborate using digital technologies working within a global environment.

1. Translation Software: an application that is used to speed up the process of changing sales and advertising information into another language. This includes closed captions for the hearing impaired.
2. Currency Conversion: The rate at which one country's money is exchanged for another country's money. 1 Dollar = ____ Euros/ Pesos /Yen

Objective 9 Discuss the difference in time zones and the need to convert times for scheduling meetings.

1. Example: Communicating with an international team
2. Provide examples of when a salesperson would need to adapt their process of doing business to integrate important customs and cultural differences.

Objective 3 Describe the use of technologies to navigate the business world.

1. Online mapping software: used to schedule sales calls or business-to-business visits.
2. Calculate the time and mileage for a business trip.

Standard 6 - Sales And Advertising Careers

Candidates will identify the courses that will help them to be pathway completers as well as potential careers in sales and advertising

Objective 1 Describe the purpose of the CTE Marketing Pathway to help candidates to explore post-secondary options for a career in sales and advertising.

1. Using your school's courses describe an ideal way that candidates could become a Marketing pathway concentrator or completer
 - a. Identify the "Explorer" courses offered at your school
 - b. Identify the "Concentrator" courses taught at your school
 - c. Identify the "Completer" course for the Marketing Pathway

Objective 2 Certifications, Licenses, and Degrees in Sales and Advertising

1. Highlight opportunities in your local area for sales and advertising careers.

Objective 3 Careers in Sales and Advertising

1. Explore current job postings in this field to introduce candidates to the fact that this is a high-wage high-demand field. There are many options that are available based on different strengths.

Performance Skills Evaluation

Exam name: Digital Business Applications

Candidate Name: _____

Performance assessments may be completed and evaluated any time before the certification is issued. The following performance skills can be used in connection with the associated standards and exam. The evaluator will function as the subject matter expert to determine if the candidate meets the skills requirements with a Yes/No for passing.

Create an online portfolio

- Include at least 5 of the following performance skills:

Pass:

Evaluator Name:

Date:
