Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

Business Law

Explain types of business ownership (BL:003, BL LAP 1) (CS)

Channel Management

Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)
Explain the relationship between customer service and channel management (CM:002) (CS)
Explain the nature of channels of distribution (CM:003, CM LAP 1) (CS)
Describe the use of technology in the channel management function (CM:004) (CS)
Explain legal considerations in channel management (CM:005) (SP)
Describe ethical considerations in channel management (CM:006) (SP)
Coordinate channel management with other marketing activities (CM:007) (SP)
Explain the nature of channel-member relationships (CM:008) (SP)

Communication Skills

Employ communication styles appropriate to target audience (CO:084) (CS)
Defend ideas objectively (CO:061) (CS)
Handle telephone calls in a businesslike manner (CO:114) (CS)
Participate in group discussions (CO:053, QS LAP 29) (CS)
Utilize note-taking strategies (CO:085) (CS)
Organize information (CO:086) (CS)
Select and use appropriate graphic aids (CO:087) (CS)
Explain the nature of effective written communications (CO:016) (CS)
Select and utilize appropriate formats for professional writing (CO:088) (CS)
Edit and revise written work consistent with professional standards (CO:089) (CS)
Write professional e-mails (CO:090) (CS)
Analyze company resources to ascertain policies and procedures (CO:057) (CS)
Write business letters (CO:133) (CS)
Write informational messages (CO:039) (CS)
Write inquiries (CO:040) (CS)
Write persuasive messages (CO:031) (SP)
Prepare simple written reports (CO:094) (SP)
Write executive summaries (CO:091) (SP)

Customer Relations

Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)
Demonstrate a customer-service mindset (CR:004) (CS)
Reinforce service orientation through communication (CR:005) (CS)
Respond to customer inquiries (CR:006) (CS)
Adapt communication to the cultural and social differences among clients (CR:019) (CS)
Interpret business policies to customers/clients (CR:007) (CS)
Handle difficult customers (CR:009, CR LAP 3) (CS)
Handle customer/client complaints (CR:010)
Identify company’s brand promise (CR:001) (CS)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

Customer Relations Continued

Determine ways of reinforcing the company’s image through employee performance (CR:002) (CS) Discuss the nature of customer relationship management (CR:016, CR LAP 2) (CS)
Explain the role of ethics in customer relationship management (CR:017) (SP)
Describe the use of technology in customer relationship management (CR:018) (SP)

Economics

Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)
Explain the concept of economic resources (EC:003, EC LAP 14) (CS)
Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)
Determine economic utilities created by business and marketing activities (EC:004, EC LAP 13) (CS)
Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)
Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)
Explain the types of economic systems (EC:007, EC LAP 17) (CS)
Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)
Identify factors affecting a business’s profit (EC:010, EC LAP 2) (CS)
Determine factors affecting business risk (EC:011, EC LAP 3) (CS)
Explain the concept of competition (EC:012, EC LAP 8) (CS)
Explain the role of business in society (EC:070, EC LAP 20) (CS)
Describe types of business activities (EC:071, EC LAP 19) (CS)
Explain the organizational design of businesses (EC:103, EC LAP 23) (SP)
Discuss the global environment in which businesses operate (EC:104, EC LAP 22) (SP)
Describe factors that affect the business environment (EC:105, EC LAP 26) (SP)
Explain the nature of business ethics (EC:106, EC LAP 21) (SP)
Explain how organizations adapt to today’s markets (EC:107, EC LAP 25) (SP)
Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
Explain the concept of productivity (EC:013, EC LAP 18) (CS)
Describe the nature of taxes (EC:072) (SP)
Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)
Explain the concept of organized labor and business (EC:015, EC LAP 5) (SP)
Explain the impact of the law of diminishing returns (EC:023) (SP)
Describe the economic impact of inflation on business (EC:083) (SP)
Explain the concept of Gross Domestic Product (GDP) (EC:017, EC LAP 1) (SP)
Discuss the impact of a nation’s unemployment rates (EC:082) (SP)
Explain the economic impact of interest-rate fluctuations (EC:084) (SP)
Determine the impact of business cycles on business activities (EC:018, EC LAP 9) (SP)
Explain the nature of global trade (EC:016, EC LAP 4) (SP)
Describe the determinants of exchange rates and their effects on the domestic economy (EC:100) (SP)
Discuss the impact of culture and social issues on global trade (EC:045, EC LAP 24) (SP)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

**Emotional Intelligence**

Explain ethical considerations in providing information (EI:038) (SP)
Persuade others (EI:012, QS LAP 10) (SP)
Demonstrate negotiation skills (EI:062, EI LAP 8) (SP)
Explain the nature of stress management (EI:028) (SP)

**Financial Analysis**

Describe the need for financial information (FI:579) (CS)
Explain the concept of accounting (FI:085, FI LAP 5) (CS)
Explain the role of finance in business (FI:354, FI LAP 7) (CS)
Describe the nature of cash flow statements (FI:091, FI LAP 6) (SP)
Explain the nature of balance sheets (FI:093) (SP)
Describe the nature of income statements (FI:094, FI LAP 4) (SP)
Describe the nature of budgets (FI:106, FI LAP 3) (SP)

**Human Resources Management**

Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)

**Information Management**

Assess information needs (NF:077) (CS)
Obtain needed information efficiently (NF:078) (CS)
Evaluate quality and source of information (NF:079) (CS)
Apply information to accomplish a task (NF:080) (CS)
Store information for future use (NF:081) (CS)
Discuss the nature of information management (NF:110, NF LAP 3) (CS)
Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)
Explain the role of information systems (NF:083) (PQ)
Discuss principles of computer systems (NF:084) (PQ)
Use basic operating system (NF:085) (PQ)
Describe the scope of the Internet (NF:086) (PQ)
Demonstrate basic e-mail functions (NF:004) (PQ)
Demonstrate personal information management/productivity applications (NF:005) (PQ)
Demonstrate basic web-search skills (NF:006) (PQ)
Demonstrate basic word processing skills (NF:007) (PQ)
Demonstrate basic presentation applications (NF:008) (PQ)
Demonstrate basic spreadsheet applications (NF:010) (PQ)
Demonstrate basic database applications (NF:009) (PQ)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

**Marketing**

Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)
Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)
Explain factors that influence customer/client/business buying behavior (MK:014, MK LAP 6) (SP)
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 3) (SP)

**Marketing- Information Management**

Describe the need for marketing data (IM:012, IM LAP 12) (CS)
Identify data monitored for marketing decision making (IM:184, IM LAP 11) (SP)
Explain the nature and scope of the marketing information management function (IM:001, IM LAP 2) (SP)
Explain the role of ethics in marketing-information management (IM:025) (SP)
Describe the use of technology in the marketing-information management function (IM:183) (SP)
Describe the regulation of marketing-information management (IM:419) (SP)
Explain the nature of marketing research (IM:010, IM LAP 5) (SP)
Discuss the nature of marketing research problems/issues (IM:282, IM LAP 13) (SP)
Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (IM:284, IM LAP 14) (SP)
Describe options businesses use to obtain marketing-research data (i.e., primary and secondary research) (IM:281, IM LAP 15) (SP)
Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285, IM LAP 16) (SP)
Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion groups, interviews, scanners) (IM:289) (SP)
Explain characteristics of effective data-collection instruments (IM:418) (SP)
Describe types of scales (including rating scales such as Likert scales, semantic differential scales, behavior intention scales; and ranking scales such as paired comparison, forced choice, and comparative scale) (IM:286) (SP)
Explain techniques for processing marketing data (IM:062) (SP)
Explain the use of descriptive statistics in marketing decision making (IM:191) (SP)
Identify sources of error in a research project (e.g., response errors, interviewer errors, non-response errors, sample design) (IM:292) (SP)
Evaluate questionnaire design (e.g., types of questions, question wording, routing, sequencing, length, layout) (IM:293) (SP)
Assess appropriateness of marketing research for problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (IM:428) (SP)

**Market Planning**

Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)
Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)
Explain the nature of marketing plans (MP:007, MP LAP 1) (SP)
Explain the role of situation analysis in the marketing planning process (MP:008) (SP)
Explain the nature of sales forecasts (MP:013) (SP)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

**Operations**

- Explain the nature of operations (OP:189, OP LAP 3) (CS)
- Describe health and safety regulations in business (OP:004) (PQ)
- Report noncompliance with business health and safety regulations (OP:005) (PQ)
- Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)
- Follow safety precautions (OP:007) (PQ)
- Maintain a safe work environment (OP:008) (CS)
- Explain procedures for handling accidents (OP:009) (CS)
- Handle and report emergency situations (OP:010) (CS)
- Explain routine security precautions (OP:013) (CS)
- Follow established security procedures/policies (OP:152) (CS)
- Protect company information and intangibles (OP:153) (CS)
- Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)
- Place orders/reorders (OP:016) (CS)
- Maintain inventory of supplies (OP:031) (CS)
- Explain the concept of production (OP:017, OP LAP 4) (CS)

**Pricing**

- Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)
- Describe the role of business ethics in pricing (PI:015) (SP)
- Explain the use of technology in the pricing function (PI:016) (SP)
- Explain legal considerations for pricing (PI:017) (SP)
- Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)

**Professional Development**

- Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)
- Explain the need for innovation skills (PD:126) (CS)
- Make decisions (PD:017; QS LAP 2, PD LAP 10) (CS)
- Demonstrate problem-solving skills (PD:077; QS LAP 26, PD LAP 17) (CS)
- Assess personal interests and skills needed for success in business (PD:013) (PQ)
- Analyze employer expectations in the business environment (PD:020) (PQ)
- Explain the rights of workers (PD:021) (PQ)
- Identify sources of career information (PD:022) (CS)
- Identify tentative occupational interest (PD:023) (CS)
- Explain employment opportunities in business (PD:025, PD LAP 15) (CS)
- Utilize job-search strategies (PD:026) (PQ)
- Complete a job application (PD:027) (PQ)
- Interview for a job (PD:028) (PQ)
- Write a follow-up letter after job interviews (PD:029) (CS)
- Write a letter of application (PD:030) (CS)
- Prepare a résumé (PD:031) (CS)
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships, etc.) (PD:032) (PQ)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

**Professional Development** Continued

- Explain the need for ongoing education as a worker (PD:033) (PQ)
- Explain possible advancement patterns for jobs (PD:034) (PQ)
- Explain employment opportunities in marketing (PD:024) (CS)
- Use time-management skills (PD:019, PD LAP 1) (SP)
- Demonstrate appropriate creativity (PD:012) (SP)

**Product/Service Management**

- Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)
- Identify the impact of product life cycles on marketing decisions (PM:024 PM LAP 18) (SP)
- Describe the use of technology in the product/service management function (PM:039) (SP)
- Explain business ethics in product/service management (PM:040) (SP)
- Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS)
- Explain warranties and guarantees (PM:020, PM LAP 4) (CS)
- Identify consumer protection provisions of appropriate agencies (PM:017) (SP)
- Explain the concept of product mix (PM:003, PM LAP 3) (SP)
- Describe factors used by marketers to position products/services (PM:042) (SP)
- Explain the nature of product/service branding (PM:021, PM LAP 6) (SP)
- Explain the nature of corporate branding (PM:206) (SP)
- Identify methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP)
- Generate product ideas (PM:128) (SP)
- Describe the nature of product bundling (PM:041) (SP)
- Describe factors used by businesses to position corporate brands (PM:207) (SP)

**Promotion**

- Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)
- Explain the types of promotion (PR:002, PR LAP 4) (CS)
- Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)
- Describe the use of business ethics in promotion (PR:099) (SP)
- Describe the use of technology in the promotion function (PR:100) (SP)
- Describe the regulation of promotion (PR:101) (SP)
- Explain types of advertising media (PR:007, PR LAP 3) (SP)
- Describe word of mouth channels used to communicate with targeted audiences (PR:247) (SP)
- Explain the nature of direct marketing channels (PR:089) (SP)
- Identify communications channels used in sales promotion (PR:249) (SP)
- Explain communications channels used in public-relations activities (PR:250) (SP)
- Explain the components of advertisements (PR:014) (SP)
- Explain the importance of coordinating elements in advertisements (PR:251) (SP)
- Identify types of public-relations activities (PR:252) (SP)
- Discuss internal and external audiences for public-relations activities (PR:253) (SP)
- Explain how businesses can use trade-show/exposition participation to communicate with targeted audiences (PR:254) (SP)
- Explain considerations used to evaluate whether to participate in trade shows/expositions (PR:255) (SP)
- Explain the nature of a promotional plan (PR:073) (SP)
Promotion continued

Coordinate activities in the promotional mix (PR:076) (SP)

Selling

Explain the nature and scope of the selling function (SE:017, SE LAP 117) (CS)
Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 130) (CS)
Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
Explain company selling policies (SE:932 SE LAP 121) (CS)
Explain business ethics in selling (SE:106, SE LAP 129) (SP)
Describe the use of technology in the selling function (SE:107) (SP)
Describe the nature of selling regulations (SE:108) (SP)
Acquire product information for use in selling (SE:062) (CS)
Analyze product information to identify product features and benefits (SE:109, SE LAP 113) (SP)
Explain the selling process (SE:048, SE LAP 126) (CS)
Establish relationship with client/customer (SE:110) (CS)
Determine customer/client needs (SE:111) (CS)
Recommend specific product (SE:114, SE LAP 111) (CS)
Calculate miscellaneous charges (SE:116) (CS)
Process special orders (SE:009) (CS)
Process telephone orders (SE:835) (CS)
Differentiate between consumer and organizational buying behavior (SE:112) (SP)
Identify emerging trends for use in selling (SE:404) (SP)
Discuss motivational theories that impact buying behavior (SE:359) (SP)
Prospect for customers (SE:001) (SP)
Qualify customers/clients (SE:400) (SP)
Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors, and competitors’ offerings) (SE:369) (SP)
Book appointments with prospective clients (SE:366) (SP)
Prepare sales presentation (SE:067) (SP)
Create a presentation software package to support sales presentation (SE:119) (SP)
Address needs of individual personalities (SE:810, SE LAP 112) (SP)
Determine customer’s buying motives for use in selling (SE:883, SE LAP 109) (SP)
Facilitate customer/client buying decisions (SE:811, SE LAP 108) (SP)
Assess customer/client needs (SE:113) (SP)
Demonstrate product (SE:893, SE LAP 103) (SP)
Prescribe solution to customer/client needs (SE:115) (SP)
Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)
Close the sale (SE:895, SE LAP 107) (SP)
Demonstrate suggestion selling (SE:875, SE LAP 110) (SP)
Negotiate sales terms (SE:392) (SP)
Maintain sales standards (SE:387) (SP)
Sell good/service/idea to individuals (SE:046) (SP)
Sell good/service/idea to groups (SE:073) (SP)
Performance Indicators: End-of-Program Accelerated Marketing Exam (3 Year)

**Sales** continued

Process sales documentation (SE:117) (SP)

**Strategic Management**

Explain the concept of management (SM:001, SM LAP 3) (CS)

*Updated 3/7/13*