Marketing
Honors-Ready 2-Credit End-of-Program Exam
Performance Indicators

Business Law

Describe legal issues affecting businesses (BL:001) (SP)
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 nature of channels of distribution (CM:003, CM LAP 1) (CS)
Explain the relationship between customer service and channel management (CM:002) (CS)
Describe the use of technology in the channel management function (CM:004) (CS)
Explain legal and ethical considerations in channel management (SP)—Combined (CM:005) and (CM:006)
Coordinate channel management with other marketing activities (CM:007) (SP)
Explain the nature of channel-member relationships (CM:008) (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)
Describe the nature of taxes (EC:072) (SP)
Explain the concept of productivity (EC:013, EC LAP 18) (CS)
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)
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)

Human Resources

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

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 nature of marketing research (IM:010, IM LAP 5) (SP)
Explain the legal and ethical considerations in marketing-information management (SP) Combined (IM:025) and (IM:419)
Describe the use of technology in the marketing-information management function (IM:183) (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) (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)

Information Management

Discuss the nature of information management (NF:110, NF LAP 3) (CS)

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) (SP)
Discuss actions employees can take to achieve the company’s desired results (MK:015, MK LAP 2) (SP)
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 3) (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)
Conduct market analysis (market size, area, potential, etc.) (MP:009) (MN)
Market Planning Continued

Conduct SWOT analysis for use in the marketing planning process (MP:010, IM LAP 8) (MN)
Assess global trends and opportunities (MP:011) (MN)
Identify considerations in implementing global marketing strategies (MP:002) (MN)
Identify market segments (MP:004) (MN)
Select target market (MP:005) (MN)
Conduct competitive analysis (MP:012) (MN)
Forecast sales for marketing plan (MP:013) (SP)
Set marketing goals and objectives (MP:015) (MN)
Select marketing metrics (MP:016) (MN)
Set marketing budget (MP:017) (MN)
Develop marketing plan (MP:018) (MN)

Operations

Explain the nature of operations (OP:189, OP LAP 3) (CS)
Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)
Explain the concept of production (OP:017, OP LAP 4) (CS)

Professional Development

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)
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)
Use networking techniques to identify employment opportunities (PD:037) (SP)
Explain employment opportunities in marketing (PD:024) (CS)

Pricing

Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)
Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)
Explain the use of technology in the pricing function (PI:016) (SP)
Explain legal and ethical considerations for pricing (SP) Combined (PI:105) and (PI:017)
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) (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)
Identify product opportunities (PM:134) (SP)
Identify methods/techniques to generate a product idea (PM:127, PM LAP 11) (SP)
Generate product ideas (PM:128) (SP)
Determine initial feasibility of product idea (PM:129) (MN)
Adjust idea to create functional product (PM:204) (MN)
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 the nature of product bundling (PM:041) (SP)
Identify product to fill customer need (PM:130) (MN)
Plan product mix (PM:006) (MN)
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)
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)
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)
Describe legal and ethical issues in promotion (SP) Combined (PR:099) and (PR:101)
Describe the use of technology in the promotion function (PR:100) (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)
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 company selling policies (SE:932) (CS)
Acquire product information for use in selling (SE:062) (CS)
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)
Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
Explain legal and ethical considerations in selling (SE LAP 129) (SP) Combined (SE:106) and (SE:108)
Describe the use of technology in the selling function (SE:107) (SP)
Explain the impact of sales cycles (SE:380) (SP)
Analyze product information to identify product features and benefits
(S:109, SE LAP 113) (SP)
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)
Explain the use of marketing-research information in professional selling (SE:383) (SP)
Prospect for customers (SE:001) (SP)
Conduct preliminary customer/client qualification (SE:400) (SP)
Conduct pre-visit research (e.g., customer’s markets/products, customer’s competitors, and competitors’ offerings) (SE:369) (SP)
Determine sales strategies (SE:377) (SP)
Book appointments with prospective clients (SE:366) (SP)
Prepare sales presentation (SE:067) (SP)
Prepare and/or assemble sales materials (SE:482) (SP)
Build rapport and credibility with prospect (SE:483) (SP)
Respond appropriately to prospect’s individual personality type (SE:810, SE LAP 112) (SP)
Determine prospect’s buying motives for use in selling (SE:883, SE LAP 109) (SP)
Facilitate prospect’s buying decisions (SE:811, SE LAP 108) (SP)
Question/probe to acquire understanding of prospect (priorities, problems, trends, issues, corporate aims and objectives, processes, buying process and criteria, and trading preferences) (SE:484) (SP)
Assess prospect's needs in relation to product offering (SE:113) (SP)
Propose solution to prospect’s needs/challenges (SE:115) (SP)
Demonstrate product solution for prospect's needs (SE:893, SE LAP 103) (SP)
Convert customer/client objections into selling points (SE:874, SE LAP 100) (SP)
Close the sale (SE:895, SE LAP 107) (SP)
Negotiate sales terms/agreement (SE:392) (SP)
Oversee fulfillment/completion of sale (SE:483) (SP)
Sell good/service/idea to individuals (SE:046) (SP)
Sell good/service/idea to groups (SE:073) (SP)

Strategic Management

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

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