Program of Study/End of Program
Standard Marketing Exam: 2 Credit
Performance Indicators

Business Law

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

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)

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) (CS)
Identify company’s brand promise (CR:001) (CS)
Determine ways of reinforcing the company’s image through employee performance (CR:002) (CS)

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)
Determine the relationship between government and business (EC:008, EC LAP 16) (CS)
Explain the concept of productivity (EC:013, EC LAP 18) (CS)

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 Management

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

Information Management

Discuss the nature of information management (NF:110, NF LAP 3) (CS)
Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)

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)

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)
Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)
Explain the concept of production (OP:017, OP LAP 4) (CS)
Maintain a safe work environment (OP:008) (CS)
Explain procedures for handling accidents (OP:009) (CS)
Explain routine security precautions (OP:013) (CS)
Follow established security procedures/policies (OP:152) (CS)
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Professional Development

Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)
Assess personal interests and skills needed for success in business and marketing (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)
Explain employment opportunities in marketing (PD:024) (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)
Use time-management skills (PD:019, OP LAP 1) (SP)
Demonstrate appropriate creativity (PD:012) (SP)

Strategic Management

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

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)
Describe the use of technology in the marketing-information management function (IM:183) (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)
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Pricing

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

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 legal and ethical issues in promotion (SP)
- Describe the use of technology in the promotion function (PR:100) (SP)
- Explain types of advertising media (PR:007, PR LAP 3) (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)
- Explain key factors in building a clientele (SE:828, SE LAP 115) (SP)
- Explain legal and ethical considerations in selling (SE LAP 129) (SP)
- Describe the use of technology in the selling function (SE:107) (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)

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