

MBA Research Comparison of Standards

FBLA: MARKETING

Compared To

HSB: Principles of Marketing

GREEN/BOLD statements are part of your course/state standards and the MBA Research standard. Items in plain text are in the state's course/standards but are not in the MBA Research course or identified subset of the MBA Research National Business Administration Standards.

FBLA: MARKETING		HSB: Principles of Marketing	LAP
MKTG 01.00	Competency: Basic Marketing Functions		
MKTG 01.01	Analyze the differences between a production-oriented company, a sales-oriented company, and a marketing-oriented company.		
MKTG 01.02	Explain the marketing concept and describe the benefits of marketing and their importance.	MK:001 - Explain marketing and its importance in a global economy	LAP-MK-004
MKTG 01.03	Explain the functions involved in marketing goods and services.	MK:002 - Describe marketing functions and related activities	LAP-MK-001
MKTG 01.04	Identify, explain, compare, and contrast the different types of business ownership (e.g., sole-proprietorship, partnership, corporation, franchise, and licensing).	BL:003 - Explain types of business ownership	LAP-BL-001

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MKTG 01.05	Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.	MP:001 - Explain the concept of marketing strategies	LAP-MP-002
MKTG 01.06	Explain the concept of product mix and describe types of product mix strategies for various product classifications.		
MKTG 01.07	Describe the process for new product and service development (e.g., conception, development, and test marketing).	VM:001 - Discuss the nature of product development	
MKTG 01.08	Explain the advantages and disadvantages of extending product lines and of product line diversification.	PM:003 - Explain the concept of product mix	LAP-PM-003
MKTG 01.09	Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).	PM:017 - Identify consumer protection provisions of appropriate agencies	LAP-PM-007
MKTG 01.10	Explain the functions of packaging and why each is important.	PM:213 - Assess product-packaging requirements	
MKTG 01.11	Describe the importance of branding, packaging, and labeling.	PM:021 - Explain the nature of product/service branding PM:213 - Assess product-packaging requirements	LAP-PM-006
MKTG 01.12	Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.	PM:042 - Describe factors used by marketers to position products/services	LAP-PM-019

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MKTG 01.13	Identify and explain the factors that influence a product's price (e.g., cost, quality, competition, and brand loyalty).	PI:002 - Explain factors affecting pricing decisions	LAP-PI-003
MKTG 01.14	Explain how consumer practices (e.g., shoplifting, improper returns, and product liability claims) affect prices.	PI:002 - Explain factors affecting pricing decisions	LAP-PI-003
MKTG 01.15	Explain ways that government regulations/laws affect pricing practices (e.g., price discrimination and collusion).	PI:002 - Explain factors affecting pricing decisions PI:017 - Explain legal considerations for pricing	LAP-PI-003
MKTG 01.16	Describe the influences of supply and demand on pricing and the concept of price elasticity.	EC:005 - Explain the principles of supply and demand	LAP-EC-011
MKTG 02.00	Competency: Channels of Distribution		
MKTG 02.01	Explain the concept of distribution and identify the channels of distribution.	CM:003 - Explain the nature of channels of distribution OP:522 - Explain the nature and scope of distribution	LAP-CM-003
MKTG 02.02	Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.	CR:003 - Explain the nature of positive customer relations	LAP-CR-001
MKTG 02.03	Identify the most efficient means (e.g., cost benefit analysis) for distributing different types of products and services.	CM:010 - Select channels of distribution	

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MKTG 02.04	Identify shipping and receiving processes.	OP:384 - Explain the receiving process OP:405 - Explain shipping processes	
MKTG 02.05	Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.	OP:406 - Identify factors considered when selecting best shipping method	
MKTG 02.06	Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.	OP:403 - Select appropriate storage equipment	
MKTG 02.07	Describe the methods of handling merchandise and inventory control.	OP:385 - Explain stock-handling techniques used in receiving deliveries OP:413 - Describe inventory control systems	
MKTG 03.00	Competency: Legal, Ethical, and Social Aspects of Marketing		
MKTG 03.01	Describe the impact of specific marketing regulations/laws on both domestic and international business.	Scope of state's statement is too broad to match to specific performance indicators. CM:005 - Explain legal considerations in channel management IM:419 - Describe the regulation of marketing-information management PI:017 - Explain legal considerations for pricing PM:017 - Identify consumer protection provisions of appropriate agencies PR:101 - Describe the regulation of promotion SE:106 - Explain legal and ethical considerations in selling	LAP-PM-007 LAP-SE-129

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MKTG 03.02	Identify ethical issues and their impact on marketing.	Scope of state's statement is too broad to match to specific performance indicators. CM:006 - Describe ethical considerations in channel management IM:025 - Explain the role of ethics in marketing-information management PI:015 - Describe the role of business ethics in pricing PM:040 - Explain business ethics in product/service management PR:099 - Describe the use of business ethics in promotion SE:106 - Explain legal and ethical considerations in selling	LAP-IM-025 LAP-PM-040 LAP-SE-129
MKTG 03.03	Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.	Scope of state's statement is too broad to match to specific performance indicators. MK:014 - Explain factors that influence customer/client/business buying behavior	LAP-MK-006
MKTG 03.04	Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.	MK:001 - Explain marketing and its importance in a global economy	LAP-MK-004
MKTG 03.05	Discuss the role of federal regulatory agencies (e.g., Food and Drug Administration, Consumer Product Safety Commission, Environmental Protection Agency).	EC:008 - Determine the relationship between government and business PM:017 - Identify consumer protection provisions of appropriate agencies	LAP-EC-016 LAP-PM-007
MKTG 04.00	Competency: Promotion and Advertising Media		
MKTG 04.01	Explain the role of promotion as a marketing function and identify the major purpose of advertising.	PR:001 - Explain the role of promotion as a marketing function PR:003 - Identify the elements of the promotional mix	LAP-PR-002 LAP-PR-001

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MKTG 04.02	Identify major promotional activities used in marketing and the benefits of each.	PR:003 - Identify the elements of the promotional mix	LAP-PR-001
MKTG 04.03	Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).	PR:007 - Explain types of advertising media	LAP-PR-003
MKTG 04.03	Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).	PR:007 - Explain types of advertising media	LAP-PR-003
MKTG 04.04	Identify ethical issues (e.g., false and misleading advertising, copyright infringement, and age group discrimination) in marketing.	PR:099 - Describe the use of business ethics in promotion	
MKTG 04.05	Identify various forms and purposes of sales promotion (e.g., sweepstakes, coupons, contests, and specialty products).	PR:249 - Identify communications channels used in sales promotion	
MKTG 04.06	Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).	PR:003 - Identify the elements of the promotional mix	LAP-PR-001
MKTG 04.07	Explain concept and purpose of visual merchandising, display and trade shows to communicate with targeted audiences.	PR:023 - Explain the use of visual merchandising in retailing	

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MKTG 05.00	Competency: Marketing Information, Research, and Planning		
MKTG 05.01	Identify the reasons for conducting market research.	IM:010 - Explain the nature of marketing research	LAP-IM-010
MKTG 05.02	Explain marketing research methods and procedures.	Scope of state's statement is too broad to match to specific performance indicators. IM:284 - Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)	LAP-IM-284
MKTG 05.03	Identify sources of primary and secondary data.	IM:281 - Describe options businesses use to obtain marketing research data (i.e., primary and secondary research)	LAP-IM-015
MKTG 05.04	Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).	IM:284 - Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal)	LAP-IM-284
MKTG 05.05	Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geographic) and describe how it is used.	MP:003 - Explain the concept of market and market identification	LAP-MP-003
MKTG 05.06	Explain why a marketing plan is essential and identify the components of a marketing plan.	MP:007 - Explain the nature of marketing plans	LAP-MP-007
MKTG 05.07	Describe how marketing information is used in business decisions.	IM:012 - Describe the need for marketing data	LAP-IM-012

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MKTG 06.00	Competency: E-Commerce		
MKTG 06.01	Identify ways that technology including the Internet impacts marketing.	Scope of state's statement is too broad to match to specific performance indicators. CM:004 - Describe the use of technology in the channel management function IM:183 - Describe the use of technology in the marketing-information management function PI:016 - Explain the use of technology in the pricing function PM:039 - Describe the use of technology in the product/service management function PR:100 - Describe the use of technology in the promotion function SE:107 - Describe the use of technology in the selling function	
MKTG 06.02	Explain the impact of the Internet on marketing.	NF:094 - Analyze the impact of technology on marketing	
MKTG 06.03	Identify online shopping techniques for sales and purchasing.	OP:191 - Describe the use of technology in operations	
MKTG 06.04	Discuss the role e-commerce will play in the marketing of goods and services.	NF:094 - Analyze the impact of technology on marketing	
MKTG 06.05	Explain considerations in Web site pricing.	PI:067 - Explain considerations in website pricing	

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MKTG 06.06	Explain how a Web site presence can be used to promote a business or product.	PR:164 - Explain the nature of online advertising (e.g., advergaming, virtual worlds, display ads, banner ads, pop-up ads, pay-per-click ads, etc.)	
MKTG 07.00	Competency: Economics		
MKTG 07.01	Analyze the impact of changing economic conditions on marketing strategies.	MP:008 - Explain the role of situation analysis in the marketing planning process	
MKTG 07.02	Explain the concept of competition and describe ways competition affects marketing decisions.	EC:012 - Explain the concept of competition MP:008 - Explain the role of situation analysis in the marketing planning process	LAP-EC-008
MKTG 07.03	Distinguish between consumer and capital economic goods and services.	EC:002 - Distinguish between economic goods and services	LAP-EC-010
MKTG 07.04	Explain the concept and characteristics of private/free enterprise.	EC:009 - Explain the concept of private enterprise	LAP-EC-015
MKTG 07.05	Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.	EC:010 - Identify factors affecting a business's profit	LAP-EC-002
MKTG 07.06	Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).	EC:003 - Explain the concept of economic resources	LAP-EC-014

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MKTG 07.07	Explain the principles of supply and demand.	EC:005 - Explain the principles of supply and demand	LAP-EC-011
MKTG 07.08	Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).	EC:007 - Explain the types of economic systems	LAP-EC-017
MKTG 07.09	Identify and examine economic indicators and business cycles (e.g., GDP, GNP, and Consumer Price Index).	Scope of state's statement is too broad to match to specific performance indicators. EC:017 - Explain the concept of Gross Domestic Product (GDP) EC:018 - Determine the impact of business cycles on business activities EC:081 - Discuss the measure of consumer spending as an economic indicator EC:082 - Discuss the impact of a nation's unemployment rates EC:083 - Describe the economic impact of inflation on business EC:084 - Explain the economic impact of interest-rate fluctuations	LAP-EC-001 LAP-EC-009 LAP-EC-029 LAP-EC-028
MKTG 07.10	Explain the concepts of scarcity and elasticity of demand.	EC:001 - Describe the concepts of economics and economic activities EC:005 - Explain the principles of supply and demand	LAP-EC-006 LAP-EC-011
MKTG 07.11	Discuss balance of trade, trade barriers, and concepts of tariffs.	EC:016 - Explain the nature of global trade	LAP-EC-004
MKTG 07.12	Describe the importance of marketing in a global economy.	MK:001 - Explain marketing and its importance in a global economy	LAP-MK-004
MKTG 08.00	Competency: Selling and Merchandising		

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MKTG 08.01	Describe the purpose and importance of selling.	SE:017 - Explain the nature and scope of the selling function	LAP-SE-117
MKTG 08.02	Describe the concepts and techniques used in selling and explain the steps in the selling process.	Scope of state's statement is too broad to match to specific performance indicators. SE:048 - Explain the selling process	LAP-SE-048
MKTG 08.03	Demonstrate the ability to translate product knowledge/customer service information into customer benefits.	SE:109 - Analyze product information to identify product features and benefits	LAP-SE-113
MKTG 08.04	Explain the factors that influence customer buying motives and decisions.	SE:811 - Facilitate prospect's buying decisions SE:883 - Determine prospect's buying motives for use in selling	LAP-SE-108 LAP-SE-883
MKTG 08.05	Explore the ethical issues involved in selling (e.g., high pressure sales and misrepresenting product information).	SE:106 - Explain legal and ethical considerations in selling	LAP-SE-129
MKTG 08.06	Examine the role of salespersons in building customer relationships.	SE:110 - Establish relationship with customer/client	
MKTG 08.07	Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.	SE:329 - Process sales transactions (e.g., cash, credit, check) SE:459 - Process special orders SE:475 - Calculate miscellaneous charges SE:887 - Pack and wrap purchases	
MKTG 08.08	Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.	CR:006 - Respond to customer inquiries CR:009 - Handle difficult customers CR:010 - Handle customer/client complaints	LAP-CR-009 LAP-CR-010

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MKTG 08.09	Identify consumer protection agencies (e.g., FTC, Better Business Bureau, and Consumer Product Safety Commission) and explain their services.	PM:017 - Identify consumer protection provisions of appropriate agencies	LAP-PM-007
MKTG 08.10	Identify examples of service extensions (e.g., product warranty, technical support, or service contract).	PM:020 - Explain warranties and guarantees PM:082 - Explain the nature of product extension in services marketing	LAP-PM-004