

Instructional Area: Professional Development (PD)

Standard: Understands concepts, tools, and strategies used to explore, obtain, and develop in a business career

Performance Element: Understand responsibilities in marketing to demonstrate ethical/legal behavior.

Performance Indicators:

Explain the need for professional and ethical standards in marketing (PD:137) (SP)

Performance Element: Participate in career planning to enhance job-success potential.

Performance Indicators:

Explain employment opportunities in marketing (PD:024, LAP-PD-024) (CS)

Instructional Area: Product/Service Management (PM)

Standard: Understands the concepts and processes needed to obtain, develop, maintain, and improve a product or service mix in response to market opportunities and to build brand for the organization

Performance Element: Acquire a foundational knowledge of product/service management to understand its nature and scope.

Performance Indicators:

Explain the nature and scope of the product/service management function (PM:001, LAP-PM-017) (SP)

Identify the impact of product life cycles on marketing decisions (PM:024, LAP-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, LAP-PM-040) (SP)

Performance Element: Generate product ideas to contribute to ongoing business success.

Performance Indicators:

Identify product opportunities (PM:134) (SP)

Identify methods/techniques to generate a product idea (PM:127, LAP-PM-127) (SP)

Generate product ideas (PM:128) (SP)

Performance Element: Apply quality assurances to enhance product/service offerings.

Performance Indicators:

Describe the uses of grades and standards in marketing (PM:019, LAP-PM-008) (CS)

Explain warranties and guarantees (PM:020, LAP-PM-004) (CS)

Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-007) (SP)

Performance Element: Employ product-mix strategies to meet customer expectations.

Performance Indicators:

Explain the concept of product mix (PM:003, LAP-PM-003) (SP)

Describe the nature of product bundling (PM:041) (SP)

Performance Element: Position company to acquire desired business image.

Performance Indicators:

Explain the nature of corporate branding (PM:206, LAP-PM-206) (SP)

Describe factors used by businesses to position corporate brands (PM:207) (SP)

Identify customer touch points (PM:277) (SP)

Performance Element: Position products/services to acquire desired business image.

Performance Indicators:

Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)

Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

Describe the role of customer voice in branding (PM:276) (SP)

Instructional Area: Channel Management (CM)

Standard: Understands the concepts and processes needed to identify, select, monitor, and evaluate sales channels

Performance Element: Acquire foundational knowledge of channel management to understand its role in marketing.

Performance Indicators:

Explain the nature and scope of channel management (CM:001, LAP-CM-001) (CS)

Explain the nature of channels of distribution (CM:003, LAP-CM-003) (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)

Performance Element: Manage channel activities to minimize costs and to determine distribution strategies.

Performance Indicators:

Coordinate channel management with other marketing activities (CM:007) (SP)

Explain the nature of channel-member relationships (CM:008) (SP)

Explain the nature of affinity partner relationships (CM:021) (SP)

Instructional Area: Marketing-Information Management (IM)

Standard: Understands the concepts, systems, and tools needed to gather, access, synthesize, evaluate, and disseminate information for use in making business decisions

Performance Element: Acquire foundational knowledge of marketing-information management to understand its nature and scope.

Performance Indicators:

Describe the need for marketing data (IM:012, LAP-IM-012) (CS)

Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)

Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)

Explain the role of ethics in marketing-information management (IM:025, LAP-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)

Performance Element: Understand marketing-research activities to show command of their nature and scope.

Performance Indicators:

Explain the nature of marketing research (IM:010, LAP-IM-010) (SP)

Discuss the nature of marketing research problems/issues (IM:282, LAP-IM-282) (SP)

Performance Element: Understand marketing-research design considerations to evaluate their appropriateness for the research problem/issue.

Performance Indicators:

Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (IM:284, LAP-IM-284) (SP)

Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (IM:281, LAP-IM-281) (SP)

Discuss the nature of sampling plans (i.e., who, how many, how chosen) (IM:285, LAP-IM-285) (SP)

Performance Element: Understand data-collection methods to evaluate their appropriateness for the research problem/issue.

Performance Indicators:

Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (IM:289, LAP-IM-289) (SP)

Explain characteristics of effective data-collection instruments (IM:418) (SP)

Performance Element: Interpret marketing information to test hypotheses and/or to resolve issues.

Performance Indicators:

Explain techniques for processing marketing data (IM:062) (SP)

Monitor/measure customer “buzz” (IM:469) (SP)

Explain the use of descriptive statistics in marketing decision making (IM:191) (SP)

Performance Element: Evaluate marketing research procedures and findings to assess their credibility.

Performance Indicators:

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 the problem/issue (e.g., research methods, sources of information, timeliness of information, etc.) (IM:428) (SP)

Instructional Area: Market Planning (MP)

Standard: Understands the concepts and strategies utilized to determine and target marketing strategies to a select audience

Performance Element: Develop marketing strategies to guide marketing tactics.

Performance Indicators:

Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)

Performance Element: Select target market appropriate for product/business to obtain the best return on marketing investment (ROMI).

Performance Indicators:

Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)

Performance Element: Employ marketing-information to plan marketing activities.

Performance Indicators:

Explain the nature of marketing planning (MP:006) (SP)

Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)

Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

Explain the nature of sales forecasts (MP:013, LAP-MP-013) (SP)

Instructional Area: Pricing (PI)

Standard: Understands concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value

Performance Element: Develop a foundational knowledge of pricing to understand its role.

Performance Indicators:

Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (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, LAP-PI-003) (SP)

Instructional Area: Promotion (PR)

Standard: Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome

Performance Element: Acquire a foundational knowledge of promotion to understand its nature and scope.

Performance Indicators:

Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)

Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)

Identify the elements of the promotional mix (PR:003, LAP-PR-001) (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)

Performance Element: Understand promotional channels used to communicate with targeted audiences.

Performance Indicators:

Explain types of advertising media (PR:007, LAP-PR-007) (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)

Performance Element: Understand the use of an advertisement's components to communicate with targeted audiences.

Performance Indicators:

Explain the components of advertisements (PR:014) (SP)

Explain the importance of coordinating elements in advertisements (PR:251) (SP)

Performance Element: Understand the use of public-relations activities to communicate with targeted audiences.

Performance Indicators:

Identify types of public-relations activities (PR:252) (SP)

Discuss internal and external audiences for public-relations activities (PR:253) (SP)

Instructional Area: Selling (SE)

Standard: Understands the concepts and actions needed to determine client needs and wants and respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities

Performance Element: Acquire a foundational knowledge of selling to understand its nature and scope.

Performance Indicators:

Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)

Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)

Explain company selling policies (SE:932, LAP-SE-932) (CS)

Explain key factors in building a clientele (SE:828, LAP-SE-828) (SP)

Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)

Describe the use of technology in the selling function (SE:107) (SP)

Performance Element: Acquire product knowledge to communicate product benefits and to ensure appropriateness of product for the customer.

Performance Indicators:

Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)

Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)

Performance Element: Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.

Performance Indicators:

Explain the selling process (SE:048, LAP-SE-048) (CS)

Discuss motivational theories that impact buying behavior (SE:359) (SP)