

ASK Fundamental Marketing Concepts Exam 2023 Blueprint & Performance Indicator List

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Business Law (BL)

Apply knowledge of business ownership to establish and continue business operations.

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

Channel Management (CM)

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

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

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

CM:006 Describe ethical considerations in channel management (SP)

Customer Relations (CR)

Foster positive relationships with customers to enhance company image.

- CR:003 Explain the nature of positive customer relations (CS) LAP-CR-003
- CR:004 Demonstrate a customer service mindset (CS) LAP-CR-004
- CR:029 Develop rapport with customers (CS)
- CR:005 Reinforce service orientation through communication (CS)
- CR:006 Respond to customer inquiries (CS)
- CR:019 Adapt communication to the cultural and social differences among clients (CS)
- CR:007 Interpret business policies to customers/clients (CS)

Resolve conflicts with/for customers to encourage repeat business.

- CR:009 Handle difficult customers (CS) LAP-CR-009
- CR:010 Handle customer/client complaints (CS) LAP-CR-010

Economics (EC)

Understand fundamental economic concepts to obtain a foundation for employment in business.

- EC:002 Distinguish between economic goods and services (CS) LAP-EC-902
- EC:003 Explain the concept of economic resources (CS) LAP-EC-903
- EC:001 Describe the concepts of economics and economic activities (CS) LAP-EC-901
- EC:004 Determine economic utilities created by business activities (CS) LAP-EC-013
- EC:005 Explain the principles of supply and demand (CS) LAP-EC-011
- EC:006 Describe the functions of prices in markets (CS) LAP-EC-906

Understand the nature of business to show its contributions to society.

- EC:070 Explain the role of business in society (CS) LAP-EC-070
- EC:071 Describe types of business activities (CS) LAP-EC-071

Understand economic systems to be able to recognize the environments in which businesses function.

- EC:007 Explain the types of economic systems (CS) LAP-EC-907
- EC:065 Identify the impact of small business/entrepreneurship on market economies (CS)
- EC:009 Explain the concept of private enterprise (CS) LAP-EC-015
- EC:010 Identify factors affecting a business's profit (CS) LAP-EC-910
- EC:011 Determine factors affecting business risk (CS) LAP-EC-003
- EC:012 Explain the concept of competition (CS) LAP-EC-912

Acquire knowledge of the impact of government on business activities to make informed economic decisions.

- EC:008 Determine the relationship between government and business (CS) LAP-EC-016

Analyze cost/profit relationships to guide business decision-making.

- EC:013 Explain the concept of productivity (CS) LAP-EC-018

Emotional Intelligence (EI)

Apply ethics to demonstrate trustworthiness.

EI:022 Demonstrate honesty and integrity (PQ) LAP-EI-138
EI:021 Demonstrate responsible behavior (PQ) LAP-EI-021
EI:127 Demonstrate fairness (PQ) LAP-EI-127
EI:128 Build trust in relationships (CS) LAP-EI-128
EI:123 Describe the nature of ethics (CS) LAP-EI-123
EI:124 Explain reasons for ethical dilemmas (CS) LAP-EI-124
EI:125 Recognize and respond to ethical dilemmas (CS) LAP-EI-125

Use communication skills to foster open, honest communications.

EI:129 Foster open, honest communication (SP) LAP-EI-129

Employ leadership skills to achieve workplace objectives.

EI:009 Explain the concept of leadership (CS) LAP-EI-909

Manage internal and external business relationships to foster positive interactions.

EI:036 Treat others with dignity and respect (PQ) LAP-EI-036
EI:137 Assess long-term value and impact of actions on others (SP) LAP-EI-137

Financial Analysis (FI)

Acquire a foundational knowledge of accounting to understand its nature and scope.

FI:579 Describe the need for financial information (CS) LAP-FI-579
FI:085 Explain the concept of accounting (CS) LAP-FI-085

Acquire a foundational knowledge of finance to understand its nature and scope.

FI:354 Explain the role of finance in business (CS) LAP-FI-354

Human Resources Management (HR)

Understand the role and function of human resources management to obtain a foundational knowledge of its nature and scope.

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

Marketing-Information Management (IM)

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Marketing (MK)

Understand marketing's role and function in business to facilitate economic exchanges with customers.

MK:001 Explain marketing and its importance in a global economy (CS) LAP-MK-901

MK:002 Describe marketing functions and related activities (CS) LAP-MK-002

Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

MK:014 Explain factors that influence customer/client/business buying behavior (SP) LAP-MK-014

MK:015 Discuss actions employees can take to achieve the company's desired results (SP) LAP-MK-015

MK:019 Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (SP) LAP-MK-019

Market Planning (MP)

Develop marketing strategies to guide marketing tactics.

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

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

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

Employ marketing-information to plan marketing activities.

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

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

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

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

Information Management (NF)

Use information literacy skills to increase workplace efficiency and effectiveness.

NF:077 Assess information needs (CS)

NF:078 Obtain needed information efficiently (CS)

NF:079 Evaluate quality and source of information (CS)

NF:278 Draw conclusions based on information analysis (CS)

NF:080 Apply information to accomplish a task (CS)

NF:081 Store information for future use (CS)

Acquire a foundational knowledge of information management to understand its nature and scope.

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

Utilize information-technology tools to manage and perform work responsibilities.

NF:003 Identify ways that technology impacts business (PQ) LAP-NF-003

Operations (OP)

Understand operation's role and function in business to value its contribution to a company.

OP:189 Explain the nature of operations (CS) LAP-OP-189

Utilize project management skills to improve workflow and minimize costs.

OP:519 Plan project (CS) LAP-OP-519

OP:520 Monitor projects and take corrective actions (CS) LAP-OP-520

OP:521 Evaluate project success (CS) LAP-OP-521

Implement purchasing activities to obtain business supplies, equipment, resources, and services.

OP:015 Explain the nature and scope of purchasing (CS) LAP-OP-015

Understand production's role and function in business to recognize its need in an organization.

OP:017 Explain the concept of production (CS) LAP-OP-017

Understand supply chain management's role in business to appreciate its contributions to efficiency and profitability.

OP:443 Explain the concept of supply chain (CS)

Professional Development (PD)

Acquire self-development skills to enhance relationships and improve efficiency in the work environment.

PD:018 Set personal goals (CS) LAP-PD-918

Understand and follow company rules and regulations to maintain employment.

PD:250 Adhere to company protocols and policies (CS) LAP-PD-250

PD:252 Follow chain of command (CS) LAP-PD-252

Utilize critical-thinking skills to determine best options/outcomes.

PD:126 Explain the need for innovation skills (CS) LAP-PD-126

PD:017 Make decisions (CS) LAP-PD-017

PD:077 Demonstrate problem-solving skills (CS) LAP-PD-077

Understand responsibilities in marketing to demonstrate ethical/legal behavior.

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

Participate in career planning to enhance job-success potential.

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

Pricing (PI)

Develop a foundational knowledge of pricing to understand its role.

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

PI:015 Describe the role of business ethics in pricing (SP)

PI:002 Explain factors affecting pricing decisions (SP) LAP-PI-902

Product/Service Management (PM)

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

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

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

PM:040 Explain business ethics in product/service management (SP) LAP-PM-040

Generate product ideas to contribute to ongoing business success.

PM:134 Identify product opportunities (SP)

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

PM:128 Generate product ideas (SP)

Apply quality assurances to enhance product/service offerings.

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

PM:020 Explain warranties and guarantees (CS) LAP-PM-920

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

Employ product-mix strategies to meet customer expectations.

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

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

Position company to acquire desired business image.

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

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

Position products/services to acquire desired business image.

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

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

Promotion (PR)

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

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

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

PR:003 Identify the elements of the promotional mix (SP) LAP-PR-903

PR:099 Describe the use of business ethics in promotion (SP)

Understand promotional channels used to communicate with targeted audiences.

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

PR:247 Describe word-of-mouth channels used to communicate with targeted audiences (SP)

PR:089 Explain the nature of direct marketing channels (SP)

PR:249 Identify communications channels used in sales promotion (SP)

PR:250 Explain communications channels used in public-relations activities (SP)

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

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

Selling (SE)

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

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

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

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

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

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

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

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

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

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

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

Strategic Management (SM)

Recognize management's role to understand its contribution to business success.

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