

# FBLA HS Introduction to Marketing Concepts<sup>§</sup>

## Marketing Fundamentals (20 test items)

1. Describe marketing functions and related activities (MK:002, LAP-MK-002) (CS)
2. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
3. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
4. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
5. Explain employment opportunities in marketing (PD:024, LAP-PD-024) (CS)
6. Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)
7. Explain the nature of marketing planning (MP:006) (SP)
8. Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)

## Product/Service Management (20 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)
3. Describe the uses of grades and standards in marketing (PM:019, LAP-PM-019) (CS)
4. Explain warranties and guarantees (PM:020, LAP-PM-920) (CS)
5. Explain the concept of the product mix (PM:003, LAP-PM-003) (SP)
6. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
7. Explain the nature of product/service branding (PM:021, LAP-PM-021) (SP)

## Channel Management (10 test items)

1. Explain the nature and scope of channel management (CM:001, LAP-CM-001) (CS)
2. Explain the nature of channels of distribution (CM:003, LAP-CM-003) (CS)
3. Describe the use of technology in the channel management function (CM:004) (CS)

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<sup>§</sup> Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

## **Marketing-Information Management (10 test items)**

1. Describe the need for marketing data (IM:012, LAP-IM-012) (CS)
2. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
3. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)
4. Explain the nature of marketing research (IM:010, LAP-IM-010) (SP)

## **Pricing (5 test items)**

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

## **Promotion (15 test items)**

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Explain the types of promotion (i.e., institutional, product) (PR:002, LAP-PR-902) (CS)
3. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)
4. Explain types of advertising media (PR:007, LAP-PR-007) (SP)

## **Selling (20 test items)**

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
3. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
4. Explain the selling process (SE:048, LAP-SE-048) (CS)
5. Explain company selling policies (SE:932, LAP-SE-932) (CS)
6. Analyze product information to identify product features and benefits (SE:109, LAP-SE-109) (SP)

## References

MBA Research and Curriculum Center. *National Business Administration Standards.*

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

Investopedia. *Understanding marketing in business: Key strategies and types.*

<https://www.investopedia.com/terms/m/marketing.asp>

Wolters Kluwer. *Business success depends upon successful marketing.*

<https://www.wolterskluwer.com/en/expert-insights/business-success-depends-upon-successful-marketing>

HubSpot. *What is marketing, and what's its purpose?* [https://blog.hubspot.com/marketing/what-is-](https://blog.hubspot.com/marketing/what-is-marketing#what-is-marketing)

[marketing#what-is-marketing](https://blog.hubspot.com/marketing/what-is-marketing#what-is-marketing)

## LAP List

Objective #	LAP #*	LAP Title
<b>MK:002</b>	LAP-MK-002	Work the Big Seven (Marketing Functions)
<b>MK:001</b>	LAP-MK-901	Have It Your Way! (Nature of Marketing)
<b>MP:003</b>	LAP-MP-003	Have We Met? (Market Identification)
<b>MP:001</b>	LAP-MP-001	Pick the Mix (Nature of Marketing Strategies)
<b>PD:024</b>	LAP-PD-024	Career Opportunities in Marketing
<b>MK:014</b>	LAP-MK-014	Cause and Effect (Buying Behavior)
<b>MP:007</b>	LAP-MP-007	A Winning Plan (Nature of Marketing Plans)
<b>PM:001</b>	LAP-PM-001	Serving Up Products (Nature of Product/Service Management)
<b>PM:024</b>	LAP-PM-024	Get a Life (Cycle) (Product Life Cycles)
<b>PM:019</b>	LAP-PM-019	Raise the Bar (Grades and Standards)
<b>PM:020</b>	LAP-PM-920	Promises, Promises (Warranties and Guarantees)
<b>PM:003</b>	LAP-PM-003	Mix and Match (The Nature of the Product Mix)

<b>PM:042</b>	LAP-PM-042	Getting Piece of Mind (Factors Used to Position Products/Services)
<b>PM:021</b>	LAP-PM-021	It's a Brand, Brand, Brand World! (Nature of Product Branding)
<b>CM:001</b>	LAP-CM-001	Chart Your channels (Channel Management)
<b>CM:003</b>	LAP-CM-003	Channel It (Channels of Distribution)
<b>IM:012</b>	LAP-IM-012	Data Do It (Need for Marketing Data)
<b>IM:184</b>	LAP-IM-184	Data Diving (Identifying Marketing Data)
<b>IM:001</b>	LAP-IM-001	Get the Facts Straight (Marketing-Information Management)
<b>IM:010</b>	LAP-IM-010	Seek and Find (Marketing Research)
<b>PI:001</b>	LAP-PI-001	The Price is Right (Nature of Pricing)
<b>PI:002</b>	LAP-PI-902	Make Cents (Factors Affecting Selling Price)
<b>PR:001</b>	LAP-PR-901	Razzle Dazzle (Nature of Promotion)
<b>PR:002</b>	LAP-PR-902	Know Your Options (Product and Institutional Promotion)
<b>PR:003</b>	LAP-PR-903	Spread the Word (Nature of the Promotional Mix)
<b>PR:007</b>	LAP-PR-007	Ad-quipping Your Business (Types of Advertising Media)
<b>SE:017</b>	LAP-SE-017	Sell Away (The Nature and Scope of Selling)
<b>SE:048</b>	LAP-SE-048	Set Your Sales (The Selling Process)
<b>SE:076</b>	LAP-SE-076	Go Beyond the Sale (Customer Service in Selling)
<b>SE:062</b>	LAP-SE-062	Get Informed (Acquiring Product Information for Use in Selling)
<b>SE:048</b>	LAP-SE-048	Set Your Sales (The Selling Process)
<b>SE:932</b>	LAP-SE-932	Sell Right (Selling Policies)
<b>SE:109</b>	LAP-SE-109	Find Features, Boost Benefits (Feature-Benefit Selling)

\* LAP #s subject to change