

FBLA HS Marketing[§]

Marketing Fundamentals (10 test items)

1. Explain marketing and its importance in a global economy (MK:001, LAP-MK-901) (CS)
2. Explain the need for professional and ethical standards in marketing (PD:137) (SP)
3. Discuss actions employees can take to achieve the company's desired results (MK:015, LAP-MK-015) (SP)
4. Explain factors that influence customer/client/business buying behavior (MK:014, LAP-MK-014) (SP)
5. Describe connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, LAP-MK-019) (SP)

Market Planning (10 test items)

1. Explain the concept of marketing strategies (MP:001, LAP-MP-001) (CS)
2. Explain the concept of market and market identification (MP:003, LAP-MP-003) (CS)
3. Explain the nature of marketing planning (MP:006) (SP)
4. Explain the nature of marketing plans (MP:007, LAP-MP-007) (SP)
5. Explain the role of situation analysis in the marketing planning process (MP:008) (SP)

Marketing-Information Management (15 test items)

1. Identify data monitored for marketing decision making (IM:184, LAP-IM-184) (SP)
2. Explain the nature and scope of the marketing-information management function (IM:001, LAP-IM-001) (SP)
3. Explain the role of ethics in marketing-information management (IM:025, LAP-IM-025) (SP)
4. Explain the nature of marketing research (IM:010, LAP-IM-010) (SP)
5. Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (IM:281, LAP-IM-281) (SP)
6. Describe data-collection methods (e.g., observations, mail, diaries, phone, internet, discussion groups, interviews, scanners, tracking tools) (IM:289, LAP-IM-289) (SP)

[§] Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

Product/Service Management (25 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Explain business ethics in product/service management (PM:040, LAP-PM-040) (SP)
3. Identify the impact of product life cycles on marketing decisions (PM:024, LAP-PM-024) (SP)
4. Identify consumer protection provisions of appropriate agencies (PM:017, LAP-PM-917) (SP)
5. Explain the concept of the product mix (PM:003, LAP-PM-003) (SP)
6. Describe the nature of product bundling (PM:041) (SP)
7. Explain the nature of corporate branding (PM:206, LAP-PM-206) (SP)
8. Describe factors used by businesses to position corporate brands (PM:207) (SP)
9. Describe factors used by marketers to position products/services (PM:042, LAP-PM-042) (SP)
10. 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 ethical considerations in channel management (CM:006, LAP-CM-006) (SP)

Pricing (10 test items)

1. Explain the nature and scope of the pricing function (PI:001, LAP-PI-001) (SP)
2. Describe the role of business ethics in pricing (PI:015, LAP-PI-015) (SP)
3. Explain factors affecting pricing decisions (PI:002, LAP-PI-902) (SP)

Promotion (10 test items)

1. Explain the role of promotion as a marketing function (PR:001, LAP-PR-901) (CS)
2. Identify the elements of the promotional mix (PR:003, LAP-PR-903) (SP)
3. Describe the use of business ethics in promotion (PR:099, LAP-PR-099) (SP)
4. Explain types of advertising media (PR:007, LAP-PR-007) (SP)

Selling (10 test items)

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain legal and ethical considerations in selling (SE:106, LAP-SE-106) (SP)
3. Describe the use of technology in the selling function (SE:107) (SP)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. 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/>
- American Marketing Association. *Definitions of marketing*. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- HubSpot. *What is marketing, and what's its purpose?* <https://blog.hubspot.com/marketing/what-is-marketing>
- Investopedia. *Understanding marketing in business: Key strategies and types*.
<https://www.investopedia.com/terms/m/marketing.asp>

LAP List

Objective #	LAP #*	LAP Title
MK:001	LAP-MK-901	Have It Your Way! (Nature of Marketing)
MK:015	LAP-MK-015	Act Now! (Employee Actions and Company Goals)
MK:014	LAP-MK-014	Cause and Effect (Buying Behavior)
MK:019	LAP-MK-019	Just Do It...Right (Company Actions and Results)
MP:001	LAP-MP-001	Pick the Mix (Nature of Marketing Strategies)
MP:003	LAP-MP-003	Have We Met? (Market Identification)
MP:007	LAP-MP-007	A Winning Plan (Nature of Marketing Plans)
IM:184	LAP-IM-184	Data Diving (Identifying Marketing Data)
IM:001	LAP-IM-001	Get the Facts Straight (Marketing-Information Management)
IM:025	LAP-IM-025	Info With Integrity (Ethics in Marketing-Information Management)
IM:010	LAP-IM-010	Seek and Find (Marketing Research)
IM:281	LAP-IM-281	What's the Source? (Obtaining Marketing-Research Data)
IM:289	LAP-IM-289	Hunting and Gathering (Data-Collection Methods)

PM:001	LAP-PM-001	Serving Up Products (Nature of Product/Service Management)
PM:040	LAP-PM-040	Safe and Sound (Ethics in Product/Service Management)
PM:024	LAP-PM-024	Get a Life (Cycle) (Product Life Cycles)
PM:017	LAP-PM-017	Protect and Serve (Consumer Protection)
PM:003	LAP-PM-003	Mix and Match (The Nature of the Product Mix)
PM:206	LAP-PM-206	Corporate Identity (Nature of Corporate Branding)
PM:042	LAP-PM-042	Getting Piece of Mind (Factors Used to Position Products/Services)
PM:021	LAP-PM-021	It's a Brand, Brand, Brand World! (Nature of Product Branding)
CM:001	LAP-CM-001	Chart Your Channels (Channel Management)
CM:003	LAP-CM-003	Channel It (Channels of Distribution)
CM:006	LAP-CM-006	The Right Path (Ethics in Channel Management)
PI:001	LAP-PI-001	The Price Is Right (Nature of Pricing)
PI:015	LAP-PI-015	Pricing With Purpose (Ethics in Pricing)
PI:002	LAP-PI-002	Make Cents (Factors Affecting Selling Price)
PR:001	LAP-PR-901	Razzle Dazzle (Nature of Promotion)
PR:003	LAP-PR-003	Spread the Word (Nature of the Promotional Mix)
PR:099	LAP-PR-099	Fear Factor (Ethics in Promotion)
PR:007	LAP-PR-007	Ad-quipping Your Business (Types of Advertising Media)
SE:017	LAP-SE-017	Sell Away (The Nature and Scope of Selling)
SE:106	LAP-SE-106	Keep It Real – In Sales (Legal and Ethical Considerations in Selling)
SE:062	LAP-SE-062	Get Informed (Acquiring Product Information for Use in Selling)
SE:109	LAP-SE-109	Find Features, Boost Benefits (Feature-Benefit Selling)

* LAP #s subject to change