

FBLA MS Exploring Marketing Concepts[§]

Marketing Fundamentals (10 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)

Product/Service Management (5 test items)

1. Explain the nature and scope of the product/service management function (PM:001, LAP-PM-001) (SP)
2. Describe the uses of grades and standards in marketing (PM:019, LAP-PM-019) (CS)
3. Explain warranties and guarantees (PM:020, LAP-PM-920) (CS)

Channel Management (5 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)

Marketing-Information Management (5 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)

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)

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

Promotion (5 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)

Selling (15 test items)

1. Explain the nature and scope of the selling function (SE:017, LAP-SE-017) (CS)
2. Explain the selling process (SE:048, LAP-SE-048) (CS)
3. Explain the role of customer service as a component of selling relationships (SE:076, LAP-SE-076) (CS)
4. Acquire product information for use in selling (SE:062, LAP-SE-062) (CS)
5. Acquire knowledge of client's products/brands (SE:360) (CS)
6. Explain company selling policies (SE:932, LAP-SE-932) (CS)

References

- MBA Research and Curriculum Center. *National Business Administration Standards*.
<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>
- Hubspot. *What is marketing, and what's its purpose?* <https://blog.hubspot.com/marketing/what-is-marketing#what-is-marketing>
- 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>

LAP List

Objective #	LAP #*	LAP Title
MK:002	LAP-MK-002	Work the Big Seven (Marketing Functions)
MK:001	LAP-MK-901	Have It Your Way! (Nature of Marketing)
MP:003	LAP-MP-003	Have We Met? (Market Identification)
MP:001	LAP-MP-001	Pick the Mix (Nature of Marketing Strategies)
PD:024	LAP-PD-024	Career Opportunities in Marketing
PM:001	LAP-PM-001	Serving Up Products (Nature of Product/Service Management)
PM:019	LAP-PM-019	Raise the Bar (Grades and Standards)
PM:020	LAP-PM-920	Promises, Promises (Warranties and Guarantees)
CM:001	LAP-CM-001	Chart Your channels (Channel Management)
CM:003	LAP-CM-003	Channel It (Channels of Distribution)
IM:012	LAP-IM-012	Data Do It (Need for Marketing Data)
IM:184	LAP-IM-184	Data Diving (Identifying Marketing Data)

IM:001	LAP-IM-001	Get the Facts Straight (Marketing-Information Management)
PI:001	LAP-PI-001	The Price is Right (Nature of Pricing)
PI:002	LAP-PI-902	Make Cents (Factors Affecting Selling Price)
PR:001	LAP-PR-901	Razzle Dazzle (Nature of Promotion)
PR:002	LAP-PR-902	Know Your Options (Product and Institutional Promotion)
PR:003	LAP-PR-903	Spread the Word (Nature of the Promotional Mix)
SE:017	LAP-SE-017	Sell Away (The Nature and Scope of Selling)
SE:048	LAP-SE-048	Set Your Sales (The Selling Process)
SE:076	LAP-SE-076	Go Beyond the Sale (Customer Service in Selling)
SE:062	LAP-SE-062	Get Informed (Acquiring Product Information for Use in Selling)
SE:932	LAP-SE-932	Sell Right (Selling Policies)

* LAP #s subject to change