

MARKETING - Competency "Tracking" Tool

Name: _____

Period: _____

	Class Discussion Date	MY Obj. #	I CAN Statements	Confident	Not Confident	Need More Info
Strand 1: World of Marketing (6 Objectives) <i>Student will understand the basics of marketing including the seven core functions and 4 P's of the marketing mix.</i>						
State Test: 10 Questions		1	I CAN <u>define</u> the word " <u>marketing</u> " and explain the 7 functions of marketing.			
		2	I CAN identify and explain what " <u>private enterprise</u> " is and the importance of marketing in a <u>global economy</u> .			
		3	I CAN identify and explain the <u>4 types of economic systems</u> .			
		4	I CAN explain the <u>4 pillars of the free enterprise system</u> and explain the roles of entrepreneurs, businesses, government, and consumers.			
		5	I CAN identify the 4 elements of the <u>Marketing Mix</u> (4 P's of marketing) and additional ones resulting from the expansion of the Internet.			
		6	I CAN explain and demonstrate how each of the <u>4 P's</u> are used strategically in <u>marketing decisions</u> AND explain what <u>DECA</u> is.			
Strand 2: Marketing Planning (6 Objectives) <i>Student will understand how a company considers internal and external factors to understand the current market.</i>						
State Test: 16 Questions		7	I CAN <u>define</u> what a " <u>market</u> " and explain what a " <u>target market</u> " is.			
		8	I CAN explain how to <u>identify a target market</u> for various goods and services.			

		9	I CAN explain and discuss the <u>difference between B2B marketing and B2C marketing</u> .			
		10	I CAN explain what “ <u>situational analysis</u> ” is and how it is used in marketing planning (SWOT).			
		11	I CAN explain <u>ROMI</u> and demonstrate understanding of how it is used in marketing.			
		12	I CAN explain methods to monitor/ <u>evaluate marketing plans</u> and their effectiveness.			

Strand 3: Marketing Information Management (5 Objectives)

Student will understand the concepts needed to gather & evaluate information for use in making business decisions.

State Test: 6 Questions		13	I CAN explain and describe the <u>need for marketing research</u> and information.			
		14	I CAN explain sources and types of <u>primary and secondary research</u> .			
		15	I CAN explain the need to interpret, assess, and evaluate <u>marketing information</u> .			
		16	I CAN demonstrate <u>how to use research</u> to develop a marketing plan and determining strategies to implement a marketing plan.			
		17	I CAN explain <u>what a marketing plan is</u> and how they are determined.			

Strand 4: Pricing (4 Objectives)

Student will understand concepts and strategies utilized in determining and adjusting prices to maximize profit and meet customers’ perceptions of value.

State Test: 5 Questions		18	I CAN explain the nature and scope of <u>pricing</u> and explain what the “ <u>breakeven point</u> ” is.			
		19	I CAN explain the principles of <u>supply and demand</u> and how they affect pricing.			
		20	I CAN identify <u>factors affecting pricing</u> .			

		21	I CAN explain <u>competition and how it affects pricing</u> .			
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Strand 5: Product/Service Management (5 Objectives)

Student will understand the concepts to introduce, maintain, and improve a product or service mix.

State Test: 9 Questions		22	I CAN explain the need for <u>product/service management</u> & identify components of the <u>product life cycle</u> .			
		23	I CAN explain and give examples of how the <u>product life cycles influences marketing decisions and strategies</u> .			
		24	I CAN explain and demonstrate what “ <u>market position</u> ” and “ <u>market share</u> ” are.			
		25	I CAN explain the importance of <u>generating product ideas</u> for businesses as well as methods/techniques for <u>inspiring product ideas</u> .			
		26	I CAN explain the concept of “ <u>product mix</u> ” and how it is used to meet customer expectations (including the concept of “ <u>bundling</u> ”).			

Strand 6: Promotion (5 Objectives)

Student will understand process and methods to communicate information about products to achieve desired outcomes.

State Test: 12 Questions		27	I CAN define, explain the role of and give examples of <u>promotion</u> .			
		28	I CAN identify <u>elements of the promotional mix</u> .			
		29	I CAN explain what a <u>promotional plan</u> is and how to <u>coordinate activities</u> in the promotional mix.			
		30	I CAN explain how to use <u>promotional “channels”</u> to communicate with targeted audiences for PR, personal selling, promotions, social media.			
		31	I CAN explain and identify ways to <u>assess the results of promotional efforts</u> .			

Strand 7: Channel Management (3 Objectives) <i>Student will understand the role of channel members and methods of product transportation.</i>					
State Test: 6 Questions		32	I CAN explain <u>channel management</u> in marketing.		
		33	I CAN define what a <u>sales “channel”</u> is and identify <u>members of a sales channel</u> .		
		34	I CAN define a “ <u>channel of distribution</u> ” and explain the role of “ <u>intermediaries</u> ” and “ <u>types of distribution</u> (exclusive, selective, and intensive).		
Standard 8: Selling (4 Objectives) <i>Student will understand how to determine client needs and wants and respond through planned and personalized communication.</i>					
State Test: 9 Questions		35	I CAN explain the “ <u>sales process</u> ” and how to use it to satisfy customer wants and needs.		
		36	I CAN explain the <u>role and importance of customer service</u> in selling.		
		37	I CAN explain how to <u>acquire product knowledge</u> and how to identify “ <u>features</u> ” and “ <u>benefits</u> ” and their impact on the selling process.		
		38	I CAN explain motivation theories (<u>consumer buying behaviors</u>) that impact buying behaviors.		
Marketing Final					
State Marketing Test: 44 Questions (73 points) - Need 80% to Pass					

State Test Information

Total Points Possible: 73

Total Questions: 44

Questions on Marketing Strands:

Strand	1	2	3	4	5	6	7	8
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# Questions	10	16	6	5	9	12	6	9
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Performance Objectives

1. **Demonstrate the ability to work in a team (Group Projects)**
2. **Demonstrate oral communication skills (Sales Presentation)**
3. **Demonstrate written communication skills (Marketing Research Tool/Report)**