

# Marketing

**8120 36 weeks**

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## Course Description

**Suggested Grade Level:** 9 or 10 or 11 or 12

Students examine activities in marketing and business important for success in marketing employment and postsecondary education. Students will learn how products are developed, branded, and sold to businesses and consumers. Students will analyze industry trends and gain hands-on experience in the marketing of goods, services, and ideas. Topics will include professionalism in the workplace, product planning and positioning, promotion, pricing, selling, economic issues, and the impact of technology on the marketplace. Computer/technology applications and DECA activities enhance the course. DECA, the co-curricular student organization, offers opportunities in leadership, community, and competitive events.

## Task Essentials Table

- Tasks/competencies designated by plus icons (⊕) in the left-hand column(s) are essential
- Tasks/competencies designated by empty-circle icons (○) are optional
- Tasks/competencies designated by minus icons (⊖) are omitted
- Tasks marked with an asterisk (\*) are sensitive.

| Task Number                      | 8120 | Tasks/Competencies   |
|----------------------------------|------|--|
| Examining Marketing and Business |      |  |
| 39                               | ⊕    | Analyze the marketing concept and its historical development.                      |
| 40                               | ⊕    | Explain the components of the marketing mix.                                       |
| 41                               | ⊕    | Explain the functions involved in marketing goods and services.                    |
| 42                               | ⊕    | Describe trends in marketing.  |
| 43                               | ⊕    | Explain the different types of organizations (for-profit, non-profit, government). |

| Task Number                                 | 8120 | Tasks/Competencies  |
|---|------|---|
| 44  | ⊕    | Explain the nature of business activities.  |
| Planning for Business Operations            |      |   |
| 45  | ⊕    | Identify the parts of a business plan.  |
| 46  | ⊕    | Identify the parts of a marketing plan.   |
| 47  | ⊕    | Explain basic financial statements.   |
| Communicating in the Workplace              |      |   |
| 48  | ⊕    | Describe the communications process.  |
| 49  | ⊕    | Demonstrate the effects of nonverbal communication on interactions with others.     |
| 50  | ⊕    | Write various types of professional communications.                                 |
| 51  | ⊕    | Demonstrate phone etiquette.  |
| 52  | ⊕    | Demonstrate online etiquette.   |
| 53  | ⊕    | Explain concerns related to electronic device use.                                  |
| Examining Technology in Marketing           |      |   |
| 54  | ⊕    | Analyze the impact of technology on marketing.                                      |
| 55  | ⊕    | Use technology to perform marketing tasks.  |
| Developing Professionalism in the Workplace |      |   |
| 56  | ⊕    | Use customers', coworkers', and managers' feedback to improve performance.          |
| 57  | ⊕    | Explain the importance of diversity within the work environment.                    |
| 58  | ⊕    | Examine ethical behavior in the workplace.  |
| 59  | ○    | Resolve client/customer and co-worker conflicts.                                    |
| 60  | ⊕    | Demonstrate positive working relationships.   |
| 61  | ⊕    | Demonstrate professional workplace behavior.  |
| Understanding Economics in Organizations    |      |   |
| 62  | ⊕    | Describe the nature of economics, economic activities, and economic resources.      |
| 63  | ⊕    | Describe the effects of competition on for-profit and not-for-profit organizations. |
| 64  | ⊕    | Compare different types of business ownership.                                      |
| 65  | ⊕    | Analyze the role of profit in private enterprise.                                   |
| Introducing Information Driven Marketing    |      |   |
| 66  | ⊕    | Identify the role of marketing information.   |
| 67  | ○    | Explain qualitative and quantitative market research methods.                       |
| 68  | ○    | Explain the role of ethics in marketing research.                                   |
| Developing Product/Service Planning Skills  |      |   |
| 69  | ⊕    | Identify the role of product/service planning in marketing.                         |
| 70  | ⊕    | Describe types of product/service mix strategies.                                   |
| 71  | ⊕    | Describe product/service life cycles.   |
| 72  | ⊕    | Describe the importance of branding in marketing.                                   |
| 73  | ○    | Explain the difference between brand name and brand.                                |
| 74  | ⊕    | Explain the use of national and private brand names in marketing.                   |
| Examining Channel Management                |      |   |

| Task Number                               | 8120 | Tasks/Competencies   |
|---|------|--|
| 75  | ⊕    | Explain the concept of channel management.   |
| 76  | ⊕    | Describe the channels of distribution.   |
| 77  | ○    | Identify shipping and receiving processes.   |
| Understanding Product/Service Positioning |      |  |
| 78  | ⊕    | Describe market identification and segmentation.                                       |
| 79  | ⊕    | Explain positioning and its relationship to target market.                             |
| 80  | ⊕    | Determine the competition for a selected product or service.                           |
| 81  | ⊕    | Determine the product/service's position relative to those of the competition.         |
| 82  | ⊕    | Determine the target market of a selected product/service.                             |
| 83  | ⊕    | Determine the most effective channels to position the selected product/service.        |
| Pricing Products and Services             |      |  |
| 84  | ⊕    | Explain key factors in determining selling price.                                      |
| 85  | ○    | Explain the differences between pricing a good and pricing a service.                  |
| 86  | ⊕    | Describe the relationship between supply and demand and its effects on price.          |
| Promoting Products and Services           |      |  |
| 87  | ⊕    | Examine the concept of the promotional mix.  |
| 88  | ○    | Determine the promotional mix for an existing product or service.                      |
| 89  | ⊕    | Describe the technology used to market goods and services.                             |
| 90  | ⊕    | Compare various types of promotional media.  |
| 91  | ⊕    | Identify components of ads.  |
| 92  | ○    | Prepare an advertisement that encompasses knowledge of the marketing mix.              |
| 93  | ⊕    | Explain the concept of visual merchandising.   |
| 94  | ⊕    | Explain advertising campaigns.   |
| 95  | ○    | Create a press release and related media materials.                                    |
| 96  | ○    | Explain the concepts of push and pull as they apply to an existing product or service. |
| 97  | ⊕    | Describe ethical issues related to promotion.  |
| Selling Products and Services             |      |  |
| 98  | ⊕    | Identify the various types of selling and the tools used for each.                     |
| 99  | ○    | Explain the function of a planogram in selling merchandise.                            |
| 100                                       | ⊕    | Explain the importance of customer service.  |
| 101                                       | ⊕    | Describe how to receive and handle customer complaints and compliments.                |
| 102                                       | ⊕    | Explain customers' buying motives.   |
| 103                                       | ⊕    | Demonstrate the selling process for a selected product or service.                     |
| 104                                       | ⊕    | Demonstrate how to process a sale.   |
| Understanding Risk Management             |      |  |
| 105                                       | ⊕    | Explain the nature and types of business risk.   |
| 106                                       | ○    | Describe methods for managing risk.  |
| 107                                       | ⊕    | Explain security issues related to business.   |

| Task Number         | 8120 | Tasks/Competencies  |
|---------------------|------|---|
| Developing a Career |      |   |
| 108                 | ○    | Analyze personal interests, personality traits, and skills.                   |
| 109                 | ⊕    | Research career opportunities in marketing.                                   |
| 110                 | ○    | Use various job search strategies.  |
| 111                 | ⊕    | Develop/update a résumé.  |
| 112                 | ⊕    | Develop a digital résumé and portfolio.                                       |
| 113                 | ⊕    | Describe the steps for posting an electronic résumé.                          |
| 114                 | ⊕    | Update a cover letter.  |
| 115                 | ⊕    | Complete a job application.   |
| 116                 | ⊕    | Complete an employment interview.   |
| 117                 | ⊕    | Complete follow-up to an employment interview.                                |
| 118                 | ○    | Describe networking skills for professional development.                      |
| 119                 | ○    | Develop a personal marketing plan.  |
| 120                 | ○    | Identify the purposes and types of employment tests and personality profiles. |
| 121                 | ⊕    | Identify procedures to follow in resigning from a position.                   |

Legend: ⊕ Essential ○ Non-essential ⊖ Omitted

## Curriculum Framework

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### Examining Marketing and Business

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#### Task Number 39

#### Analyze the marketing concept and its historical development.

##### Definition

Analysis should include the following:

- The basic marketing concept that businesses must create, identify, and satisfy customers' needs and wants in order to make a profit
- Examples of how businesses profitably satisfy customers' needs and wants

- A description of the development of the modern customer-focused marketing concept in the U.S. from the production era (pre-20th century), to the selling era (early to mid-20th century), to the marketing era (mid-20th century to the present)
- The impact of technological advances on establishing and maintaining customer relationships

### **Process/Skill Questions**

- How has the marketing concept evolved over time?
- Why is it important for businesses to apply the marketing concept?
- What are qualities of a customer-driven business?
- How does the marketing concept help customers?

### **National MBAResearch Standards-Business Administration**

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

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## **Task Number 40**

### **Explain the components of the marketing mix.**

#### **Definition**

Explanation should include the traditional components of the marketing mix and how the functions are interrelated to get products from producer to consumer. Explanation should emphasize the concept that the mix should be tailored to a well-defined target market and decisions that follow will be directed toward that target audience. Consideration should also be given to planning and personality as they relate to the elements of the marketing mix.

### **Process/Skill Questions**

- What role does the marketing mix play in the marketing concept?
- How are the elements of the marketing mix interconnected? What is the connection between product and place? Between price and promotion?
- How is the marketing mix used to reach a business's target market?
- Traditionally, professionals refer to *product*, *price*, *place*, and *promotion* as the four "Ps" of marketing. Why do some believe there should be five "Ps"—to include *people* as the fifth "P" in the marketing mix?
- What role does profit play in the marketing mix?
- What other components might be considered for the marketing mix?

### **National MBAResearch Standards-Business Administration**

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

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## **Task Number 41**

### **Explain the functions involved in marketing goods and services.**

#### **Definition**

Explanation should include the following interrelated functions of marketing and emphasize their importance to business success:

- Selling
- Marketing-information management
- Market planning
- Pricing
- Promotion
- Product/Service management
- Distribution (channel management)

#### **Process/Skill Questions**

- What are the functions of marketing? What does each function of marketing involve?
- How does each function affect a business?
- What are the similarities and differences between marketing goods and marketing services?
- Which of the functions focus on the consumer?
- What might happen if a company neglected one of the functions?
- How is the price of products affected by the other marketing functions?

#### **National MBAResearch Standards-Business Administration**

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

#### **National MBAResearch Standards-Marketing**

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



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

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

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

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

**Develop a foundational knowledge of pricing to understand its role in marketing.**

**Develop marketing strategies to guide marketing tactics.**

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## **Task Number 42**

### **Describe trends in marketing.**

#### **Definition**

Description should include past, current, and emerging marketing trends in product development, promotion, pricing, and distribution, as affected by forces such as social and demographic evolution (e.g., cross-channel or multi-channel approach), technological advances, and emerging economies.

#### **Process/Skill Questions**

- How does technology impact the way companies market their products?
- What impact do emerging economies have on distribution?
- How do changing demographics impact product development?
- How do economic conditions impact trends in marketing and business?
- What are two important trends facing marketers today? How can marketers use these trends to their benefit?
- How do trends affect a business's marketing strategy?

#### **National MBAResearch Standards-Business Administration**

**Acquire information to guide business decision-making.**

**Understand economic indicators to recognize economic trends and conditions.**

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## **Task Number 43**

### **Explain the different types of organizations (for-profit, non-profit, government).**

#### **Definition**

Explanation should include the characteristics of for-profit and non-profit organizations and the difference between public sector vs. private sector:

- For-profit makes a profit from operations
- Non-profit uses profit to fund the cause
- Public sector involves government finance agencies
- Private sector consists of businesses not associated with government agencies

#### **Process/Skill Questions**

- How might marketing efforts of a for-profit business differ from those of a non-profit business?
- Do for-profit and non-profit organizations earn money in the same way? Explain.
- How do non-profits use their income? Give examples.
- Is there competition among non-profit agencies? Explain.
- What are some non-profit organizations in your area?
- Why is DECA classified as a non-profit organization?

#### **National MBAResearch Standards-Business Administration**

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

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## **Task Number 44**

### **Explain the nature of business activities.**

#### **Definition**

Explanation should include the activities within each primary function of business and explain how the functions work together to sustain an organization which fulfills the company's mission and objectives:

- Production and procurement (e.g., manufacturing, operations)

- Financing (e.g., obtaining funding to start and maintain a business, granting credit to customers)
- Accounting (e.g., financial record keeping)
- Management (e.g., planning, organizing, staffing, directing, controlling)
- Marketing (e.g., planning, pricing, promoting, distributing)
- Marketing information management (e.g., obtaining and maintaining information on customers, trends, and competing products)

### **Process/Skill Questions**

- What are the basic functions of a business? Why are the functions vital to business success?
- What are some typical activities within each business function?
- What role does distribution play in the success of a marketing business?
- Why is planning important to business success?
- What is procurement? What are the benefits and challenges involved with procurement?
- What is the relationship between production and management? Between financing and accounting? Between production and marketing?

### **National MBAResearch Standards-Business Administration**

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

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# **Planning for Business Operations**

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## **Task Number 45**

### **Identify the parts of a business plan.**

#### **Definition**

Identification should list critical business plan components:

- Executive summary
- Description of the business
- Description of the product or service
- Marketing plan
- Operation plan
- Financial plan
- Growth plan

- Appendix

### **Process/Skill Questions**

- Why should you develop a business plan after you know you have a feasible concept?
- How can the financial plan set the stage for a business's success?
- What preparation should be done prior to developing the business plan?
- Would it be to the entrepreneur's advantage to read a competitor's business plan? Explain.
- Why do you need to conduct research to write a business plan?
- Where can you find industry data you might need for your business plan?
- Why might the executive summary be more important than the body of the business plan?
- What kinds of items might be included in the appendix of your business plan?

### **National MBAResearch Standards-Business Administration**

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

**Develop concept for new business venture to evaluate its success potential.**

**Utilize planning tools to guide organization's/department's activities.**

## **Task Number 46**

### **Identify the parts of a marketing plan.**

#### **Definition**

Identification should include

- executive summary
- situation analysis
- objectives
- marketing strategies
- implementation
- evaluation
- control
- appendix, if needed.

### **Process/Skill Questions**

- What are the relationships between a strengths, weaknesses, opportunities, and threats (SWOT) analysis and a marketing plan?

- Why might an organization hire an outside company to perform analysis to determine strengths and weaknesses?
- Why is it important to study competitors before writing the marketing plan?
- What is the purpose of the executive summary?
- What elements are discussed in the situation analysis portion of a marketing plan?
- How can a small business benefit from writing a marketing plan?
- Why must marketing objectives align with an organization's mission statement?
- Can each part of the marketing plan stand independently? Explain.

## **National MBAResearch Standards-Marketing**

**Develop marketing strategies to guide marketing tactics.**

**Employ marketing-information to plan marketing activities.**

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

## **Task Number 47**

### **Explain basic financial statements.**

#### **Definition**

Explanation should include the content and purposes of a balance sheet (i.e., summarizes the assets and liabilities of a business, as well as the owner's equity in the business) and an income statement (i.e., summarizes a business's profit and loss over a given period of time).

#### **Process/Skill Questions**

- What is the difference between an asset and a liability?
- How can a company determine if it has made a profit or incurred a loss?
- How does a company determine its net worth?
- What information can be seen on an income statement? On a balance sheet? Why is this information important?
- What might happen if an entrepreneur did not include financial documents in a business plan?
- How are a business's one-time start-up costs different from its continuing costs?
- How does the Small Business Administration (SBA) help businesses plan their financial needs?

## **National MBAResearch Standards-Business Administration**

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

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

**Manage financial resources to ensure solvency.**

**Utilize planning tools to guide organization's/department's activities.**

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## **Communicating in the Workplace**

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### **Task Number 48**

#### **Describe the communications process.**

##### **Definition**

Definition should include components of the communication process:

- Message
- Sender
- Setting
- Channels
- Blocks (barriers, noise)
- Receiver
- Feedback

These components exist in verbal (i.e., oral and written) communication as well as in nonverbal communication (e.g., body language, expressions).

##### **Process/Skill Questions**

- What is the difference between hearing and listening?
- How might you diagram the communication process?
- Why is it important to select the correct channel for your message? How do you determine the correct channel?
- When have you had to be an effective communicator?
- How might time and place affect communication?
- What are some examples of cultural differences that can cause communication barriers?
- What are some ways in which common communication barriers can be overcome?
- What role does listening play in the communication process?

- How can emotions affect communication?
- What are examples of nonverbal communication?

## **National MBAResearch Standards-Business Administration**

**Communicate with staff to clarify workplace objectives.**

**Use communication skills to foster open, honest communications.**

**Use communication skills to influence others.**

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## **Task Number 49**

**Demonstrate the effects of nonverbal communication on interactions with others.**

### **Definition**

Demonstration should include explaining the potential positive and negative effects of nonverbal communication and exhibiting the positive use of nonverbal communication in interactions with others, as evident in gestures, body posture, and facial expressions. Positive effects may be improved understanding and/or relationship-building. Negative effects may be increased conflict and/or misunderstandings due to cultural or other differences.

### **Process/Skill Questions**

- In a given human interaction, how might nonverbal communication and verbal communication produce conflicting messages? What effects might these conflicting messages have on the listener(s)?
- Why is it important to observe nonverbal communication in co-workers? In customers?
- What are some nonverbal cues that have different meanings in different cultures? How do these affect communication? Why is it important to know these?
- What are some nonverbal gestures that demonstrate greeting or respect?

## **Task Number 50**

**Write various types of professional communications.**

### **Definition**

Professional communications written to customers and to other employees should include a variety of formats:

- Letter
- Email
- Social media posts
- Report
- Company publications (e.g., intranet, employee website, handbooks)

Writing in response to customers' and co-workers' inquiries should include accurately and courteously answering questions and researching information requests in a timely manner. Writing should reflect an understanding that customer inquiries should be treated as a sales opportunity. In responding to customer or co-worker's inquiries, the writer should also

- recognize sources of accurate information
- use direct, descriptive, and specific language
- clarify inquiries
- use correct grammar and writing mechanics
- use an appropriate communication format
- ensure that the written communication is presented in a neat and well-organized way
- respond in a professional and timely manner.

Business writing should also reflect appropriate use of technical language, which includes

- understanding the meaning of specialized vocabulary (jargon)
- analyzing the audience
- empathizing with the audience
- expressing technical concepts and vocabulary in layperson's language, as appropriate.

## **Process/Skill Questions**

- What do you consider a timely manner for returning communication? For employee-employer? For customer?
- What are the basic elements of all professional writing?
- When is written communication more desirable than spoken communication?
- What is the difference between a memorandum and a letter? Between an e-mail and a letter?
- What types of reports are typical in a marketing department or business located near you? What is the purpose and format of each type of report?
- Why is it essential to consider the audience when planning and writing a business communication?
- Why is it important to be sure that a response to an inquiry is answered in a timely manner?
- When is it appropriate to text in the workplace?
- Why is it important to always think about your personal social media posts? How might these affect your job?



- What is jargon? How can one use lay terms to replace jargon?
- Is it ever acceptable to use slang, capital letters, or emojis in work-related written communication? Explain.

## **National MBAResearch Standards-Business Administration**

**Write internal and external business correspondence to convey and obtain information effectively.**

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### **Task Number 51**

#### **Demonstrate phone etiquette.**

##### **Definition**

Demonstration of phone etiquette should include both receiving and making phone calls, as well as teleconferencing and web conferencing. Receiving a phone call should include using a pleasant tone, enunciating clearly, using proper grammar, and speaking directly into the mouthpiece. It should also include

- answering the phone within a reasonable amount of time (e.g., two rings)
- identifying one's business and oneself
- taking accurate messages
- informing caller what to expect before putting him or her on hold (may refer caller to a website while on hold)
- forwarding and referring calls appropriately.

Making phone calls should include

- considering time zone and time of day of call recipient
- organizing thoughts and any necessary material prior to placing call
- identifying oneself, one's company, and one's purpose
- speaking clearly and pleasantly into the phone
- listening carefully to call recipient's responses, noting both content and tone
- taking notes when appropriate
- completing conversation in a timely manner
- noting whether a follow-up call is necessary and giving the recipient a specific date for follow-up.

##### **Process/Skill Questions**

- How should you answer a business phone call?
- How can the receiver know your facial expressions?

- How is the person answering a phone call important to a company's customer service image?
- Why is it important to be organized when making a phone call?
- Why should you identify yourself when making a phone call?
- Why is it important to pay attention to the phone call recipient's tone of voice?
- What verbal cues can help a phone caller understand the call recipient's underlying message?
- How might a caller's tone of voice influence your response?
- When is the use of text messaging appropriate? Inappropriate?
- Why is it important to use company cellphones only for company business? Is it ethical to use a company phone for personal calls? Why, or why not?
- Has the rise of cellphone usage created new considerations for phone etiquette? Why, or why not?
- When is the use of a cellphone for personal calls appropriate in the workplace?
- What information should be gathered when taking a message?

## **National MBAResearch Standards-Business Administration**

**Apply verbal skills to obtain and convey information.**

---

## **Task Number 52**

### **Demonstrate online etiquette.**

#### **Definition**

Demonstration of online etiquette should include the following:

- Appropriate use of the Internet at work
- Consistent use of standard English grammar and spelling in email
- Professional email formatting
- Greeting line with proper title (e.g., Mr., Mrs., Ms., Dr.)
- Appropriate use of emoticons/emojis
- Attention to file size of attachments
- Appropriate use of copying email (e.g., carbon copy, blind copy, and reply all)
- Appropriate use of social media sites, including sharing posts/messages
- Appropriate use of direct messaging
- Consistent use of spell-checker tools and manual proofreading of all e-mails
- Practices reflecting an understanding that emails and social media posts become a permanent record and can be tracked

#### **Process/Skill Questions**

- How do businesses monitor employee activities online? Why?
- How do businesses and colleges use social networking sites to evaluate applicants?
- Why is it important to use standard English grammar and spelling in online business communication?
- How do businesses use email as a permanent record? What are the legal implications for the employee? For the business?
- How might an employer respond if you make negative posts about the company, co-workers, or situations?
- When is it appropriate to use emoticons/emojis in emails?
- How might a business use social media as a positive tool to communicate?

## **National MBAResearch Standards-Business Administration**

**Use social media to communicate with a business's stakeholders.**

**Write internal and external business correspondence to convey and obtain information effectively.**

## **Task Number 53**

### **Explain concerns related to electronic device use.**

#### **Definition**

Explanation should include, but is not limited to,

- turning off electronic devices or keeping them on vibrate while in the workplace
- appropriate use of electronic devices while dealing with an on-site customer
- keeping one's voice down while talking on an electronic device in a business environment
- obeying all posted rules regarding use of electronic devices (including checking personal email, social media, and text messages)
- using common courtesy in the use of electronic devices.

#### **Process/Skill Questions**

- What are inappropriate uses of electronic devices in a business setting?
- In what situations should an electronic device be silenced or turned off?
- What are some common courtesy techniques to guide you in using electronic devices?
- How should an electronic device's settings (e.g., alerts, ringtones) be adjusted for the workplace?
- When should an incoming call take priority over a workplace situation?

# Examining Technology in Marketing

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## Task Number 54

### Analyze the impact of technology on marketing.

#### Definition

Analysis should include

- ecommerce (globalization of the marketplace)
- digital marketing (e.g., retargeting, geotargeting, search engine marketing [SEM] and search engine optimization [SEO], social media)
- consumer advantages (e.g., a wide selection of products and prices, information resources) and disadvantages (e.g., privacy concerns, information overload, identity theft)
- business advantages (e.g., a wider customer base, online reviews, immediate customer feedback, data analytics) and disadvantages (e.g., the need for ongoing technological expertise, intellectual property rights issues, online reviews)
- tools and apps for marketing (e.g., for doing your job)
- the effects of technology on marketing (e.g., offers additional avenues for promotion, services, sales, information about the business and the products, mobile, interactive, social media).

#### Process/Skill Questions

- What recent technological advances have affected marketing?
- How has technology improved customer service and business operations?
- How has ecommerce changed the marketing process?
- How do technological advances help the consumer?
- How can marketers respond to consumers increasingly ignoring mass email?
- When are computer-assisted transactions and programmable decision making not suitable for customers?
- How has digital marketing affected print marketing?
- What are the implications of increased technology on marketing budgets?
- What kind of impact has ecommerce had on brick-and-mortar stores?

#### National MBAResearch Standards-Business Administration

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

#### National MBAResearch Standards-Marketing

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

---

## **Task Number 55**

### **Use technology to perform marketing tasks.**

#### **Definition**

Use should include leveraging tools for the following:

- Presentations
- Spreadsheets
- Databases
- Word processing
- Simulations
- Graphics and design
- Desktop publishing
- Website management
- Email marketing
- Social media
- Analytics
- Bundled and independent services (e.g., Square, Shopify, MailChimp)
- Cameras
- Computers
- Copiers/Scanners

#### **Process/Skill Questions**

- How could a database program help a business gather large quantities of data?
- What are examples of general computer applications used in marketing? What are examples of specialized computer applications?
- What are the differences in function among the types of software tools?
- What are appropriate circumstances to use technology and software tools for various marketing tasks?
- When might a business find presentation software helpful?
- What are the strengths and weaknesses of bundled services?
- How can multiple tools be utilized in the daily operations of a business?
- How does the use of technological tools affect customer service and vice versa?

#### **National MBAResearch Standards-Business Administration**

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

## **National MBAResearch Standards-Marketing**

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

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# **Developing Professionalism in the Workplace**

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## **Task Number 56**

**Use customers', coworkers', and managers' feedback to improve performance.**

### **Definition**

Response should include

- explanation of the term *feedback*
- examples of situations in marketing where feedback is important
- descriptions of types of feedback
- explanation of the importance of feedback from co-workers and customers
- explanation of how feedback can lead to improved work and professional relationships
- processing of constructive criticism.

### **Process/Skill Questions**

- What are the greatest opportunities for feedback in marketing?
- Why is feedback important?
- Why is it important for employees to accept constructive criticism?
- What skills do you need to work effectively with a group?
- In what ways might an employee receive feedback? What are the best ways and times to give feedback to employees?
- How can positive and negative feedback affect the work environment?
- How can criticism be constructive?

## **National MBAResearch Standards-Business Administration**

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

**Develop personal traits to foster career advancement.**

**Exhibit techniques to manage emotional reactions to people and situations.**

**Use communication skills to foster open, honest communications.**

**Use communication skills to influence others.**

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## **Task Number 57**

**Explain the importance of diversity within the work environment.**

### **Definition**

Explanation should emphasize the concept that diversity will improve the work environment and better serve the community and customer base. Explanation should include strategies for valuing differences (e.g., in age, gender, race, religion, global/cultural background, sexual orientation, gender identity) among customers and co-workers. Explanation should also include respect for those with disabilities.

### **Process/Skill Questions**

- What is meant by *diversity*? Why is diversity important in the workplace?
- How can a business ensure that there is diversity in the workplace?
- How may diversity challenges be met?
- How could moving to a more diverse workforce help a company better serve the community? Better serve the customer base?
- What impacts does a diverse workforce have on the operations of a business?
- Why is it important to train employees on diversity awareness?
- What laws are in place to protect employees of diverse backgrounds?

## **Task Number 58**

**Examine ethical behavior in the workplace.**

### **Definition**

Examination should include the characteristics of ethical behavior such as honesty, integrity, and a sense of fair play. It should also include examples of ethical concerns in the marketing industry for consumers (e.g., using bait-and-switch advertising, selling unsafe products, price fixing) and for employees (e.g., unsafe work environments, nepotism, discrimination, harassment).

### **Process/Skill Questions**

- What are the basic questions used by marketers to make ethical choices?
- What are the effects of unethical behavior in business?
- What ethical issues have been in the news recently? Why is each important?
- What role does the Better Business Bureau (BBB) play in the ethics of marketing?
- What is whistle-blowing? How is it related to workplace ethics?
- How are business ethics related to the law?
- How do ethical issues relate to each of the marketing functions?
- What factors could make a work environment be considered unsafe?
- What government agency is in charge of unsafe work environments?
- How should situations of harassment be handled, from both employee and employer perspectives?

### **National MBAResearch Standards-Business Administration**

**Employ leadership skills to achieve workplace objectives.**

### **National MBAResearch Standards-Marketing**

**Understand responsibilities in marketing to demonstrate ethical/legal behavior.**

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## **Task Number 59**

### **Resolve client/customer and co-worker conflicts.**

#### **Definition**

Resolution should include methods such as the following:

- Active listening
- Receiving
- Parroting or mirroring
- Giving feedback
- Empathizing
- Apologizing, when appropriate
- Thanking the client/customer



- Being ethical
- Having a clear understanding of company policies
- Exhibiting patience
- Verifying that clients/customers and co-workers find the resolution acceptable
- Responding as a professional

Acronyms that may aide in remembering how to handle clients/customers include

- LEAP—listen, empathize, apologize, provide a solution
- HEART—hear the guest, empathize, apologize, respond with a solution, thank the guest
- THANKS—thank the customer, hear the complaint, apologize, need more information-get it, know a solution, and solve the problem.

### **Process/Skill Questions**

- What are potential customer conflicts? Co-worker conflicts?
- What are the benefits of being able to resolve customer conflicts? Co-worker conflicts?
- How does an employee learn how to resolve customer and co-worker conflicts?
- Why should employees be empathetic to customers' and co-workers' situations?
- What is the difference between sympathy and empathy?
- How should conflicts between co-workers be handled?
- What are the benefits of each method of resolving conflicts?

### **National MBAResearch Standards-Business Administration**

**Exhibit techniques to manage emotional reactions to people and situations.**

**Identify with others' feelings, needs, and concerns to enhance interpersonal relations.**

**Manage stressful situations to minimize potential negative impact.**

**Resolve conflicts with/for customers to encourage repeat business.**

**Resolve staff issues/problems to enhance productivity and improve employee relationships.**

## **Task Number 60**

**Demonstrate positive working relationships.**

### **Definition**

Demonstration should include strategies for exhibiting positive working relationships such as

- maintaining an open mind
- consistently practicing active listening
- showing a willingness to help and work with others
- adapting to the variety of personality types and work styles represented in the workplace
- exhibiting flexibility, maturity, empathy, initiative, and dependability in work situations
- avoiding office gossip and other divisive behavior
- reporting bullying activities to the appropriate authority
- avoiding inappropriate comments (e.g., sexual harassment).

## **Process/Skill Questions**

- How does it benefit an employee to develop positive working relationships with peers? With supervisors?
- Why is it important to be flexible in the workplace?
- What are the benefits of having a positive attitude at work? What are the drawbacks of having a negative attitude at work?
- How can diversity awareness contribute to positive working relationships?
- What are the benefits of having a variety of personality types within a workplace?
- How can office gossip negatively impact productivity?

## **National MBAResearch Standards-Business Administration**

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

**Manage internal and external business relationships to foster positive interactions.**

**Manage staff growth and development to increase productivity and employee satisfaction.**

**Manage stressful situations to minimize potential negative impact.**

## **Task Number 61**

### **Demonstrate professional workplace behavior.**

#### **Definition**

Demonstration should include

- maintaining a good work ethic
- practicing appropriate communication
- avoiding discriminatory practices
- refraining from inappropriate social media posts

- standing up for one's beliefs and ideas in an appropriate manner
- asking questions at the appropriate time
- anticipating questions from co-workers and supervisors
- avoiding pushiness or aggression
- showing confidence and speaking with authority
- practicing time management
- approaching customers and following up with customers in a way that communicates interest, empathy, and courtesy
- prioritizing customers' concerns.

### **Process/Skill Questions**

- What is meant by a "good work ethic"? Why is it important to an employee to have a good work ethic? Why is it important to the business?
- What is appropriate workplace behavior? Why is it important in a business setting?
- How should an employee address a person in a supervisory role at a place of business? How is this different from the way an employee might address peers at work? Friends outside of work?
- Why do employers expect appropriate workplace behavior from their employees?
- What differences might there be between being assertive and being aggressive?
- What are the consequences of being unprofessional in the workplace?
- What forms of communication are appropriate in the workplace? Could this differ among industries?

### **National MBAResearch Standards-Business Administration**

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

**Understand and follow company rules and regulations to maintain employment.**

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## **Understanding Economics in Organizations**

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### **Task Number 62**

**Describe the nature of economics, economic activities, and economic resources.**

#### **Definition**

Description should include

- explaining the concept that economics involves decisions made by individuals, businesses, and societies regarding the use of resources
- researching economic activities such as production, consumption, distribution, and exchange and the ways these economic activities relate to marketing
- researching economic resources (i.e., natural, human, and capital) used in producing goods and services
- explaining the concept of scarcity as related to limited resources and unlimited wants.

### **Process/Skill Questions**

- What are the basic economic questions that each society should answer? What are some different ways that societies answer these questions in today's global economy?
- How are wants and needs different? What is the relationship between wants/needs and economics?
- What production and distribution activities relate to marketing? What distribution activities relate to marketing? How does a business benefit from these economic activities? How do consumers benefit from these economic activities?
- How does scarcity apply to economics? What are some examples from the current U.S. economy of human resource scarcity? Capital scarcity? Natural resource scarcity?
- What are economic resources? Is it possible to produce a good or service using only one resource? Why, or why not?
- Why is entrepreneurship considered an economic resource?
- How can a nation use its resources to produce and distribute goods and services?

### **National MBAResearch Standards-Business Administration**

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

---

## **Task Number 63**

**Describe the effects of competition on for-profit and not-for-profit organizations.**

### **Definition**

Description should include the definition of *competition* in its various forms (i.e., price, non-price, direct, and indirect). The effects of competition should include consumer choices, lower prices, levels of quality, development of new products and services, and product/service obsolescence.

## Process/Skill Questions

- How does competition benefit consumers?
- Other than in pricing, what are some ways in which businesses compete?
- What is the difference between direct and indirect competition?
- What are examples of non-profit organizations in your locality? At the state level? At the national level?
- Why would a non-profit organization be concerned about competition?
- How is competition among non-profit organizations different from competition among for-profit organizations?
- What is the difference between the *public sector* and the *private sector*? How does this distinction relate to non-profit competition?
- What is a monopoly? What are the advantages and disadvantages of monopolies?

## National MBAResearch Standards-Business Administration

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

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

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## Task Number 64

### Compare different types of business ownership.

#### Definition

Comparison should incorporate an explanation of the advantages and disadvantages of the different types of business ownership, including sole proprietorship, partnership, limited liability company, and corporation (private or close and public). It should also include the concept of franchise and joint venture.

## Process/Skill Questions

- What are the advantages of each type of business ownership?
- What are the disadvantages of each type of business ownership? What examples from the local community represent each type of business ownership?
- How does franchising allow an individual to operate his or her own business?
- What is unlimited liability? How does unlimited liability affect a business owner?
- What are two forms of partnerships? How are they different from one another?
- What is the purpose of articles of incorporation?

- What are several types of licenses a business might need to obtain? Why would each be necessary?
- How do shareholders participate in business operations?

## **National MBAResearch Standards-Business Administration**

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

**Understand human-resource laws and regulations to facilitate business operations.**

---

## **Task Number 65**

### **Analyze the role of profit in private enterprise.**

#### **Definition**

Analysis should include a definition of *profit* and the importance of profit in the private enterprise system. It should include the differences between profit and non-profit organizations in the private enterprise system. It should also incorporate the concept that profit is important because it provides a motive for investment in business, enables the development of new products, provides for the start-up of new enterprises, allows companies to continue operating, promotes competition, and impacts employment levels.

#### **Process/Skill Questions**

- What are examples of expenses that affect a business owner's profits?
- What effect does profit have on business survival?
- What is a profit-and-loss statement?
- How does the motive for greater profits affect the quantity for supply?
- How can changes in the natural environment affect profits?
- How can changes in the political, cultural, and technological environments affect profits?
- How do the private sector and non-profit sectors differ in terms of the role of profit?

## **National MBAResearch Standards-Business Administration**

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

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

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# Introducing Information Driven Marketing

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## Task Number 66

### Identify the role of marketing information.

#### Definition

Identification should emphasize that marketing information involves obtaining and analyzing necessary behavioral (online and offline), demographic, geographic, psychographic, and other data to identify market segments and make sound business decisions.

#### Process/Skill Questions

- How do companies use marketing research to remain competitive in a global environment?
- How is marketing information useful to a start-up company?
- How does marketing research impact each of the marketing functions?
- Why should marketing research be an ongoing process?
- What other types of research are needed in addition to product research?
- What are some limitations of market research?
- What value might an external resource/agency add to the gathering and analysis of marketing information?

#### National MBAResearch Standards-Marketing

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

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

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## Task Number 67

### Explain qualitative and quantitative market research methods.

#### Definition

Explanation should include definitions of *qualitative* and *quantitative* and the use of both secondary market research methods (e.g., analyzing company data, government resources, business directories) and primary market research methods (e.g., surveys, questionnaires, interviews, focus groups, test marketing) to gather demographic, financial, and other information helpful to prospective or existing businesses.

Primary market researchers may gather data via a variety of vehicles, including mail, the Internet (e.g., interactive Web forms, e-mail, social media), fax broadcasting, telephone (person to person calling), automated dialer telephone, digital or interactive prerecorded voice systems, and other methods.

### **Process/Skill Questions**

- How do businesses collect information?
- Why would a business select one data-collection method over another?
- What types of information do marketers collect to improve decision making?

### **National MBAResearch Standards-Marketing**

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

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

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## **Task Number 68**

### **Explain the role of ethics in marketing research.**

#### **Definition**

Explanation of the role of ethics in marketing research should include the importance of

- objectivity for accurate data reporting
- use of a diverse and adequately sized population sample
- use of random sampling
- honesty and integrity of information gatherers
- protection of data and customer privacy
- notification of information gathering.

### **Process/Skill Questions**

- How is objectivity achieved in data collection?



- Why are both random sampling and diverse population sampling important?
- Why is customer privacy important in marketing research?

## **National MBAResearch Standards-Marketing**

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

**Understand responsibilities in marketing to demonstrate ethical/legal behavior.**

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# **Developing Product/Service Planning Skills**

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## **Task Number 69**

**Identify the role of product/service planning in marketing.**

### **Definition**

Identification should include the concept that the role of product/service planning in marketing involves

- defining customer need
- determining market opportunity
- generating and screening ideas for a product/service/cause
- developing and testing the product/service/cause
- introducing the product/service/cause to consumers
- evaluating consumer acceptance of the product/service/cause
- improving the product/service to meet consumer needs and wants.

### **Process/Skill Questions**

- How do product planning and development benefit the consumer?
- How do consumers' needs and wants lead to new and improved products?
- What impact do environmental issues or green marketing have on product planning?
- How is the product/service planning of a company affected if the company's major competition creates a new product?
- When should a company prepare an exit strategy for a product not doing well in the marketplace?
- What are some ideas that can be used to create an effective product exit strategy?
- How can sales forecasting be used in product/service planning?

## **National MBAResearch Standards-Marketing**

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

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### **Task Number 70**

#### **Describe types of product/service mix strategies.**

##### **Definition**

Description should include the concept that all the products a company manufactures or sells make up the product mix. It should also emphasize that product mix strategies will affect product items, lines, width, and depth and that strategies include the following:

- Generating product/service ideas
- Expanding/enhancing the product line (including brand extension)
- Modifying product lines (including finding new uses, new markets, or new methods of distribution for a product)
- Discontinuing a product or line

##### **Process/Skill Questions**

- What is the difference between a product item and a product line?
- What is the difference between product width and depth?
- How does the product mix of a specialty store compare with that of a department store?
- What factors might encourage a business to make changes in its product mix?
- How do small businesses determine their product/service mix strategy?
- Why should price be a consideration in the product/service mix strategy planning process?
- What strategies can a company use to keep products/services “fresh” to the customer?

## **National MBAResearch Standards-Marketing**

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

**Generate product ideas to contribute to ongoing business success.**

---

### **Task Number 71**

## **Describe product/service life cycles.**

### **Definition**

Description should emphasize that product/service life cycles are stages that a product goes through during its life, including introduction, growth, maturity, and decline, all of which affect a product's/service's pricing and lifespan.

### **Process/Skill Questions**

- How do marketing strategies differ in each stage of the product life cycle?
- What happens to price and profits during each stage of the product life cycle?
- How do marketing costs incurred at each stage of the product life cycle vary?
- How are the marketing functions affected during each stage of the product life cycle?
- What specific strategies would be used to manage a breakfast cereal (or other common product) during each stage of the product life cycle?
- What is category management? How does it relate to product life cycles?
- What are the advantages and disadvantages of keeping a product in the marketplace after it reaches maturity?
- How can focus groups be used to change the stage of a particular product?
- How can companies use sales forecasting to enhance company profit for a given product/service at each stage of the life cycle?

### **National MBAResearch Standards-Marketing**

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

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## **Task Number 72**

## **Describe the importance of branding in marketing.**

### **Definition**

Description should include the definition of *branding* and the role a brand promise plays in an organization's marketing strategy:

- Builds product recognition
- Creates customer loyalty
- Guides business decisions
- Establishes an image
- Offers a standard of quality

- Differentiates products from their competitors
- Capitalizes on brand exposure
- Adds value to the product

### **Process/Skill Questions**

- What is a brand promise?
- How are events branded differently than physical products?
- What role does branding play in an organization's marketing strategy?
- What are the characteristics of effective brand names?
- What circumstances might make an organization change its brand?
- What is co-branding? How can it be beneficial to companies?
- What are the benefits of common branding strategies such as
  - brand extension
  - brand licensing
  - mixed brands
  - co-branding?
- How does the picture of a brand change in the customer's mind over time?
- How do successful companies keep up with the ever-changing landscape of brands?
- What can a company do to add value to a brand?

### **National MBAResearch Standards-Business Administration**

**Reinforce company's image to exhibit the company's brand promise.**

### **National MBAResearch Standards-Marketing**

**Position company to acquire desired business image.**

**Position products/services to acquire desired business image.**

## **Task Number 73**

### **Explain the difference between brand name and brand.**

#### **Definition**

Explanation should include the concept that a brand name is the spoken part of a brand, which is used to distinguish a product from its competitors. Explanation should also include other elements of the brand, such as experience, brand marks, trade names, trade characters, slogans, trademarks, and personality.

## **Process/Skill Questions**

- What is the difference between a brand, a brand name, a trade name, a brand mark and trade character, and a trademark?
- Why are trademarks used?
- What are the potential consequences of using an established brand without permission? Why?
- How does a company go about registering a brand?
- What is the difference between a trademark (™) and a registered trademark (®)?
- How can a company create a recognizable brand?

## **National MBAResearch Standards-Business Administration**

**Reinforce company's image to exhibit the company's brand promise.**

## **National MBAResearch Standards-Marketing**

**Position company to acquire desired business image.**

**Position products/services to acquire desired business image.**

---

## **Task Number 74**

**Explain the use of national and private brand names in marketing.**

### **Definition**

Explanation should include the concept that a national brand is the branded product of a manufacturer, whereas a private brand is the branded product of wholesalers and retailers. National brands are used to attract customers, whereas private brands are used to boost profit and build customer loyalty.

## **Process/Skill Questions**

- What is a sub-brand? What is a family of brands?
- What are the differences between national brands and private brands?
- Why are national brands used?
- Why are private brands becoming progressively more popular?
- What are the similarities between national and private brands?

- What is the difference between a private distributor brand and a generic brand? What is an example of each?
- How can a store brand be positioned to compete with national brands?
- How can a store brand boost customer loyalty in that store?
- In what creative ways can a store brand compete in the marketplace with national brands?

### **National MBAResearch Standards-Business Administration**

**Reinforce company's image to exhibit the company's brand promise.**

### **National MBAResearch Standards-Marketing**

**Position company to acquire desired business image.**

**Position products/services to acquire desired business image.**

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## **Examining Channel Management**

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### **Task Number 75**

**Explain the concept of channel management.**

#### **Definition**

Explanation should emphasize that channel management includes all of the activities necessary to move, store, locate, and transfer ownership of goods and services.

#### **Process/Skill Questions**

- How is each distribution activity important to a business?
- How does the target market of a product affect its transportation?
- How does the target market affect the use of channel intermediaries?
- What are the differences in distribution for brick-and-mortar and e-commerce?
- How do the various aspects of channel management work together?
- How does channel management differ among industries?

### **National MBAResearch Standards-Marketing**

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

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## **Task Number 76**

### **Describe the channels of distribution.**

#### **Definition**

Description should include direct and indirect channels and channel intermediaries (e.g., wholesalers, retailers, and agents) their functions, and identification of the most commonly used channels for consumer and industrial products.

#### **Process/Skill Questions**

- How does the distribution channel affect price?
- What is the difference between a direct and an indirect channel of distribution?
- Why are intermediaries used in distribution?
- How is the distribution channel for consumer products and services different from the distribution channel for industrial products and services? What is an example path for each?
- How can a product be classified as both a consumer and an industrial product?
- What factors dictate which channel of distribution is used?
- How can having middlemen affect the delivery timeline?
- Why is it important to understand the legalities of a product's distribution?

#### **National MBAResearch Standards-Marketing**

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

**Manage channel activities to minimize costs and to determine distribution strategies.**

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## **Task Number 77**

### **Identify shipping and receiving processes.**

#### **Definition**

Identification should include common shipping methods (e.g., truck, plane, ship, pipeline, rail) and receiving processes (e.g., counting, verifying, reconciling, and documenting).

### **Process/Skill Questions**

- What factors are considered when selecting shipping methods?
- Why is it important to reconcile and document shipments?
- Why should businesses count and verify shipments?
- Why should a business pull a purchase order before accepting merchandise?
- What are the advantages and disadvantages of each of the following shipping methods?
  - Truck
  - Plane
  - Ship
  - Rail
  - Pipeline
- What are some examples of transportation service companies that handle small- and medium-sized packages?
- What are the consequences of not keeping accurate inventory?
- What legal implications might affect shipping and receiving?
- What types of business aid in the streamlining of the shipping process?
- What type of technology may be used in the receiving process?

### **National MBAResearch Standards-Marketing**

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

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## **Understanding Product/Service Positioning**

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### **Task Number 78**

#### **Describe market identification and segmentation.**

##### **Definition**

Description should include a definition of *market identification* and *market segmentation*. It should also emphasize that businesses use market segmentation (e.g., demographic, geographic, psychographic, behavioral) and identification to respond to customers' needs and preferences.

### **Process/Skill Questions**



- What methods might be used to identify specific target markets?
- How can market identification help businesses respond to customers' needs and preferences?
- How can businesses use market segmentation methods to introduce a new product?
- What is the difference between disposable and discretionary income? Why would marketers who sell luxury products and services be interested when consumers' discretionary income changes?
- What are demographics, geographics, psychographics, and behavioristics? How are they used to establish a target market?
- How can knowledge about the different stages of life aid a business with market identification and segmentation?
- Why should a business go through market identification prior to opening or expanding?
- How can market segmentation identify opportunities for a business?

### **National MBAResearch Standards-Marketing**

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

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

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## **Task Number 79**

### **Explain positioning and its relationship to target market.**

#### **Definition**

Explanation should include the following concepts:

- Positioning is the image a product or business possesses that differentiates it from its competitors and includes all aspects of the product mix.
- Once its target market is identified, the business positions itself or its products to most effectively reach the target market.

#### **Process/Skill Questions**

- What is product positioning? In what ways can a business position its products in the marketplace?
- What role does positioning play in an organization's marketing strategy?
- How does an organization develop its position in the marketplace?
- How can an organization change its position in the marketplace? Why might it choose to do so?

- What is niche marketing?
- What aspects of a business can competition affect?
- What effect have major online retailers (e.g., Amazon) had on smaller brick-and-mortar stores?
- How can competition have a positive effect on a business?
- What effect does market share have on positioning?

## **National MBAResearch Standards-Marketing**

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

**Position products/services to acquire desired business image.**

---

## **Task Number 80**

### **Determine the competition for a selected product or service.**

#### **Definition**

Determination should include

- considering all types of competition, both direct and indirect, for a selected product or service
- using a variety of resources and/or research methods (e.g., Internet, trade journals, magazines, catalogs) to determine the competition.

#### **Process/Skill Questions**

- What is the difference between direct and indirect competition?
- How can the Internet be used in identifying competition for a select product or service?
- How can print materials such as trade journals, magazines, and catalogs assist in identifying competition?
- Why is competition good for the consumer?
- If a business decides to not to compete with price, in what other ways can it compete?
- Why is market share important?
- How can location affect how franchises position themselves?
- How has emerging technology affected how a business positions itself?

## **National MBAResearch Standards-Business Administration**

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

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

---

## **Task Number 81**

### **Determine the product/service's position relative to those of the competition.**

#### **Definition**

Determination should include consideration of the selected product mix relative to competing products in order to determine the position. Aspects of the product mix could include

- price
- promotion
- location
- level of quality/performance
- service
- warranties
- method of distribution.

#### **Process/Skill Questions**

- How can promotion be used to determine product position?
- What role does distribution play in product position?
- How is price an important factor in determining position in relation to a competitor?
- What is the difference between market share and market size?
- Why is it important to take into consideration all aspects of a target market and not just one piece of information?
- How can identifying a target market help a business position itself?

#### **National MBAResearch Standards-Marketing**

**Position products/services to acquire desired business image.**

---

## **Task Number 82**

### **Determine the target market of a selected product/service.**

## **Definition**

Determination of the target market should include identifying customer needs and buying motives that match the selected product. Influences that help determine the target market include

- demographics
- geographics
- psychographics
- behavioristics.

## **Process/Skill Questions**

- What is the difference between psychographics and behavioristics?
- What factors are used in identifying the target market for a selected product?
- Why is it important to match customer needs with the target market?
- How are buying motives factored in when identifying the target market?
- Why is the target market part of the marketing strategy?
- What is the difference between mass marketing and target marketing?
- What is the relationship between segmenting a market and targeting a market?
- What are some potential problems that could occur with target marketing?
- When is a catalog retail outlet appropriate for a business to use?
- How has e-commerce changed the ways brick-and-mortars operate?
- Why is it important to optimize mobile sites and apps?

## **National MBAResearch Standards-Marketing**

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

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

---

## **Task Number 83**

**Determine the most effective channels to position the selected product/service.**

### **Definition**

Determination should include the benefits of each of the following:

- Brick-and-mortar

- Multi-level marketing (MLM)
- Pop-up/mobile
- Internet and mobile web
- Social media
- Door-to-door
- Mail-order
- Catalog and direct mail
- Mobile web
- Mobile app
- Telemarketing (including television home shopping networks)
- Kiosks
- Vending machines
- Trade promotion
- Clienteling

### **Process/Skill Questions**

- What factors should influence the choice of retail outlet?
- How can the Internet be used to support a brick-and-mortar retail outlet? A catalog retail outlet?
- What advantages can brick-and-mortar stores have over the Internet in terms of effective positioning?
- Are there any differences between selecting a retail outlet for positioning physical goods vs. selecting one for positioning services? Why, or why not?
- What types of products are appropriate for kiosks? For door-to-door selling? Why?

### **National MBAResearch Standards-Marketing**

**Position products/services to acquire desired business image.**

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## **Pricing Products and Services**

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### **Task Number 84**

**Explain key factors in determining selling price.**

#### **Definition**

Explanation should include a description of how internal and external factors determine selling price. Internal factors may include cost of goods, operating expenses, and product mix. External

factors may include supply, demand, government regulations, competition, and natural and economic events.

### **Process/Skill Questions**

- What are the market factors that affect price? How might each factor affect price?
- Based on the current economy, how might economists predict trends in pricing?
- How do the global economy and political climate affect price? How can this be seen in today's market?
- What effect do expenses have in determining the selling price?
- How does price affect place decisions?
- How does the stage in the life cycle affect pricing the product?
- How does supply and demand affect price?

### **National MBAResearch Standards-Marketing**

**Develop a foundational knowledge of pricing to understand its role in marketing.**

---

## **Task Number 85**

**Explain the differences between pricing a good and pricing a service.**

### **Definition**

Explanation should include the following differences:

- Pricing goods should take into account manufacturing, shipping, packaging, and storage costs.
- Pricing services should take into account labor, related product costs, and related equipment costs.

### **Process/Skill Questions**

- What costs are unique to pricing goods?
- What costs are unique to pricing services?
- What costs can be common to both?

### **National MBAResearch Standards-Marketing**

**Develop a foundational knowledge of pricing to understand its role in marketing.**

---

## Task Number 86

### Describe the relationship between supply and demand and its effects on price.

#### Definition

Description should include definitions of *supply* and *demand* and give the ways supply and demand interact to determine price:

- When supply is up and demand is down, price decreases.
- When supply is down and demand is up, price increases.

Description should also include various factors that can affect supply and demand, such as

- resources
- natural and economic events
- government intervention
- technology
- price
- elastic and inelastic demand.

#### Process/Skill Questions

- What are some important factors that affect supply and demand? How does each factor affect supply and demand?
- What current trends in industry will affect the present supply and demand in our economy?
- How are prices currently being affected by supply and demand?
- What is the difference between elastic demand and inelastic demand? Which types of products have elastic demands? Which products have inelastic demands?
- How does a surplus affect prices?
- When is equilibrium achieved in terms of supply and demand?

#### National MBAResearch Standards-Business Administration

Understand economic indicators to recognize economic trends and conditions.

#### National MBAResearch Standards-Marketing

Develop a foundational knowledge of pricing to understand its role in marketing.

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# Promoting Products and Services

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## Task Number 87

### Examine the concept of the promotional mix.

#### Definition

Examination should emphasize that the concept of the promotional mix is to persuade potential customers to purchase products/services. The promotional mix should include

- advertising
- sales promotion
- direct marketing (e.g., direct mail, telemarketing)
- e-marketing (e.g., social media, search engine, email, mobile phone apps)
- publicity/public relations
- personal selling.

#### Process/Skill Questions

- What are the five areas of the promotional mix?
- How would a business use the promotional mix to develop a company image?
- How would the promotional mix of a small, locally-owned company differ from that of a large national chain?
- How can a business formulate an effective promotional strategy within a budget?
- How can a business use institutional advertising to create a favorable image for itself?
- What are some strengths and weaknesses of personal selling in business-to-business selling?
- What are some examples of sales promotions?

#### National MBAResearch Standards-Marketing

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

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## Task Number 88



## **Determine the promotional mix for an existing product or service.**

### **Definition**

Determination of the promotional mix for an existing product should include a combination of advertising, sales promotion, direct marketing, publicity/public relations, and personal selling.

### **Process/Skill Questions**

- What resources could be used to identify the product mix of an existing product?
- How does a selected product or service use advertising?
- What are the differences between product and institutional promotion?
- Which of the elements are emphasized in the promotional mix for the selected product or service?
- Do businesses need to use all elements of the promotional mix to promote the business or product? Why?

### **National MBAResearch Standards-Marketing**

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

---

## **Task Number 89**

## **Describe the technology used to market goods and services.**

### **Definition**

Description should compare and contrast the effectiveness and reach of user-generated and business-generated content through the following:

- Social media (e.g., Facebook, Twitter, Instagram, Snapchat, Google Business, online reviews, YouTube, blogs)
- Location-based marketing (e.g., geotargeting, geofencing)
- Viral marketing
- Electronic kiosks and billboards
- Traditional broadcast media

### **Process/Skill Questions**

- What new technologies are available to market goods and services? How is each important?

- How are marketers using social networking sites to reach their target markets?
- How can marketers combine existing and emerging technologies to market goods and services?
- What types of technologies should no longer be considered? Why?

### **National MBAResearch Standards-Business Administration**

**Use social media to communicate with a business's stakeholders.**

### **National MBAResearch Standards-Marketing**

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

**Understand promotional channels used to communicate with targeted audiences.**

## **Task Number 90**

### **Compare various types of promotional media.**

#### **Definition**

Comparison should include the similarities and differences and the advantages and disadvantages of the various types of media, including print, broadcast, digital, outdoor, and specialty/promotional.

#### **Process/Skill Questions**

- What are the advantages and disadvantages of each type of promotional media?
- How do advertising media affect customer buying habits?
- How does a business select which type(s) of media to use?
- How might online advertising affect company sales?
- Are there any areas where advertising would be considered inappropriate? Explain.
- What are some examples of specialty promotion?

### **National MBAResearch Standards-Marketing**

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

**Understand promotional channels used to communicate with targeted audiences.**

## **Task Number 91**

### **Identify components of ads.**

#### **Definition**

Description should define key components of print and digital ads, such as

- headline and tagline
- message (e.g., copy)
- artwork (e.g., illustration, product presentation)
- signature (e.g., logo)
- buying information
- slogan
- call to action
- tracking conversions (digital).

#### **Process/Skill Questions**

- What is the purpose of a slogan, and why is it important?
- Why is color important to the success of print ads?
- How might the components of a print advertisement change based on the location of advertisement (e.g., magazine, billboard, newspaper)?
- What are some characteristics of effective headlines?
- Why is it important to avoid having too many words in a print ad?
- Why is it important for a company to include a signature on the print ad?
- How does the target market influence the style and tone of the ad's copy and illustrations?
- Why is the picture important to the target market of the print ad?

#### **National MBAResearch Standards-Marketing**

**Understand the use of an advertisement's components to communicate with targeted audiences.**

---

## **Task Number 92**

### **Prepare an advertisement that encompasses knowledge of the marketing mix.**

#### **Definition**

Preparation should focus on an advertisement to be used in either broadcast, electronic, or print media. It may include copy, illustration, identification (e.g., logo, tagline, website, address, toll-free number), headline, color, sound, and/or motion. The advertisement should demonstrate knowledge of product, place, price, and promotion, as well as reflect accurate proofreading.

### **Process/Skill Questions**

- What are the elements of a print advertisement? Why is each element important?
- What problems could arise from not proofreading an advertisement?
- How can color and white space be used effectively in a print advertisement?
- How do the elements of a broadcast advertisement differ from those of a print advertisement? From those of on-line advertising? From those of on-line advertising to electronic mail?
- How might the elements of an outdoor advertisement differ from the elements of a print advertisement in a magazine? How might they be similar?
- How effective are outdoor advertisements? Explain.

### **National MBAResearch Standards-Marketing**

**Understand the use of an advertisement's components to communicate with targeted audiences.**

---

## **Task Number 93**

### **Explain the concept of visual merchandising.**

#### **Definition**

Explanation should include that visual merchandising encompasses all of the physical elements that merchandisers use to project an image to customers. Visual merchandising promotes interest in merchandise or services, encourages purchasing, and reinforces customer satisfaction. The elements include the storefront, store layout, store interior, and interior displays.

### **Process/Skill Questions**

- How do visual elements promote interest, encourage purchasing, and reinforce customer satisfaction?
- How does visual merchandising reflect a business' image?
- What memorable visual displays have you seen at stores?
- How do texture, proportion, balance, and harmony play a role in visual merchandising?
- What do you usually notice first when you look at the exterior of a store?
- What are the consequences of visual merchandising that lacks focus or consistency?

## **National MBAResearch Standards-Marketing**

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

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

---

## **Task Number 94**

### **Explain advertising campaigns.**

#### **Definition**

Explanation should include the concept that advertising campaigns are a group of advertisements, commercials, and related promotional material and activities designed as part of a coordinated plan to meet specific goals. Planning an integrated campaign includes the following steps:

1. Identify the target audience.
2. Determine objectives.
3. Establish the budget.
4. Develop the message.
5. Select the media.
6. Evaluate the campaign.

#### **Process/Skill Questions**

- What are the components of an advertising campaign?
- How are advertising agencies used in advertising campaigns?
- Why is it important for a campaign to follow an established theme?
- Why would it be important to tailor an advertising campaign to specific countries or ethnic groups?
- Why is it important to evaluate your advertising campaign when it is completed? How is a campaign's success measured?

## **National MBAResearch Standards-Marketing**

**Understand the use of an advertisement's components to communicate with targeted audiences.**

---

## **Task Number 95**

### **Create a press release and related media materials.**

#### **Definition**

Performance should include the purpose of a press release as a tool to inform the media about products, services, and/or company news. The press release should follow professional journalistic principles and include the answers to the following questions: Who? What? Where? When? Why? How?

Other media materials may include

- fact sheet
- backgrounder
- biographies
- photos
- quotes, as appropriate
- previous publicity
- media advisory
- pitch email.

#### **Process/Skill Questions**

- What is a press release? What types of information should be included in a press release?
- Why are press releases usually written in inverted pyramid style?
- Why would companies use press releases?
- How can a press release be used as a public relations tool?
- What is the general format for writing a press release?

#### **National MBAResearch Standards-Business Administration**

**Write internal and external business correspondence to convey and obtain information effectively.**

#### **National MBAResearch Standards-Marketing**

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

---

## **Task Number 96**

## **Explain the concepts of push and pull as they apply to an existing product or service.**

### **Definition**

Explanation should include the concepts that pull directs manufacturers' promotion to consumers and relies heavily on advertising, whereas push directs manufacturers' promotion to retailers and relies on strategies such as selling at trade shows, creating unique media experiences, advertising in trade publications, and offering discounts to the retailer.

### **Process/Skill Questions**

- What is the difference between a push strategy and a pull strategy?
- How can companies use the pull approach in advertising?
- What types of products use the pull approach in promotion? Why?
- What types of products can use the push approach in promotion? Why?

### **National MBAResearch Standards-Marketing**

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

**Understand promotional channels used to communicate with targeted audiences.**

---

## **Task Number 97**

### **Describe ethical issues related to promotion.**

#### **Definition**

Description should include case studies/examples such as

- government agencies hiring contractors to do booking
- changes that have come about because of past infractions
- perception concerns vs. reality (e.g., some organizations cannot use four-diamond facilities, even if less expensive to do so).

#### **Process/Skill Questions**

- Why is perception important?
- When does the consumer's age become an ethical concern?
- What is bait-and-switch advertising?
- What are some examples of advertisements that that might mislead consumers?

- Why is it important to maintain ethics in promotion?
- Can a company over-promote its image and or products? Is this an ethical issue or an example of an overzealous company trying to survive in an a competitive world?
- What regulations are in place to ensure ethical practices in advertising?
- What promotion practices and standards are in place today because of past ethical infractions?

## **National MBAResearch Standards-Marketing**

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

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# **Selling Products and Services**

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## **Task Number 98**

**Identify the various types of selling and the tools used for each.**

### **Definition**

Identification should include the following:

- Business-to-business selling uses personal contact and other methods.
- Retail selling uses packaging, display, and personnel.
- Direct selling uses direct mail, catalogs, e-commerce, and email and text alerts.

### **Process/Skill Questions**

- How does business-to-business (B-to-B or B2B) selling differ from retail selling?
- What role does display play in retail selling?
- How can businesses combine retail and direct selling?
- What is prospecting? What techniques can be used to accomplish it?
- What is a sales quota? Why are sales quotas important?
- What are some legal and ethical issues that could occur during the selling process?
- What tools are needed by the salesperson for business-to-business selling? For retail selling? For direct selling?

## **National MBAResearch Standards-Marketing**



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

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

---

## **Task Number 99**

### **Explain the function of a planogram in selling merchandise.**

#### **Definition**

Explanation should include the following concepts:

- A planogram is a computer-developed diagram that directs retailers how and where a product or products should be displayed on the shelf or sales floor.
- The ability to maximize a product's potential directly relates to where products within certain categories are displayed within individual stores. A planogram conveys this information.
- Other products that are used in conjunction with a product are also noted on a planogram.
- A planogram can be customized by individual stores to address their customer base.

#### **Process/Skill Questions**

- What are the elements of an effective planogram?
- What is the importance of a planogram?
- How can a planogram be beneficial to a business?
- What determines when a planogram needs to be changed?
- What tools would a company use to help customize a planogram for individual stores to address their customer base?
- How can sales forecasting be used to develop planograms?
- What training should a sales team be provided to understand a planogram and its purpose?
- What part does “facing” and “allocation of space” play in successful sales through use of a planogram?

#### **National MBAResearch Standards-Marketing**

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

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

---

## **Task Number 100**

### **Explain the importance of customer service.**

#### **Definition**

Explanation should include the concept that customer service reflects the ability to balance the customers' needs and company policy. It should also include the reasons that customer service is important:

- It establishes customer loyalty.
- It increases customer satisfaction.
- It generates business through referrals.

#### **Process/Skill Questions**

- What is your definition of quality customer service?
- Why is it valuable to know another language when serving customers?
- How does each employee in a business have a role in providing exceptional customer service?
- What strategies can be used to improve customer service in the retail environment?
- How can poor customer service affect a business?
- Why is customer loyalty important?
- How can a company determine customer satisfaction?
- Why should relationship-building be considered the first step in superior customer service?
- What steps can a business take to bring back a dissatisfied customer?

#### **National MBAResearch Standards-Business Administration**

**Understand the nature of customer relationship management to show its contributions to a company.**

#### **National MBAResearch Standards-Marketing**

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

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

---

## **Task Number 101**

## **Describe how to receive and handle customer complaints and compliments.**

### **Definition**

Description should include the proper procedure for handling customers' requests and questions, as well as understanding management's role and company policies. The procedure should include the following steps:

- Listen actively.
- Take the customer aside, when appropriate.
- Repeat.
- Get help, when needed.
- Establish a plan.

### **Process/Skill Questions**

- Why is it important to understand company policy when handling customer complaints?
- What is management's role in handling customer complaints?
- Why is it important to listen to the customer?
- Why should you show empathy for your customers?
- What is meant by the statement "the customer is always right"?
- When is the customer wrong?
- Why should you stay calm and listen intently when handling customer complaints?
- How should a company recognize compliments made by a customer with regard to the business, product, service, and/or staff?

### **National MBAResearch Standards-Business Administration**

**Resolve conflicts with/for customers to encourage repeat business.**

### **National MBAResearch Standards-Marketing**

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

---

## **Task Number 102**

### **Explain customers' buying motives.**

#### **Definition**

Explanation should include the types of buying motives of consumers and businesses and examples of each:

- Customers with rational buying motives are concerned with savings, convenience, durability, quality, and safety.
- Customers with emotional buying motives are concerned with appearance, social approval, guilt, and fear.
- Customers with patronage buying motives are concerned with services, policies, brand loyalty, ambience, personnel, and location.

### **Process/Skill Questions**

- Why is it important for businesses to understand buying motives?
- How are the buying motives of businesses different from those of consumers?
- How can retailers use patronage to increase customer loyalty?
- What are examples of companies that use rational buying motives? Emotional buying motives? How do the companies use these motives to sell their products/services?
- What factors affect how a customer makes a buying decision?
- How can the physical environment of a retail setting encourage the customer to make a purchase? How can the physical environment for a retail setting discourage sales?
- How can relationship building in the sales process be used to sell to a person with any type of buying motive?

### **National MBAResearch Standards-Marketing**

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

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## **Task Number 103**

**Demonstrate the selling process for a selected product or service.**

### **Definition**

Demonstration should include the following steps:

- Preapproach.
- Approach the customer.
- Determine the customer's wants and needs.
- Present product or service features as customer benefits.
- Answer and overcome customer's objections.

- Close the sale.
- Use suggestion/substitute selling.
- Apply follow-up and relationship-building strategies.

## **Process/Skill Questions**

- Why is the first impression important in the sales process?
- What are the steps in the retail approach method of selling? The service approach method? The greeting approach method? The merchandise approach method? The combination approach method? What are the advantages and disadvantages of each?
- How does the salesperson's approach affect the outcome of the sale?
- How do successful salespeople use observation, listening, and questioning to determine customer wants and needs?
- Why are feature/benefit charts helpful tools for the successful salesperson?
- Why should the salesperson anticipate customer objections? Why is it important to answer customer's objections?
- Why should a salesperson always be ready to close the sale at any point during the sales transaction?
- What is the simplest way to close the sale? What other methods can be effective?
- How does suggestion selling increase the customer's satisfaction with the purchase?
- How does a successful salesperson build relationships? How does the business benefit from relationship-building?
- Why is listening to the customer so important?
- Why are the types of questions so important in getting the most information from the customer?
- What is paraphrasing and how is it useful when trying to determine the needs and wants of the customer?

## **National MBAResearch Standards-Marketing**

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

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

## **Task Number 104**

**Demonstrate how to process a sale.**

### **Definition**

Demonstration of the ability to process payments (e.g. cash or check, debit card, credit card, layaway, cash on delivery, returns, exchanges, shipping charges) should include

- estimating change
- counting forward
- computing discounts.

### **Process/Skill Questions**

- Why should one understand how to count forward and estimate change for a customer?
- Why is it important to be able to compute discounts correctly?
- How do debit and credit card transactions differ from cash transactions?
- How do you correctly use a cash register?
- How is Square used to process a sale?
- How should a customer receive his/her receipt?

### **National MBAResearch Standards-Marketing**

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

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# **Understanding Risk Management**

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## **Task Number 105**

### **Explain the nature and types of business risk.**

#### **Definition**

Explanation should emphasize that business risk includes economic risks (e.g., changes in demographics, business cycle, competition, government regulations), natural risks (e.g., perishability, weather, fires), and human risks (e.g., employee theft, employee incompetence, accidents, shoplifting, fraud, computer-related crime).

### **Process/Skill Questions**

- Why should businesses be concerned with risks?
- What types of risks are associated with a new product?
- What are the different types of business risk? How do business risks impact profits?
- How do business risk factors affect business decisions?

- What are ways that companies can protect themselves from business risks?
- What is a pure risk? What is a speculative risk?
- How can a business protect itself against the risk of loss by fire?
- What are some examples of human risks? In what way is each considered a risk to the business?

## **National MBAResearch Standards-Business Administration**

**Actualize new business venture to generate profit and/or meet objectives.**

**Identify potential business threats and opportunities to protect a business' financial well-being.**

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

**Use risk management products to protect a business's financial well-being.**

## **Task Number 106**

### **Describe methods for managing risk.**

#### **Definition**

Description should include the concept that risk management is the systematic process of managing an organization's risk exposure to achieve objectives in a manner consistent with public interest, human safety, environmental factors, and the law. Methods should include prevention and control, transfer, retention, and avoidance.

#### **Process/Skill Questions**

- What is the purpose of having insurance coverage?
- What is a liability policy?
- How do businesses handle intellectual property?
- Why is it important for a new business to do a risk assessment?
- How does a business protect its assets from loss or damage?
- What roles can technology play in protecting a business against risk factors?
- Why should businesses have a crisis management plan?
- What is the relationship between safety and risk management?
- How can a business protect its confidential information?
- What are some ways a business can transfer risks?
- In what ways can a business prevent and control human risk?
- What are fidelity bonds? What is their relationship to risk management?

## **National MBAResearch Standards-Business Administration**

**Actualize new business venture to generate profit and/or meet objectives.**

**Identify potential business threats and opportunities to protect a business' financial well-being.**

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

**Use risk management products to protect a business's financial well-being.**

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## **Task Number 107**

**Explain security issues related to business.**

### **Definition**

Explanation should include

- physical security (property and products)
- cybersecurity
- internet password integrity and protocol.

### **Process/Skill Questions**

- What does a business do to protect itself physically?
- How can a business protect itself with the use of the Internet?
- What are some methods to ensure password integrity?

## **National MBAResearch Standards-Business Administration**

**Identify potential business threats and opportunities to protect a business' financial well-being.**

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## **Developing a Career**

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## **Task Number 108**

### **Analyze personal interests, personality traits, and skills.**

#### **Definition**

Analysis should include interests, personality traits, skills, and aptitudes that may be identified by conducting a self-assessment. It should also include a correlation between identified personal interests, traits, skills, and aptitudes to those required in a variety of marketing-related careers.

#### **Process/Skill Questions**

- What are the distinctions among a skill, a personality trait, and an aptitude? Why is it important to analyze all three when conducting a self-assessment?
- What are the benefits of conducting a self-assessment?
- Why is it important to consider current and future career demand when applying self-assessment results in career planning?
- How can self-assessment results be used to identify possible career paths?
- What personal interests, skills, and traits are important for success in the marketing field? Why is each important?
- How might personal values relate to career choice?
- What factors contribute to career satisfaction?

#### **National MBAResearch Standards-Business Administration**

**Participate in career planning to enhance job-success potential.**

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## **Task Number 109**

### **Research career opportunities in marketing.**

#### **Definition**

Research should include a variety of opportunities in marketing:

- Marketing-information management
- Product/service planning
- Channel management
- Financing
- Risk management
- Selling
- Promotion

- Pricing
- Purchasing

Research should reflect a variety of career resources (e.g., *Occupation Outlook Handbook*, O\*NET, *Guide for Occupational Exploration*, Virginia Career VIEW, Virginia Education Wizard).

### **Process/Skill Questions**

- What resources are available for researching marketing career opportunities?
- What are the most common types of jobs in marketing? In what industries are they found?
- What are the advantages of identifying a wide variety of career opportunities in one's chosen field?
- What marketing career opportunities exist for different personality types?
- Under what different headings might a marketing job appear in job postings?

### **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Participate in career planning to enhance job-success potential.**

## **Task Number 110**

### **Use various job search strategies.**

#### **Definition**

Job search strategies may include using

- public and private employment agencies
- print or on-line classified ads
- direct calling
- networking
- job fairs
- social media networking (e.g., LinkedIn, Twitter)
- professional organizations
- company personnel offices
- counselors
- cooperative education and work experience programs
- current and former employers
- job posting websites (e.g., Monster.com, Careerbuilder.com, snagajob.com)

- Career Cruisin', Virginia Education Wizard
- internships, paid and unpaid
- directories
- family and friends.

## **Process/Skill Questions**

- How can a person use existing job leads to produce new ones?
- How can professionals, friends, family members, and employers help a person find work?
- What on-line job search tools are available to find local employment?
- Other than reading the help wanted ads, how might you use your local newspaper to learn about businesses that are likely to be hiring new employees?
- Why is it important to keep track of leads?
- How can the marketing concept be used effectively during a job search?
- How can networking help you find a job?
- When dealing with an ever-increasing number of online job posting websites, how can the legitimacy of a job posting be determined?
- How can your personal social media appearance affect a job search?
- How can a job seeker protect sensitive personal information from fake job postings, social media sites, and job boards (phishing/spoofing)?
- What are the pros and cons of utilizing “job alert” and other online job opening notification applications?

## **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

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## **Task Number 111**

### **Develop/update a résumé.**

#### **Definition**

Developing/updating a résumé should include the following steps:

- List personal interests and skills (based on self-assessment).
- List job and volunteer experience.
- List other related qualifications (e.g., course work, certification, awards and recognitions, and DECA projects and competitions).
- Tailor personal and professional data to the requirements of the specific job for which the résumé is being prepared.
- Select and contact references.
- Present data in professional résumé format.

- Create a version of the résumé that is optimized for online submission.
- Edit and proofread.
- Proofread again.

### **Process/Skill Questions**

- What are the parts of a résumé?
- If you do not have much experience, activities, awards, or honors to list, what could you do to get something to list?
- What is the purpose of a résumé?
- How long should a résumé be?
- How is a résumé submitted through an online application process different from a résumé submitted in person, as an email attachment, or through snail mail?
- How can a job seeker best tailor his or her résumé to fit a particular career area or job?
- What resources can a job seeker use to tailor the résumé to better match the job posting/description?
- When is it acceptable to send a résumé as an attached file?
- What are some of the best practices used to expand your résumé to include personal introduction video, portfolio materials, sample work, or recommendations (e.g., inclusion of social media links and QR codes)?
- What are current trends in résumé writing and submission?

### **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Participate in career planning to enhance job-success potential.**

**Write internal and external business correspondence to convey and obtain information effectively.**

## **Task Number 112**

### **Develop a digital résumé and portfolio.**

#### **Definition**

Development should include

- identifying the digital media needed to prepare the résumé and portfolio
- using the résumé to develop an online profile (e.g., LinkedIn).

### **Process/Skill Questions**

- What types of tools can be used in preparing a digital résumé and portfolio?
- What are the advantages of having a digital résumé and portfolio?
- What should be included in a portfolio?
- How can one ensure a positive digital brand when creating a digital portfolio and résumé?
- How can images, video, and color best be used in digital résumé and portfolio submissions? How can these be misused?

## **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Participate in career planning to enhance job-success potential.**

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

---

## **Task Number 113**

### **Describe the steps for posting an electronic résumé.**

#### **Definition**

Description should include various methods for posting a résumé, including through a website and through e-mail, such as

- submitting entire résumé through an online form
- uploading a résumé file to a website
- submitting sections of the résumé in an online application form's text fields
- including a cover letter
- attaching the résumé to an email message and considering file formats (e.g., MS Word, PDF, HTML)
- copying and pasting the résumé into an email message.

Description also includes the use of keywords specific to the job opening that will increase the likelihood that a résumé will be attractive to electronic filters.

#### **Process/Skill Questions**

- Why would a human resource department require an electronic response?
- What are some challenges in responding to a job opening electronically?
- What makes a résumé optimized for online posting and submission?
- When would an electronic format be appropriate?
- How does the format of an electronic résumé differ from that of a traditional résumé?

- What are keyword matches and why are they vital when submitting a résumé in response to a job posting or job description?
- What is effect of applicant tracking software (ATS) and searchable databases on electronic résumé posting?
- What are some methods for identifying the most effective keywords to include in an electronic résumé?
- What are the advantages and disadvantages of linking your résumé to social media sites (e.g., LinkedIn, Twitter)?
- What is the appropriate method for following up an electronic résumé submittal?

## **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

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

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## **Task Number 114**

### **Update a cover letter.**

#### **Definition**

Updating a cover letter should include the following steps:

- Gather any information that is new (e.g., a new skill or telephone number) or has otherwise changed from the information in the existing cover letter (e.g., applying for a different type of job or to a different company).
- Determine an approach for retailoring the letter to fit the specific employer and job for which you are now applying.
- Draft all required components of letter, including salutation, body, complimentary closing, signature, and enclosure notation.
- Present data in a professional letter format.
- Create a version that is optimized for online posting and submission.
- Edit and proofread letter.
- Proofread letter again.

#### **Process/Skill Questions**

- What is the purpose of a cover letter?
- Why is the format of the cover letter important? What are the different types of cover letter formats?
- What are the essential elements of a cover letter? Why is each important?
- What is an employer looking for in an applicant's cover letter?

- How is a cover letter different from a résumé?
- Why is it important to update a cover letter for each job application?
- How does the cover letter serve as a first impression?
- What makes a cover letter optimized for online posting and submission? Why is it important?
- What are current trends in cover letter writing and submission?

## **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Record information to maintain and present a report of business activity.**

**Write internal and external business correspondence to convey and obtain information effectively.**

## **Task Number 115**

### **Complete a job application.**

#### **Definition**

Completion of the form should include

- explaining acceptable practices for completing a job application form
- identifying unacceptable practices for completing a job application form
- preparing a personal fact sheet containing the basic information required by most applications (e.g., list of positions held; dates of work and schooling; list of other relevant experiences, skills, credentials, and/or activities; names of references with contact information)
- completing different types of job application forms (i.e., written and online)
- checking for accuracy, neatness, and completeness.

#### **Process/Skill Questions**

- How does the application form benefit the applicant? The employer?
- How should the applicant be dressed when picking up or dropping off an application?
- In what ways are job candidate applications used by the employer?
- Why is it important to read and follow the directions on an application?
- What considerations are important when completing a job application online?
- What are the advantages and disadvantages of online applications for employees and employers?
- Why is it important not to leave blank spaces on an application?

- Who are appropriate references to list on an application?
- Why is it important for an application to be comparable to the applicant's résumé?

## **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Record information to maintain and present a report of business activity.**

**Write internal and external business correspondence to convey and obtain information effectively.**

## **Task Number 116**

### **Complete an employment interview.**

#### **Definition**

Completion of an employment (telephone) interview should include

- preparing for an interview by
  - researching the job/company
  - contacting the company
  - anticipating and practicing responses to interview questions (even a group interview with multiple applicants in the room)
  - preparing questions to ask
  - ensuring a professional appearance
- conducting oneself properly during an interview (e.g., exhibiting punctuality, courtesy, proper language and grammar, appropriate body language).

#### **Process/Skill Questions**

- How would you prepare for an interview?
- How do dress and grooming affect first impressions?
- How might interview clothing differ from one company to another? How can a person determine what clothing would be appropriate for a particular interview?
- How can body language make or break an interview?
- What are typical questions asked by employers in an interview?
- Why is it important to practice your response to typical interview questions?
- How should you reply to an inappropriate or illegal interview question?
- What should you do to prepare for an online interview? A telephone interview?
- How can you prepare for a group or panel interview?
- What is the most important part of the interview? Explain.



- What types of questions should an applicant ask at an interview? What types should an applicant not ask?
- How can an applicant exhibit professional courtesy before and during an interview?
- What constitutes proper conduct during an interview?
- Why is it important to go to an interview alone?
- Why is it important to ask the interviewer about the next steps in the hiring process before you leave the interview?

## **National MBAResearch Standards-Business Administration**

**Apply active listening skills to demonstrate understanding of what is being said.**

**Apply verbal skills to obtain and convey information.**

**Implement job-seeking skills to obtain employment.**

---

## **Task Number 117**

### **Complete follow-up to an employment interview.**

#### **Definition**

Follow-up to an employment interview should include the elements below:

- Sending a timely, professionally written thank-you letter (including any information you may have forgotten to mention that will help qualify you for the position)
- Making phone contact within two weeks
- Filing of contact information for future reference
- Completing a self-evaluation of your performance in the interview

#### **Process/Skill Questions**

- What constitutes the follow-up process? Why is it an essential part of the interview process?
- What should be included in the follow-up after an interview? Why is follow-up important?
- What is a self-evaluation? Why is it important?
- What type of information is included in a post-interview self-assessment?
- Why would you want to thank everyone who interviewed you?
- Which follow-up method (e.g., written note, email, phone call) is most appropriate for each type of interview?

## **National MBAResearch Standards-Business Administration**

**Apply verbal skills to obtain and convey information.**

**Implement job-seeking skills to obtain employment.**

**Write internal and external business correspondence to convey and obtain information effectively.**

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## **Task Number 118**

### **Describe networking skills for professional development.**

#### **Definition**

Description of networking skills should include a definition of *professional networking* and the importance of the following:

- Attending professional conferences
- Joining professional organizations
- Taking the initiative to meet a variety of people
- Keeping in touch with contacts (e.g., teachers, former employers and co-workers, conference attendees, organization members)
- Continuing education

#### **Process/Skill Questions**

- What is professional networking? Why is it important to a job search?
- How can attending a conference and/or meetings of a professional organization help a person build a network?
- Once an initial networking contact has been established, how can a person maintain the connection?
- What types of contacts could a person use as a networking source?
- What steps should be followed when making an initial outreach to new contacts?
- How can social media help grow a professional network?
- What are the most common social media channels? What are the advantages and disadvantages of each in terms of professional networking?

#### **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

**Participate in career planning to enhance job-success potential.**

**Utilize career-advancement activities to enhance professional development.**

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## **Task Number 119**

### **Develop a personal marketing plan.**

#### **Definition**

Development of a personal marketing plan should include

- identifying the purposes of the plan (e.g., to generate exposure and to market one's skills and abilities for the purpose of attaining a professional or personal goal)
- establishing a personal brand
- setting the goals of the plan
- identifying steps that must be taken to achieve the goals
- setting a time line for achieving the goals
- identifying resources needed for achieving the goals.

#### **Process/Skill Questions**

- What is a personal marketing plan? What is its purpose?
- Why is it important to set realistic goals for personal success?
- What resources are needed to achieve professional goals?
- Why is it important to focus on the ultimate goal when developing strategies and tasks to achieve that goal?
- How can continuing changes brought about by technology and the competitiveness of a global economy affect the career plan?
- What is a personal brand, and why is it important to a personal marketing plan?

#### **National MBAResearch Standards-Business Administration**

**Participate in career planning to enhance job-success potential.**

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## **Task Number 120**

### **Identify the purposes and types of employment tests and personality profiles.**

#### **Definition**

Identification should include

- stating the types of employment tests commonly administered by employers
- stating the types of personality profiles commonly used by businesses
- stating the purposes of employment tests and personality profiles
- giving examples of sample tests (e.g., employment, personality, drug).

### **Process/Skill Questions**

- What qualities does an employer seek to identify from the results of an employment test?
- How might a person prepare for an employment test?
- What information can a personality profile provide? Why do employers sometimes administer personality profiles to potential employees?
- What can a job seeker learn from taking employment tests? Personality profiles?
- What are the advantages of the different types of pre-employment/personality tests?
- What effect has mobile technology had on pre-employment/personality test administration?
- What recourse does a candidate for employment have if he/she feels they were denied a position based on the results of a test?
- When is the administration of a pre-employment test not legal?
- Would a drug test typically be administered prior to, or after, hiring? Why?

### **National MBAResearch Standards-Business Administration**

**Implement job-seeking skills to obtain employment.**

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## **Task Number 121**

**Identify procedures to follow in resigning from a position.**

### **Definition**

Procedures should include

- giving two weeks' notice, according to industry standards
- verbally informing appropriate employer representative (e.g., supervisor, human resources representative) of intention to resign
- identifying the appropriate timing of the letter of resignation
- listing the components of a letter of resignation
- composing and delivering a letter of resignation.

### **Process/Skill Questions**

- How can a letter of resignation be beneficial to employees? To employers?
- What are the potential consequences of an employee walking off the job without going through the formal resignation procedures?
- What is the purpose of each of the components of a letter of resignation?
- When is it appropriate to deliver a letter of resignation in person, in writing, via email, or via text message? Explain.

## National MBAResearch Standards-Business Administration

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

# SOL Correlation by Task

|  |   |
|--|---|
| Analyze the marketing concept and its historical development.                      | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the components of the marketing mix.                                       | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the functions involved in marketing goods and services.                    | English: 9.5, 10.5, 11.5, 12.5  |
| Describe trends in marketing.  | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the different types of organizations (for-profit, non-profit, government). | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the nature of business activities.   | English: 9.5, 10.5, 11.5, 12.5  |
| Identify the parts of a business plan.   | English: 9.5, 10.5, 11.5, 12.5  |
| Identify the parts of a marketing plan.  | English: 9.5, 10.5, 11.5, 12.5  |
| Explain basic financial statements.  | English: 9.5, 10.5, 11.5, 12.5  |
| Describe the communications process.   | English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5                 |
| Demonstrate the effects of nonverbal communication on interactions with others.    | History and Social Science: GOVT.16                                   |
| Write various types of professional communications.                                | English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7                 |
| Demonstrate phone etiquette.   | English: 9.1, 10.1, 11.1, 12.1<br>History and Social Science: GOVT.16 |
| Demonstrate online etiquette.  | English: 9.2, 10.2, 11.2, 12.2<br>History and Social Science: GOVT.16 |
| Explain concerns related to electronic device use.                                 | English: 9.5, 10.5, 11.5, 12.5  |
| Analyze the impact of technology on marketing.                                     | English: 9.2, 9.5, 10.2, 10.5<br>History and Social Science: VUS.13   |
| Use technology to perform marketing tasks.   | English: 9.2, 10.2  |

|   |   |
|---|---|
|   | History and Social Science: VUS.13, VUS.14<br><br>Mathematics: COM.1, COM.7, COM.12   |
| Use customers', coworkers', and managers' feedback to improve performance.          | English: 9.5, 10.5, 11.5, 12.5<br><br>History and Social Science: GOVT.1, GOVT.9, GOVT.16                                     |
| Explain the importance of diversity within the work environment.                    | English: 9.5, 10.5, 11.5, 12.5  |
| Examine ethical behavior in the workplace.  | English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5<br><br>History and Social Science: GOVT.16                              |
| Resolve client/customer and co-worker conflicts.                                    | English: 9.1, 9.2, 10.1, 10.2, 11.1, 11.2, 12.1, 12.2   |
| Demonstrate positive working relationships.   | English: 9.1, 9.2, 10.1, 10.2, 11.1, 11.2, 12.1, 12.2   |
| Demonstrate professional workplace behavior.  | English: 9.1, 9.2, 10.1, 10.2, 11.1, 11.2, 12.1, 12.2<br><br>History and Social Science: GOVT.16, VUS.14                      |
| Describe the nature of economics, economic activities, and economic resources.      | English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8<br><br>History and Social Science: GOVT.1, GOVT.14, WG.7                |
| Describe the effects of competition on for-profit and not-for-profit organizations. | English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5<br><br>History and Social Science: GOVT.15                              |
| Compare different types of business ownership.                                      | English: 9.5, 10.5, 11.5, 12.5  |
| Analyze the role of profit in private enterprise.                                   | English: 9.5, 10.5, 11.5, 12.5  |
| Identify the role of marketing information.   | English: 9.4, 9.5, 10.4, 10.5, 11.4, 11.5, 12.4, 12.5   |
| Explain qualitative and quantitative market research methods.                       | English: 9.3, 9.5, 9.8, 10.3, 10.5, 10.8, 11.3, 11.5, 11.8, 12.3, 12.5, 12.8<br><br>Mathematics: AFDA.8, PS.8*, PS.9*, PS.10* |
| Explain the role of ethics in marketing research.                                   | English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8   |

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|---|---|
|   | History and Social Science: GOVT.1, GOVT.16, VUS.1<br><br>Mathematics: AFDA.8, PS.9*, PS.10*            |
| Identify the role of product/service planning in marketing.                     | English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5   |
| Describe types of product/service mix strategies.                               | English: 9.5, 10.5, 11.5, 12.5  |
| Describe product/service life cycles.   | English: 9.5, 10.5, 11.5, 12.5  |
| Describe the importance of branding in marketing.                               | English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5   |
| Explain the difference between brand name and brand.                            | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the use of national and private brand names in marketing.               | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the concept of channel management.                                      | English: 9.5, 10.5, 11.5, 12.5  |
| Describe the channels of distribution.  | English: 9.5, 10.5, 11.5, 12.5  |
| Identify shipping and receiving processes.                                      | English: 9.5, 10.5, 11.5, 12.5  |
| Describe market identification and segmentation.                                | English: 9.3, 9.5, 10.3, 10.5, 11.3, 11.5, 12.3, 12.5   |
| Explain positioning and its relationship to target market.                      | English: 9.5, 10.5, 11.5, 12.5  |
| Determine the competition for a selected product or service.                    | English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8   |
| Determine the product/service's position relative to those of the competition.  | English: 9.5, 10.5, 11.5, 12.5  |
| Determine the target market of a selected product/service.                      | English: 9.5, 10.5, 11.5, 12.5  |
| Determine the most effective channels to position the selected product/service. | English: 9.5, 10.5, 11.5, 12.5<br><br>History and Social Science: GOVT.1, GOVT.6, GOVT.9, VUS.1, VUS.13 |
| Explain key factors in determining selling price.                               | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the differences between pricing a good and pricing a service.           | English: 9.5, 10.5, 11.5, 12.5  |
| Describe the relationship between supply and demand and its effects on price.   | English: 9.5, 10.5, 11.5, 12.5<br><br>History and Social Science: VUS.10, VUS.13                        |
| Examine the concept of the promotional mix.                                     | English: 9.5, 10.5, 11.5, 12.5  |
| Determine the promotional mix for an existing product or service.               | English: 9.5, 10.5, 11.5, 12.5  |
| Describe the technology used to market goods and services.                      | English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5<br><br>History and Social Science: VUS.13, VUS.14 |

|  |   |
|--|---|
| Compare various types of promotional media.  | English: 9.5, 10.5, 11.5, 12.5<br><br>History and Social Science: GOVT.1, GOVT.9, GOVT.16       |
| Identify components of ads.  | English: 9.3, 10.3, 11.3, 12.3  |
| Prepare an advertisement that encompasses knowledge of the marketing mix.              | English: 9.1, 9.2, 10.1, 10.2, 11.1, 11.2, 12.1, 12.2   |
| Explain the concept of visual merchandising.   | English: 9.5, 10.5, 11.5, 12.5  |
| Explain advertising campaigns.   | English: 9.5, 10.5, 11.5, 12.5  |
| Create a press release and related media materials.                                    | English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7   |
| Explain the concepts of push and pull as they apply to an existing product or service. | English: 9.5, 10.5, 11.5, 12.5  |
| Describe ethical issues related to promotion.  | English: 9.5, 9.8, 10.5, 10.8, 11.5, 11.8, 12.5, 12.8   |
| Identify the various types of selling and the tools used for each.                     | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the function of a planogram in selling merchandise.                            | English: 9.5, 10.5, 11.5, 12.5  |
| Explain the importance of customer service.  | English: 9.5, 10.5, 11.5, 12.5<br><br>History and Social Science: GOVT.16                       |
| Describe how to receive and handle customer complaints and compliments.                | English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5   |
| Explain customers' buying motives.   | English: 9.5, 10.5, 11.5, 12.5  |
| Demonstrate the selling process for a selected product or service.                     |   |
| Demonstrate how to process a sale.   | Mathematics: A.1, A.4   |
| Explain the nature and types of business risk.   | English: 9.5, 10.5, 11.5, 12.5  |
| Describe methods for managing risk.  | English: 9.5, 10.5, 11.5, 12.5  |
| Explain security issues related to business.   | English: 9.5, 10.5, 11.5, 12.5  |
| Analyze personal interests, personality traits, and skills.                            | English: 9.5, 10.5, 11.5, 12.5  |
| Research career opportunities in marketing.  | English: 9.8, 10.8, 11.8, 12.8  |
| Use various job search strategies.   | English: 9.8, 10.8, 11.8, 12.8<br><br>History and Social Science: VUS.13                        |
| Develop/update a résumé.   | English: 9.6, 9.7, 10.6, 10.7, 11.6, 11.7, 12.6, 12.7<br><br>History and Social Science: GOVT.1 |
| Develop a digital résumé and portfolio.  | English: 9.2, 9.5, 10.2, 10.5, 11.2, 11.5, 12.2, 12.5   |
| Describe the steps for posting an electronic résumé.                                   | English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7                    |



|   |   |
|---|---|
| Update a cover letter.  | English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7                    |
| Complete a job application.   | English: 9.5, 9.6, 9.7, 10.5, 10.6, 10.7, 11.5, 11.6, 11.7, 12.5, 12.6, 12.7                    |
| Complete an employment interview.   | English: 9.1, 9.8, 10.1, 10.8, 11.1, 11.8, 12.1, 12.8<br><br>History and Social Science: GOVT.1 |
| Complete follow-up to an employment interview.                                | English: 9.1, 9.5, 10.1, 10.5, 11.1, 11.5, 12.1, 12.5   |
| Describe networking skills for professional development.                      | English: 9.5, 10.5, 11.5, 12.5  |
| Develop a personal marketing plan.  | English: 9.5, 10.5, 11.5, 12.5  |
| Identify the purposes and types of employment tests and personality profiles. | English: 9.5, 10.5, 11.5, 12.5  |
| Identify procedures to follow in resigning from a position.                   | English: 9.1, 10.1, 11.1, 12.1  |

## DECA, Inc. Information

DECA, the co-curricular student organization for Marketing, provides many opportunities through its program of work for students to apply the knowledge, skills, and processes learned in a variety of courses. The purposes of DECA's program of competitive events are as follows:

- To contribute to the development of skills necessary for careers in marketing, merchandising, management, and entrepreneurship
- To evaluate student achievement of the skills through careful measurement devices (performance indicators)
- To provide opportunities for student and team recognition
- To provide constructive avenues for individual or team expression, initiative, and creativity
- To motivate students to assume responsibility for self-improvement and self-discipline
- To provide a vehicle for students to demonstrate (via performance indicators) their acquired skills through individual or team activities
- To assist students in acquiring a realistic self-concept through individual and team activities
- To help students participate in an environment of cooperation and competition
- To provide visibility for the educational goals and objectives of marketing education.

For additional information about the student organization, contact DECA, Inc., 1908 Association Drive, Reston, VA 20191, phone (703) 860-5000, FAX (703) 860-4013. See the DECA, Inc. home page at <http://www.deca.org> and the Virginia DECA home page at <http://www.vadeca.org>.

### Common Skills Developed When Participating in DECA Events

- Communication skills—The ability to exchange information and ideas with others through writing, speaking, reading, or listening
- Analytical skills—The ability to derive facts from data, findings from facts, conclusions from findings, and recommendations from conclusions
- Critical thinking and problem-solving skills
- Production skills—The ability to take a concept from an idea and make it real
- Teamwork—The ability to plan, organize, and conduct a group project
- Priorities/time management—The ability to determine priorities and manage time commitments
- Assessment skills—The ability to evaluate presentations

## Related DECA, Inc. Competitive Events

CTE student organization information correlates to course content. [These DECA, Inc. competitive events available in Virginia](#) enable students to apply and practice tasks they have mastered within the course. Other events may be applicable upon instructor discretion. Refer to the [Chapter Management Guide](#) for more information.

## Entrepreneurship Infusion Units

Entrepreneurship Infusion Units may be used to help students achieve additional, focused competencies and enhance the validated tasks/competencies related to identifying and starting a new business venture. Because the unit is a complement to certain designated courses and is not mandatory, all tasks/competencies are marked “optional.”

## Teacher Resources

### Books

- Burrow, James L. *Marketing*. South-Western, Cengage Learning, 2009. ISBN 0-538-44664-1.
- Clark, Brenda; Jennie Sobel; and Cynthia Gendall Basteri. *Marketing Dynamics*. Goodheart-Willcox, 2006. ISBN: 1-59070-587-4.
- Farese, Lois Schneider; Grady Kimbrell; and Carl A. Woloszyk. *Marketing Essentials*. Glencoe McGraw-Hill, 2009. ISBN 0-07-861257-8.
- Greene, Cynthia L. *Entrepreneurship: Ideas in Action*. Thomson South-Western, 2006. ISBN 0-538-44122-4.
- Kotler, Philip, and Gary Armstrong. *Principles of Marketing*. Prentice Hall, 2007. ISBN 0-13-239002-7.
- *Wall Street Journal* classroom edition, with teacher’s guide and worksheets.

### Websites

- *Black Friday*. <http://www.blackfriday.info>. Annual sale information and ads for holiday shopping season.
- *CareerBuilder Advice and Resources*. <http://www.careerbuilder.com>. Contains links to articles about employability and the workplace (e.g., “Jobs Before They Were Famous,” “Making the First Ten Minutes of an Interview Count,” and “America’s Most Wanted Workers”).
- *CBS News Videos*. <http://www.cbsnews.com>. Videos available by clicking on “More videos,” then “Search videos” for a topic.
- *CNN Money*. <http://money.cnn.com/>. Contains links for Markets, Personal Finance, Technology, Small Business, and Fortune 500 companies, along with current business news.
- “Electronic Etiquette: Dos and Don’ts.” [http://www.iue.edu/ctl/documents/IT-Electronic\\_Etiquette\\_2\\_000.pdf](http://www.iue.edu/ctl/documents/IT-Electronic_Etiquette_2_000.pdf). Site from Indiana University East that offers etiquette advice related to use of e-mail, cell phone, and other electronic formats.
- *Free Online Courses*. <http://www.sba.gov/training/index.html>. Web-based business and marketing courses, including Marketing 101, available at no charge from the Small Business Administration’s site.
- *Hands On Banking*. <http://www.handsonbanking.org>. A money management resource for kids, teens, and adults from Wells Fargo Bank, N.A.
- *Job Hunter’s Bible*. <http://www.jobhuntersbible.com>. Online job search resource hosted by Dick Bolles, author of “What Color Is Your Parachute?”
- *JobStar*. <http://www.jobstar.org>. Salary information for various jobs, resources for résumé-writing, and career guides.
- Marketing Education Lessons. <http://www.lions2.odu.edu/org/deca/weblessons/>. Lesson plans for marketing.
- “Personal Finance.” <http://www.fool.com>. Lots of links and articles related to saving, spending, credit, debt, and other personal finance topics, from Motley Fool.
- “Take the Steps to Career Success.” <http://www.nextsteps.org>. Profiles a career and an employer each month. Includes links to Career Planning, Job Seeking, and Career Maintenance.
- *Virginia Career VIEW*. <http://www.vacareerview.org/>. Careers in sales and marketing.
- Virginia Employment Commission. <http://www.vec.virginia.gov>. Employment resources for Virginia, by state or region.
- *Xap Student Center*. <http://www.xap.com>. Free login. Links for career exploration, college planning, SAT practice, and scholarship opportunities.

# Appendix: Credentials, Course Sequences, and Career Cluster Information

## Industry Credentials: Only apply to 36-week courses

- A\*S\*K Fundamental Marketing Concepts Assessment
- Business of Retail: Operations & Profit Examination
- College and Work Readiness Assessment (CWRA+)
- Customer Service and Sales Certification Assessment
- National Career Readiness Certificate Assessment
- Retail Industry Fundamentals Certification Assessment
- Workplace Readiness Skills for the Commonwealth Examination

**Concentration sequences:** *A combination of this course and those below, equivalent to two 36-week courses, is a concentration sequence. Students wishing to complete a specialization may take additional courses based on their career pathways. A program completer is a student who has met the requirements for a CTE concentration sequence and all other requirements for high school graduation or an approved alternative education program.*

- Business Management (6135/36 weeks)
- Business Management (6136/18 weeks)
- Digital and Social Media Marketing (8125/36 weeks)
- Entrepreneurship (9093/36 weeks)
- Entrepreneurship, Advanced (9094/36 weeks)
- Fashion Marketing (8140/36 weeks)
- Fashion Marketing, Advanced (8145/36 weeks)
- International Baccalaureate Business Management (IB6135/36 weeks)
- Introduction to Fashion Careers (8248/36 weeks)
- Introduction to Fashion Careers (8247/18 weeks)
- Introduction to Marketing (8110/36 weeks)
- Introduction to Marketing (8111/18 weeks)
- Lodging Management (formerly Hotel Management and Operations) (8159/36 weeks)
- Marketing Management (8132/36 weeks)
- Marketing, Advanced (8130/36 weeks)
- Opportunities in Global Trade (8135/36 weeks)
- Opportunities in Global Trade, Advanced (8136/36 weeks)
- Principles of Business and Marketing (6115/36 weeks)
- Principles of Business and Marketing (6116/18 weeks)
- Real Estate (8191/36 weeks)
- Sports and Entertainment Management (8177/36 weeks)
- Sports and Entertainment Marketing (8175/36 weeks)
- Travel and Tourism Marketing (formerly Opportunities in Hospitality and Tourism) (8139/36 weeks)
- Travel, Tourism, and Destination Marketing (formerly Travel and Tourism Marketing and Sales) (8169/36 weeks)

| <b>Career Cluster: Marketing</b> |  |
|----------------------------------|--|
| <b>Pathway</b>                   | <b>Occupations</b>   |
| <b>Marketing Communications</b>  | Advertising and Promotions Manager<br>Art Director<br>Marketing Communication Manager<br>Marketing Manager<br>Multimedia Artist, Animator<br>Public Information Director<br>Public Relations Manager<br>Sales Manager<br>Trade Show Manager  |
| <b>Marketing Management</b>      | Advertising and Promotions Manager<br>Brand Manager<br>Chief Executive Officer<br>Entrepreneur<br>Franchisee<br>General Manager<br>Marketing Manager<br>Retail Manager   |
| <b>Marketing Research</b>        | Database Administrator<br>Market Research Analyst<br>Merchandising Coordinator<br>Product Planner  |
| <b>Merchandising</b>             | Customer Service Representative<br>Merchandise Buyer<br>Merchandise Displayer, Window Trimmer<br>Merchandise Manager<br>Operations Manager<br>Retail Manager   |
| <b>Professional Sales</b>        | Account Executive<br>Entrepreneur<br>Manufacturer's Sales Representative<br>Media Planner, Buyer<br>Property, Real Estate, and Community Association Manager<br>Real Estate Sales Agent<br>Sales Manager<br>Salesperson<br>Telemarketer<br>Trade Show Manager<br>Wholesale and Manufacturing, Technical and Scientific Products Sales Representative |

| <b>Career Cluster: Transportation, Distribution and Logistics</b> |  |
|---|--|
| <b>Pathway</b>  | <b>Occupations</b>   |
| <b>Health, Safety and Environmental Management</b>                | Health, Safety, and Environment Manager  |
| <b>Sales and Service</b>  | Billing Clerk<br>Customer Service Representative (CSR)<br>Dispatcher<br>Office Manager |

| <b>Career Cluster: Transportation, Distribution and Logistics</b> |  |
|---|--|
| <b>Pathway</b>  | <b>Occupations</b>                                 |
|   | <b>Parts Salesperson</b><br><b>Statement Clerk</b> |