

Performance Indicators  
Program-of-Study/End-of-Program  
Standard Marketing Exam [3 Credit]

## **Business Law**

Explain types of business ownership (BL:003, BL LAP 1) (CS)

## **Channel Management**

Explain the nature and scope of channel management (CM:001, CM LAP 2) (CS)

Explain the nature of channels of distribution (CM:003, CM LAP 3) (CS)

Describe the use of technology in the channel management function (CM:004) (CS)

## **Communication Skills**

Analyze company resources to ascertain policies and procedures (CO:057) (CS)

Explain communication techniques that support and encourage a speaker (CO:082) (PQ)

Employ communication styles appropriate to target audience (CO:084) (CS)

Defend ideas objectively (CO:061) (CS)

Handle telephone calls in a businesslike manner (CO:114) (CS)

Participate in group discussions (CO:053, QS LAP 29) (CS)

Utilize note-taking strategies (CO:085) (CS)

Organize information (CO:086) (CS)

Select and use appropriate graphic aids (CO:087) (CS)

Explain the nature of effective written communications (CO:016) (CS)

Select and utilize appropriate formats for professional writing (CO:088) (CS)

Edit and revise written work consistent with professional standards (CO:089) (CS)

Write professional e-mails (CO:090) (CS)

Write business letters (CO:133) (CS)

Write informational messages (CO:039) (CS)

Write inquiries (CO:040) (CS)

Write persuasive messages (CO:031) (SP)

Write executive summaries (CO:091) (SP)

Prepare simple written reports (CO:094) (SP)

Explain the nature of staff communication (CO:014) (CS)

Choose appropriate channel for workplace communication (CO:092) (CS)

Participate in a staff meeting (CO:063) (CS)

## **Customer Relations**

Explain the nature of positive customer relations (CR:003, CR LAP 1) (CS)

Identify company's brand promise (CR:001, CR LAP 6) (CS)

Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)

Demonstrate a customer-service mindset (CR:004, CR LAP 4) (CS)

Reinforce service orientation through communication (CR:005) (CS)

Respond to customer inquiries (CR:006) (CS)

Adapt communication to the cultural and social differences among clients (CR:019) (CS)

Interpret business policies to customers/clients (CR:007) (CS)

Handle difficult customers (CR:009, CR LAP 9) (CS)

Handle customer/client complaints (CR:010, CR LAP 10) (CS)

Determine ways of reinforcing the company's image through employee performance (CR:002) (CS)

## **Economics**

Distinguish between economic goods and services (EC:002, EC LAP 10) (CS)  
Explain the concept of economic resources (EC:003, EC LAP 14) (CS)  
Describe the concepts of economics and economic activities (EC:001, EC LAP 6) (CS)  
Determine economic utilities created by business and marketing activities (EC:004, EC LAP 13) (CS)  
Explain the principles of supply and demand (EC:005, EC LAP 11) (CS)  
Describe the functions of prices in markets (EC:006, EC LAP 12) (CS)  
Explain the types of economic systems (EC:007, EC LAP 17) (CS)  
Explain the concept of private enterprise (EC:009, EC LAP 15) (CS)  
Identify factors affecting a business's profit (EC:010, EC LAP 2) (CS)  
Determine factors affecting business risk (EC:011, EC LAP 3) (CS)  
Explain the concept of competition (EC:012, EC LAP 8) (CS)  
Explain the role of business in society (EC:070, EC LAP 70) (CS)  
Describe types of business activities (EC:071, EC LAP 71) (CS)  
Determine the relationship between government and business (EC:008, EC LAP 16) (CS)  
Describe the nature of taxes (EC:072, EC LAP 72) (SP)  
Explain the concept of productivity (EC:013, EC LAP 18) (CS)  
Analyze impact of specialization/division of labor on productivity (EC:014, EC LAP 7) (SP)

## **Emotional Intelligence**

Explain ethical considerations in providing information (EI:038) (SP)  
Persuade others (EI:012, EC LAP 121) (SP)  
Demonstrate negotiation skills (EI:062, EI LAP 62) (SP)  
Explain the nature of stress management (EI:028, EI LAP 25) (SP)  
Use consensus-building skills (EI:011, EI LAP 19) (SP)  
Motivate team members (EI:059, EI LAP 59) (SP)

## **Financial Analysis**

Describe the need for financial information (FI:579, FI LAP 579) (CS)  
Explain the concept of accounting (FI:085, FI LAP 85) (CS)  
Explain the role of finance in business (FI:354, FI LAP 354) (CS)

## **Human Resources Management**

Discuss the nature of human resources management (HR:410, HR LAP 35) (CS)  
Orient new employees (HR:360) (CS)

## **Information Management**

Assess information needs (NF:077) (CS)  
Obtain needed information efficiently (NF:078) (CS)  
Evaluate quality and source of information (NF:079) (CS)  
Apply information to accomplish a task (NF:080) (CS)  
Store information for future use (NF:081) (CS)  
Discuss the nature of information management (NF:110, NF LAP 110) (CS)  
Identify ways that technology impacts business (NF:003, NF LAP 4) (PQ)  
Explain the role of information systems (NF:083) (PQ)  
Discuss principles of computer systems (NF:084) (PQ)  
Use basic operating systems (NF:085) (PQ)  
Describe the scope of the Internet (NF:086) (PQ)  
Demonstrate basic e-mail functions (NF:004) (PQ)  
Demonstrate personal information management/productivity applications (NF:005) (PQ)  
Demonstrate basic web-search skills (NF:006) (PQ)  
Demonstrate basic word processing skills (NF:007) (PQ)

Demonstrate basic presentation applications (NF:008) (PQ)  
Demonstrate basic spreadsheet applications (NF:010) (PQ)  
Demonstrate basic database applications (NF:009) (PQ)  
Use an integrated business software application package (NF:088) (CS)  
Demonstrate collaborative/groupware applications (NF:011) (CS)  
Create and post basic web page (NF:042) (CS)

## **Marketing**

Explain marketing and its importance in a global economy (MK:001, MK LAP 4) (CS)  
Describe marketing functions and related activities (MK:002, MK LAP 1) (CS)  
Explain factors that influence customer/client/business buying behavior (MK:014, MK LAP 14) (SP)  
Discuss actions employees can take to achieve the company's desired results (MK:015, MK LAP 15) (SP)  
Demonstrate connections between company actions and results (e.g., influencing consumer buying behavior, gaining market share, etc.) (MK:019, MK LAP 19) (SP)

## **Marketing-Information Management**

Describe the need for marketing data (IM:012, IM LAP 12) (CS)  
Identify data monitored for marketing decision making (IM:184, IM LAP 184) (SP)  
Explain the nature and scope of the marketing information management function (IM:001, IM LAP 2) (SP)  
Explain the legal and ethical considerations in marketing-information management (SP)  
Describe the use of technology in the marketing-information management function (IM:183) (SP)  
Explain the nature of marketing research (IM:010, IM LAP 10) (SP)

## **Market Planning**

Explain the concept of marketing strategies (MP:001, MP LAP 2) (CS)  
Explain the concept of market and market identification (MP:003, MP LAP 3) (CS)  
Explain the nature of marketing plans (MP:007, MP LAP 7) (SP)

## **Operations**

Explain the nature of operations (OP:189, OP LAP 189) (CS)  
Describe health and safety regulations in business (OP:004) (PQ)  
Report noncompliance with business health and safety regulations (OP:005) (PQ)  
Follow instructions for use of equipment, tools, and machinery (OP:006) (PQ)  
Follow safety precautions (OP:007) (PQ)  
Maintain a safe work environment (OP:008) (CS)  
Explain procedures for handling accidents (OP:009) (CS)  
Handle and report emergency situations (OP:010) (CS)  
Explain routine security precautions (OP:013) (CS)  
Follow established security procedures/policies (OP:152) (CS)  
Protect company information and intangibles (OP:153) (CS)  
Explain the nature and scope of purchasing (OP:015, OP LAP 2) (CS)  
Place orders/reorders (OP:016) (CS)  
Maintain inventory of supplies (OP:031) (CS)  
Explain the concept of production (OP:017, OP LAP 17) (CS)

## **Pricing**

Explain the nature and scope of the pricing function (PI:001, PI LAP 2) (SP)  
Explain the use of technology in the pricing function (PI:016) (SP)  
Explain legal and ethical considerations for pricing (SP)  
Explain factors affecting pricing decisions (PI:002, PI LAP 3) (SP)

## **Product/Service Management**

- Explain the nature and scope of the product/service management function (PM:001, PM LAP 17) (SP)
- Identify the impact of product life cycles on marketing decisions (PM:024, PM LAP 24) (SP)
- Describe the use of technology in the product/service management function (PM:039) (SP)
- Explain business ethics in product/service management (PM:040, PM LAP 40) (SP)
- Describe the uses of grades and standards in marketing (PM:019, PM LAP 8) (CS)
- Explain warranties and guarantees (PM:020, PM LAP 4) (CS)
- Identify consumer protection provisions of appropriate agencies (PM:017, PM LAP 7) (SP)

## **Professional Development**

- Set personal goals (PD:018; QS LAP 22, PD LAP 16) (CS)
- Explain the need for innovation skills (PD:126, PD LAP 126) (CS)
- Make decisions (PD:017; QS LAP 2, PD LAP 17) (CS)
- Demonstrate problem-solving skills (PD:077; QS LAP 26, PD LAP 77) (CS)
- Assess personal interests and skills needed for success in business and marketing (PD:013) (PQ)
- Analyze employer expectations in the business environment (PD:020) (PQ)
- Explain the rights of workers (PD:021) (PQ)
- Identify sources of career information (PD:022) (CS)
- Identify tentative occupational interest (PD:023) (CS)
- Explain employment opportunities in marketing (PD:024, PD LAP 24) (CS)
- Explain employment opportunities in business (PD:025, PD LAP 25) (CS)
- Utilize job-search strategies (PD:026) (PQ)
- Complete a job application (PD:027) (PQ)
- Interview for a job (PD:028) (PQ)
- Write a follow-up letter after job interviews (PD:029) (CS)
- Write a letter of application (PD:030) (CS)
- Prepare a résumé (PD:031) (CS)
- Describe techniques for obtaining work experience (e.g., volunteer activities, internships, etc.) (PD:032) (PQ)
- Explain the need for ongoing education as a worker (PD:033) (PQ)
- Explain possible advancement patterns for jobs (PD:034) (PQ)
- Use time-management skills (PD:019, OP LAP 1) (SP)
- Demonstrate appropriate creativity (PD:012, PD LAP 12) (SP)

## **Promotion**

- Explain the role of promotion as a marketing function (PR:001, PR LAP 2) (CS)
- Explain the types of promotion (PR:002, PR LAP 4) (CS)
- Identify the elements of the promotional mix (PR:003, PR LAP 1) (SP)
- Describe legal and ethical issues in promotion (SP)
- Describe the use of technology in the promotion function (PR:100) (SP)
- Explain types of advertising media (PR:007, PR LAP 3) (SP)

## **Selling**

- Explain the nature and scope of the selling function (SE:017, SE LAP 17) (CS)
- Explain the role of customer service as a component of selling relationships (SE:076, SE LAP 76) (CS)
- Explain company selling policies (SE:932, SE LAP 932) (CS)
- Acquire product information for use in selling (SE:062, SE LAP 131) (CS)
- Explain the selling process (SE:048, SE LAP 48) (CS)
- Establish relationship with client/customer (SE:110) (CS)
- Determine customer/client needs (SE:111) (CS)
- Recommend specific product (SE:114, SE LAP 114) (CS)
- Calculate miscellaneous charges (SE:116) (CS)
- Process special orders (SE:009) (CS)
- Process telephone orders (SE:835) (CS)
- Explain key factors in building a clientele (SE:828, SE LAP 828) (SP)
- Explain legal and ethical considerations in selling (SE: 106, SE LAP 129) (SP)
- Describe the use of technology in the selling function (SE:107) (SP)
- Analyze product information to identify product features and benefits (SE:109, SE LAP 109) (SP)

## **Strategic Management**

- Explain the concept of management (SM:001, SM LAP 3) (CS)