

FBLA HS: Introduction to Marketing Concepts

Competency A: Basic Marketing Functions	MBA Research Performance Indicators	LAPs
Tasks		
1. Explain the marketing concept and describe the benefits of marketing and their importance.	MK:001 Explain marketing and its importance in a global economy (CS)	LAP-MK-901 Have It Your Way! (Nature of Marketing)
2. Explain the seven functions involved in marketing goods and services.	MK:002 Describe marketing functions and related activities (CS)	LAP-MK-002 Work the Big Seven (Marketing Functions)
3. Identify the elements of the marketing mix (e.g., product, price, place, and promotion) and describe its contribution to successful marketing.	MP:001 Explain the concept of marketing strategies (CS)	LAP-MP-001 Pick the Mix (Nature of Marketing Strategies)
4. Explain the concept of product mix and describe types of product mix strategies for various product classifications.	PM:003 Explain the concept of product mix (SP)	LAP-PM-003 Mix and Match (The Nature of the Product Mix)
5. Examine the legal aspects of product development (e.g., patents, copyrights, and trademarks).	BL:051 Describe methods used to protect intellectual property (SP)	
6. Describe the importance of branding, packaging, and labeling.	PM:001 Explain the nature and scope of the product/service management function (SP) PM:021 Explain the nature of product/service branding (SP)	LAP-PM-017 Serving Up Products (Nature of Product/Service Management) LAP-PM-021 It's a Brand, Brand, Brand World! (Nature of Product Branding)

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7. Describe factors (e.g., features/benefits, price/quality, competition) used by marketers to position product/business.	PM:042 Describe factors used by marketers to position products/services (SP) PM:207 Describe factors used by businesses to position corporate brands (SP)	LAP-PM-042 Getting Piece of Mind (Factors Used To Position Products/Services)
8. Identify and explain the factors that influence a product’s price (e.g., cost, quality, competition, and brand loyalty).	PI:002 Explain factors affecting pricing decisions (SP)	LAP-PI-902 Make Cents (Factors Affecting Selling Price)
Competency B: Selling and Merchandising	MBA Research Performance Indicators	LAPs
Tasks		
1. Describe the purpose and importance of selling.	SE:017 Explain the nature and scope of the selling function (CS)	LAP-SE-017 Sell Away (The Nature and Scope of Selling)
2. Describe the concepts and techniques used in selling and explain the steps in the selling process.	SE:048 Explain the selling process (CS)	LAP-SE-048 Set Your Sales (The Selling Process)
3. Demonstrate the ability to translate product knowledge/customer service information into customer benefits.	SE:109 Analyze product information to identify product features and benefits (SP)	LAP-SE-109 Find Features, Boost Benefits (Feature-Benefit Selling)
4. Explain the factors that influence customer buying motives and decisions.	MK:014 Explain factors that influence customer/ client/business buying behavior (SP)	LAP-MK-014 Cause and Effect (Buying Behavior)
5. Examine the role of salespersons in building customer relationships.	SE:076 Explain the role of customer service as a component of selling relationships (CS)	LAP-SE-076 Go Beyond the Sale (Customer Service in Selling)

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<p>6. Demonstrate completing the sales transaction, including method of payment and counting back change; the proper way to fold, wrap, and bag merchandise after a sale; and thanking customers and inviting them to return.</p>	<p>SE:887 Pack and wrap purchases (CS) SE:329 Process sales transactions (e.g., cash, credit, check) (CS)</p>	
<p>7. Apply appropriate methods of handling customer inquiries, complaints, or difficult situations.</p>	<p>CR:006 Respond to customer inquiries (CS) CR:009 Handle difficult customers (CS) CR:010 Handle customer/client complaints (CS)</p>	<p>**Just for You! CR:006, Respond to customer inquiries LAP-CR-009 Making Mad Glad (Handling Difficult Customers) LAP-CR-010 Righting Wrongs (Handling Customer Complaints)</p>
<p>Competency C: Promotion and Advertising Media</p>	<p>MBA Research Performance Indicators</p>	<p>LAPs</p>
<p>Task</p>		
<p>1. Explain the role of promotion as a marketing function and identify the major purpose of advertising.</p>	<p>PR:001 Explain the role of promotion as a marketing function (CS)</p>	<p>LAP-PR-901 Razzle Dazzle (Nature of Promotion)</p>
<p>2. Identify the advantages and disadvantages of each type of advertising and promotional media. (e.g., radio, television, direct mail, outdoor, and newspaper).</p>	<p>PR:007 Explain types of advertising media (SP)</p>	<p>LAP-PR-007 Ad-quipping Your Business (Types of Advertising Media)</p>
<p>3. Explain the concept of promotional mix and identify the elements of the promotional mix (i.e., advertising, publicity, sales promotion, and personal selling).</p>	<p>PR:003 Identify the elements of the promotional mix (SP)</p>	<p>LAP-PR-903 Spread the Word (Nature of the Promotional Mix)</p>

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4. Explain concept and purpose of visual merchandising, display and trade shows to communicate with targeted audiences.	PR:023 Explain the use of visual merchandising in retailing (CS) PR:302 Distinguish between visual merchandising and display (CS)	
Competency D: Marketing Information, Research, and Planning	MBA Research Performance Indicators	LAPs
Tasks		
1. Identify the reasons for conducting market research.	IM:010 Explain the nature of marketing research (SP)	LAP-IM-010 Seek and Find (Marketing Research)
2. Explain marketing research methods and procedures.	IM:284 Describe methods used to design marketing research studies (i.e., descriptive, exploratory, and causal) (SP)	LAP-IM-284 Better by Design (Marketing Research Designs)
3. Identify sources of primary and secondary data.	IM:281 Describe options businesses use to obtain marketing research data (i.e., primary and secondary research) (SP)	LAP-IM-281 What's the Source? (Obtaining Marketing-Research Data)
4. Identify ways to obtain market data for market research (e.g., surveys, interviews, and observations).	IM:289 Describe data-collection methods (e.g., observations, mail, diaries, telephone, Internet, discussion groups, interviews, scanners, tracking tools) (SP)	LAP-IM-289 Hunting and Gathering (Data Collection Methods)
5. Explain the concept of target markets and market segmentation (e.g., demographics, psychographics, and geographic) and describe how it is used.	MP:003 Explain the concept of market and market identification (CS)	LAP-MP-003 Have We Met? (Market Identification)
6. Explain why a marketing plan is essential and identify the components of a marketing plan.	MP:007 Explain the nature of marketing plans (SP)	LAP-MP-007 A Winning Plan (Nature of Marketing Plans)
7. Describe how marketing information is used in business decisions.	IM:184 Identify data monitored for marketing decision making (SP)	LAP-IM-184 Data Diving (Identifying Marketing Data)

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Competency E: Channels of Distribution	MBA Research Performance Indicators	LAPs
Tasks		
1. Explain the concept of distribution and identify the channels of distribution.	OP:522 Explain the nature and scope of distribution (CS) CM:001 Explain the nature and scope of channel management (CS) CM:003 Explain the nature of channels of distribution (CS)	LAP-CM-001 Chart Your Channels (Channel Management) LAP-CM-003 Channel It (Channels of Distribution)
2. Examine direct and indirect channels of distribution (e.g., wholesaler, agent, and broker) and when each is most appropriate to use.	CM:003 Explain the nature of channels of distribution (CS)	LAP-CM-003 Channel It (Channels of Distribution)
3. Identify shipping and receiving processes.	OP:384 Explain the receiving process (CS) OP:405 Explain shipping processes (CS)	
4. Explain the transportation systems and services (e.g., motor, rail, water, air) used in distribution.	OP:505 Describe the transportation modes (SP) OP:506 Explain the scope of domestic and global transport systems (SP)	
5. Explain storing (e.g., cold storage, commodity, bulk) and warehousing options (e.g., distribution centers, public, and private) and procedures to store merchandise until needed.	OP:400 Explain storing considerations (CS) OP:401 Explain the nature of warehousing (CS)	

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Competency F: E-commerce	MBA Research Performance Indicators	LAPs
Tasks		
<p>1. Identify ways that technology including the Internet impacts marketing.</p>	<p>CM:004 Describe the use of technology in the channel management function (CS) IM:183 Describe the use of technology in the marketing-information management function (SP) PM:039 Describe the use of technology in the product/service management function (SP) PR:100 Describe the use of technology in the promotion function (SP) SE:107 Describe the use of technology in the selling function (SP)</p>	
<p>2. Explain the impact of the Internet on marketing.</p>	<p>IM:183 Describe the use of technology in the marketing-information management function (SP) PR:100 Describe the use of technology in the promotion function (SP) SE:107 Describe the use of technology in the selling function (SP)</p>	
<p>3. Explain considerations in Web site pricing.</p>	<p>PI:067 Explain considerations in website pricing (MN)</p>	
<p>4. Explain how a Web site presence can be used to promote a business or product.</p>	<p>PR:364 Explain the role of business websites in digital marketing (SP)</p>	

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Competency G: Economics	MBA Research Performance Indicators	LAPs
Tasks		
1. Explain the concept of competition and describe ways competition affects marketing decisions.	EC:012 Explain the concept of competition (CS)	LAP-EC-912 Ready, Set, Compete! (Competition)
2. Explain the concept of profit in private enterprise and identify factors (e.g., economics, human, and nature) affecting a business' profit.	EC:010 Identify factors affecting a business's profit (CS)	LAP-EC-910 Risk Rewarded (Factors Affecting Profit)
3. Explain the concept of economic resources (e.g., land, labor, capital, and entrepreneurship).	EC:003 Explain the concept of economic resources (CS)	LAP-EC-903 Be Resourceful (Economic Resources)
4. Explain the principles of supply and demand.	EC:005 Explain the principles of supply and demand (CS)	LAP-EC-905 It's the Law (Supply and Demand)
5. Compare and contrast the types of economic systems (e.g., capitalism, socialism, and communism).	EC:007 Explain the types of economic systems (CS)	LAP-EC-907 Who's the Boss? (Economic Systems)

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Competency H: Legal, Ethical, and Social Aspects of Marketing	MBA Research Performance Indicators	LAPs
Tasks		
<p>1. Identify ethical issues and their impact on marketing.</p>	<p>CM:006 Describe ethical considerations in channel management (SP) IM:025 Explain the role of ethics in marketing-information management (SP) PD:137 Explain the need for professional and ethical standards in marketing (SP) PI:015 Describe the role of business ethics in pricing (SP) PM:040 Explain business ethics in product/service management (SP) PR:099 Describe the use of business ethics in promotion (SP) SE:106 Explain legal and ethical considerations in selling (SP)</p>	<p><i>*LAP-CM-006 The Right Path (Ethics in Channel Management)</i> <i>*LAP-IM-025 Info With Integrity (Ethics in Marketing-Information Management)</i> <i>*LAP-PI-015 Pricing With Purpose (Ethics in Pricing)</i> <i>*LAP-PM-040 Safe and Sound (Ethics in Product/Service Management)</i> <i>*LAP-PR-099 Fear Factor (Ethics in Promotion)</i> LAP-SE-106 Keep It Real—In Sales (Legal and Ethical Considerations in Selling)</p>
<p>2. Describe the ways in which special interest groups (e.g., pressure from government and labor groups) and changing cultural characteristics (e.g., aging population, single-person households, and mobility) influence marketing.</p>		
<p>3. Explain the social responsibility (e.g., environmental issues, ethical decisions, community involvement) of marketing in society.</p>	<p>EC:070 Explain the role of business in society (CS) SM:082 Explain the nature of corporate social responsibility (SP)</p>	<p>LAP-EC-070 Business Connections (Business and Society) **Just for You! SM:082, Explain the nature of corporate social responsibility</p>

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