

Blueprint for Instruction and Assessment



Marketing

52.1801.00

Domain	Related Standards	Instructional Time
Domain 1 Marketing Foundations and Promotion	STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES	35 - 45%
Domain 2 Consumer Behaviors and Selling	STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS	30 - 40%
Domain 3 Market Research and Distribution	STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS	10 - 15%
Domain 4 Management and Financial Practices	STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION MAKING STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES	5 - 10%
Domain 5 Economics	STANDARD 1.0 EXAMINE ECONOMIC PRINCIPLES AND CONCEPTS	5 - 10%

Content domains are bodies of knowledge, skills, or abilities to be taught and assessed. They illustrate the relationship among technical standards, instructional time, and student success on the Technical Skills Assessment. This blueprint corresponds with the Technical Standards endorsed on January 25, 2023.

