

Instructional Framework

Marketing

52.1801.00



This Instructional Framework identifies, explains, and expands the content of the standards/measurement criteria, and, as well, guides the development of multiple-choice items for the Technical Skills Assessment. This document corresponds with the Technical Standards endorsed on January 25, 2023.

Domain 1: Marketing Foundations and Promotion

Instructional Time: 35 - 45%

STANDARD 2.0 EXAMINE FOUNDATIONS OF MARKETING

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2.1 Describe the role of marketing in building customer demand for products (e.g., goods and services) | <ul style="list-style-type: none">● Role of marketing in building customer demand for products<ul style="list-style-type: none">○ Goods and services |
| 2.2 Identify the components and goals of a marketing plan | <ul style="list-style-type: none">● Define the problem● Target markets● Conduct research/collect data● Analyze data● Marketing strategy● Budget● Metrics |
| 2.3 Define the elements of a marketing mix (e.g., product, price, promotion, and place) | <ul style="list-style-type: none">● Elements of a marketing mix<ul style="list-style-type: none">○ Product○ Price○ Promotion○ Place |
| 2.4 Define the functions of marketing (e.g., promotion, distribution/channel management, marketing information management, selling, product service management, pricing, and market planning) | <ul style="list-style-type: none">● Functions of marketing<ul style="list-style-type: none">○ Promotion○ Distribution/channel management○ Marketing information management○ Selling○ Product service management○ Pricing |

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Market planning |
| 2.5 Describe the wide scope of marketing (e.g., business-to-consumer, business-to-business, consumer-to-consumer, non-profit, government, and e-commerce) | <ul style="list-style-type: none"> ● Scope of marketing <ul style="list-style-type: none"> ○ Business-to-consumer ○ Business-to-business ○ Consumer-to-consumer ○ Non-profit ○ Government ○ E-commerce |
| 2.6 Investigate how changing technology affects marketing decisions (i.e., social/traditional media, digital, connected tv, etc.) | <ul style="list-style-type: none"> ● How changing technology affects marketing decisions <ul style="list-style-type: none"> ○ Social/traditional media ○ Digital ○ Connected tv, etc. |
| 2.7 Compare and contrast legal (i.e., fair housing, disclaimers, HIPAA, CAN-SPAM, etc.) vs. ethical marketing practices (i.e., bait and switch, price discrimination, etc.) | <ul style="list-style-type: none"> ● Legal marketing practices <ul style="list-style-type: none"> ○ Fair housing ○ Disclaimers ○ HIPAA (Health Insurance Portability and Accountability Act) ○ CAN-SPAM <ul style="list-style-type: none"> ▪ Email fraud/regulations, etc. ● Ethical marketing practices <ul style="list-style-type: none"> ○ Bait and switch ○ Price discrimination, etc. |
| 2.8 Explain the consequences of unethical marketing practices [i.e., government regulations, company image, loss of sales, public image, copyright infringement (i.e., music, symbols, etc.) incarceration, etc.] | <ul style="list-style-type: none"> ● Consequences of unethical marketing practices <ul style="list-style-type: none"> ○ Government regulations ○ Company image ○ Loss of sales ○ Public image ○ Copyright infringement <ul style="list-style-type: none"> ▪ Music ▪ Symbols, etc. ○ Incarceration, etc. |
| 2.9 Investigate the ways competition affects marketing decisions | <ul style="list-style-type: none"> ● Pricing ● Company differentiation ● Product positioning ● Competitive advantage |

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>2.10 Explain the usefulness/value of economic utilities and their relationship to customer satisfaction and decision making (i.e., time, possession, form, place, information, etc.)</p> | <ul style="list-style-type: none"> ● Usefulness/value of economic utilities <ul style="list-style-type: none"> ○ Time ○ Possession ○ Form ○ Place ○ Information, etc. ● Relationship to customer satisfaction ● Relationship to decision making |
| <p>STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX</p> | |
| <p>4.1 Identify marketing mix strategies for each product classification and how they relate to the buying decision (e.g., extensive, limited, routine, and impulsive)</p> | <ul style="list-style-type: none"> ● Marketing mix strategies for each product classification <ul style="list-style-type: none"> ○ Extensive ○ Limited ○ Routine ○ Impulsive |
| <p>4.2 Examine how packaging and placement is used in the marketing functions</p> | <ul style="list-style-type: none"> ● Sell the product ● Communicate information ● Protect consumers ● Protect product ● Reduce theft |
| <p>4.3 Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, and durability)</p> | <ul style="list-style-type: none"> ● Ethics and social responsibility in packaging <ul style="list-style-type: none"> ○ Sustainability ○ False and misleading claims ○ Durability |
| <p>4.4 Identify the qualities of an effective brand identity (i.e., logo, colors, graphics, images, etc.)</p> | <ul style="list-style-type: none"> ● Qualities of an effective brand identity <ul style="list-style-type: none"> ○ Logo ○ Colors ○ Graphics ○ Images, etc. |
| <p>4.5 Identify elements of an effective brand strategy (i.e., brand awareness, brand identity, mission, vision, value, target market, community impact, positioning, endorsement, sponsorship, etc.)</p> | <ul style="list-style-type: none"> ● Elements of an effective brand strategy <ul style="list-style-type: none"> ○ Brand awareness ○ Brand identity ○ Mission ○ Vision ○ Value |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Target market ○ Community impact ○ Positioning ○ Endorsement ○ Sponsorship, etc. |
| 4.6 Explain the impact of brands on consumer behavior | <ul style="list-style-type: none"> ● Brand loyalty ● Brand perception ● Types of brands ● Endorsements |
| 4.7 Evaluate the rationale behind various brand strategies and product and/or service positioning (e.g., individual branding, family branding, mixed branding, and co-branding) | <ul style="list-style-type: none"> ● Brand strategies <ul style="list-style-type: none"> ○ Individual branding ○ Family branding ○ Mixed branding ○ Co-branding ● Rationale of brand strategies ● Rationale of product and/or service positioning |
| 4.8 Identify the factors that contribute to a product's price (e.g., specialization, volume, cost, quality, competition, and brand loyalty) | <ul style="list-style-type: none"> ● Factors that contribute to a product's price <ul style="list-style-type: none"> ○ Specialization ○ Volume ○ Cost ○ Quality ○ Competition ○ Brand loyalty |
| 4.9 Differentiate among sales channels (i.e., online auction, marketplace, e-commerce, tradeshow, retail, brick and mortar, partners/affiliates, etc.) | <ul style="list-style-type: none"> ● Sales channels <ul style="list-style-type: none"> ○ Online auction ○ Marketplace ○ E-commerce ○ Tradeshow ○ Retail, brick and mortar ○ Partners/affiliates, etc. |
| 4.10 Explain the facets of branding (i.e., visual, emotional, functional, social, product placement, sponsorship, endorsement, etc.) | <ul style="list-style-type: none"> ● Facets of branding <ul style="list-style-type: none"> ○ Visual ○ Emotional ○ Functional ○ Social |

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Product placement ○ Sponsorship ○ Endorsement, etc. |
| STANDARD 6.0 EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES | |
| 6.1 Define promotion | <ul style="list-style-type: none"> ● Inform ● Persuade ● Remind |
| 6.2 Analyze the importance of promotion (i.e., sales, business success, etc.) | <ul style="list-style-type: none"> ● Importance of promotion <ul style="list-style-type: none"> ○ Sales ○ Business success, etc. |
| 6.3 Explain the components of a promotional mix [i.e., advertising (traditional/digital), publicity, sales promotion, public relations, personal selling, retargeting, etc.] | <ul style="list-style-type: none"> ● Components of a promotional mix <ul style="list-style-type: none"> ○ Advertising (traditional/digital) ○ Publicity ○ Sales promotion ○ Public relations ○ Personal selling ○ Retargeting, etc. |
| 6.4 Differentiate among marketing deliverables (i.e., marketing plans, creative briefs, presentations, pitch decks, etc.) | <ul style="list-style-type: none"> ● Marketing deliverables <ul style="list-style-type: none"> ○ Marketing plans ○ Creative briefs ○ Presentations ○ Pitch decks, etc. |
| 6.5 Analyze the components of marketing campaigns (i.e., promotional mix, deliverables, visuals, messaging, pricing strategy, placement, etc.) | <ul style="list-style-type: none"> ● Components of marketing campaigns <ul style="list-style-type: none"> ○ Promotional mix ○ Deliverables ○ Visuals ○ Messaging ○ Pricing strategy ○ Placement, etc. |
| 6.6 Differentiate among marketing tactics (i.e., viral, influencer, guerilla, grassroots, etc.) | <ul style="list-style-type: none"> ● Marketing tactics <ul style="list-style-type: none"> ○ Viral ○ Influencer ○ Guerilla |

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Grassroots, etc. |
| 6.7 Describe the purpose (i.e., to encourage repeat purchases, to increase visibility, etc.) of sales promotions (i.e., sweepstakes, coupons, contests, specialty products, etc.) | <ul style="list-style-type: none"> ● Purpose of sales promotions <ul style="list-style-type: none"> ○ To encourage repeat purchases ○ To increase visibility, etc. ● Types of sales promotions <ul style="list-style-type: none"> ○ Sweepstakes ○ Coupons ○ Contests ○ Specialty products, etc. |
| 6.8 Identify factors of a promotional budget that maximizes impact and minimizes cost (i.e., segmentation, channels, etc.) | <ul style="list-style-type: none"> ● Factors of a promotional budget that maximizes impact and minimizes cost <ul style="list-style-type: none"> ○ Segmentation ○ Channels, etc. |
| 6.9 Identify methods of evaluating the effectiveness of various advertising media (i.e., costs, key metrics, placement, reach, engagement, etc.) | <ul style="list-style-type: none"> ● Methods of evaluating the effectiveness of various advertising media <ul style="list-style-type: none"> ○ Costs ○ Key metrics ○ Placement ○ Reach ○ Engagement, etc. |

Domain 2: Consumer Behaviors and Selling

Instructional Time: 30 - 40%

STANDARD 3.0 ANALYZE THE CHARACTERISTICS, MOTIVATIONS, AND BEHAVIORS OF CONSUMERS

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 3.1 Design a targeted customer profile based on market segmentation (e.g., psychographics, demographics, geographics, personas/avatar/anti-avatar/archetype, and behaviors) | <ul style="list-style-type: none"> ● Targeted customer profile based on market segmentation <ul style="list-style-type: none"> ○ Psychographics ○ Demographics ○ Geographics ○ Personas/avatar/anti-avatar/archetype, and behaviors |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>3.2 Distinguish between rational (cognitive) and emotional (affective) buying motives (e.g., Maslow's Hierarchy of Needs and psychological motivators)</p> | <ul style="list-style-type: none"> ● Rational (cognitive) buying motives ● Emotional (affective) buying motives <ul style="list-style-type: none"> ○ Maslow's Hierarchy of Needs ○ Psychological motivators |
| <p>3.3 Describe how personal values and cultural differences and diversity influence buying behavior (i.e., life stages, benefits sought, usage rate, brand loyalty, socioeconomic characteristics, etc.)</p> | <ul style="list-style-type: none"> ● Personal values ● Cultural differences ● Diversity ● Buying behavior influences <ul style="list-style-type: none"> ○ Life stages ○ Benefits sought ○ Usage rate ○ Brand loyalty ○ Socioeconomic characteristics, etc. |
| <p>3.4 Classify products by categories of goods and services (i.e., convenience, shopping, specialty, impulse, etc.)</p> | <ul style="list-style-type: none"> ● Classifications of goods and service categories <ul style="list-style-type: none"> ○ Convenience ○ Shopping ○ Specialty ○ Impulse ○ Unsought, etc. |
| <p>3.5 Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior (i.e., branding, image, influence, inclusion, etc.)</p> | <ul style="list-style-type: none"> ● Customer perceptions and impressions of a physical or virtual business impact purchase behavior <ul style="list-style-type: none"> ○ Branding ○ Image ○ Influence ○ Inclusion, etc. |
| <p>3.6 Explain ways that segmentation (dividing market based on shared characteristics) can be used to identify target markets (i.e., demographics, geographics, etc.)</p> | <ul style="list-style-type: none"> ● Segmentation to identify target markets <ul style="list-style-type: none"> ○ Demographics ○ Geographics ○ Psychographics ○ Behavioral segmentation, etc. |
| <p>3.7 Analyze the ways characteristics of various generations impact marketing and buying decisions (i.e., Silent Generation, Baby Boomers, Generation X, Generation Y/Millennials, Generation Z, Generation Alpha, etc.)</p> | <ul style="list-style-type: none"> ● Characteristics of various generations impact marketing and buying decisions <ul style="list-style-type: none"> ○ Silent Generation ○ Baby Boomers ○ Generation X |

| | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Generation Y/Millennials ○ Generation Z ○ Generation Alpha, etc. |
| 3.8 Identify ways that evolving technologies (i.e., s-commerce, e-commerce, virtual reality, augmented reality, mobile technologies, etc.) affect marketing strategy | <ul style="list-style-type: none"> ● Technologies affecting marketing strategy <ul style="list-style-type: none"> ○ S-commerce ○ E-commerce ○ Virtual reality ○ Augmented reality ○ Mobile technologies, etc. |
| 3.9 Describe how evolving technologies affect payment options affect the marketing strategy (i.e., Zelle, Venmo, Credit/Debit card, Crypto, etc.) | <ul style="list-style-type: none"> ● Evolving technologies affecting payment options <ul style="list-style-type: none"> ○ Zelle ○ Venmo/PayPal/Cash App ○ Credit/Debit card ○ Crypto, etc. |
| STANDARD 5.0 EXAMINE SELLING CONCEPTS TO BUILD AND MAINTAIN CUSTOMER RELATIONSHIPS | |
| 5.1 Describe the personal selling process/steps of the sale [i.e., the preapproach (marketing-to-sales transition), approach, determine needs, present the product, overcome objections, suggestion selling, close the sale, relationship building (helping vs. selling), sales funnel, etc.] | <ul style="list-style-type: none"> ● Personal selling process/steps of the sale <ul style="list-style-type: none"> ○ The preapproach (marketing-to-sales transition) ○ Approach ○ Determine needs ○ Present the product ○ Overcome objections ○ Suggestion selling ○ Close the sale ○ Relationship building (helping vs. selling), etc. ● Sales funnel <ul style="list-style-type: none"> ○ Awareness ○ Interest ○ Decision ○ Action |
| 5.2 Distinguish ethical issues involved in personal selling (e.g., high pressure sales, misrepresenting product/brand information, client confidentiality, and improved communication) | <ul style="list-style-type: none"> ● Ethical issues involved in personal selling <ul style="list-style-type: none"> ○ High pressure sales ○ Misrepresenting product/brand information ○ Client confidentiality ○ Improved communication |

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>5.3 Differentiate among sales methods [e.g., business to business (B2B), inbound and outbound, digital, direct, and business to consumer (B2C)]</p> | <ul style="list-style-type: none"> ● Sales methods <ul style="list-style-type: none"> ○ Business to business (B2B) ○ Inbound and outbound ○ Digital ○ Direct ○ Business to consumer (B2C) |
| <p>5.4 Explain methods and sources for lead acquisitions (i.e., prospecting, cold-calling, networking, referrals, etc.) and customer acquisitions (i.e., retargeting, nurturing, etc.)</p> | <ul style="list-style-type: none"> ● Methods and sources for lead acquisitions <ul style="list-style-type: none"> ○ Prospecting ○ Cold-calling ○ Networking ○ Referrals, etc. ○ Customer acquisitions <ul style="list-style-type: none"> ▪ Retargeting ▪ Nurturing, etc. |
| <p>5.5 Explain various payment methods and Point of Sales (POS) systems (i.e., credit, debit, peer-to-peer, mobile payment, cash/check, etc.) and how they relate to customer satisfaction/retention</p> | <ul style="list-style-type: none"> ● Payment methods <ul style="list-style-type: none"> ○ Credit ○ Debit ○ Peer-to-peer ○ Mobile payment ○ Cash/check, etc. ● Point of Sales (POS) systems |
| <p>5.6 Discuss fraud and security issues related to sales and customer trust (i.e., PIN theft, credit card skimming, identity theft, reward gaming/programs, etc.)</p> | <ul style="list-style-type: none"> ● Fraud and security issues related to sales and customer trust <ul style="list-style-type: none"> ○ PIN theft ○ Credit card skimming ○ Identity theft ○ Reward gaming/programs ○ CAN-SPAM/Email fraud, etc. |
| <p>5.7 Define common contract terms in sales and marketing (i.e., terms and conditions, confidentiality, intellectual property, exclusivity, negotiation, noncompete clauses, implied, express, offer, consideration, acceptance, capacity, etc.)</p> | <ul style="list-style-type: none"> ● Contract terms in sales and marketing <ul style="list-style-type: none"> ○ Terms and conditions ○ Confidentiality ○ Intellectual property ○ Exclusivity ○ Negotiation ○ Noncompete clauses ○ Implied |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Express ○ Offer ○ Consideration ○ Acceptance ○ Capacity, etc. |
| 5.8 Discuss the relationship between the sales cycle and marketing strategies (i.e., long vs. short sale cycle, marketing nurturing, product types and services, etc.) | <ul style="list-style-type: none"> ● The relationship between the sales cycle and marketing strategies <ul style="list-style-type: none"> ○ Long vs. short sale cycle ○ Marketing nurturing ○ Product types and services, etc. |
| 5.9 Evaluate the role of metrics and analytics in measuring/adapting the success of a sales strategy [e.g., Key Performance Indicators (KPIs), feedback loop, marketing conversion, drop off point, monitoring goals, and sale initiatives] | <ul style="list-style-type: none"> ● Role of metrics and analytics in measuring/adapting the success of a sales strategy <ul style="list-style-type: none"> ○ Key Performance Indicators (KPIs) ○ Feedback loop ○ Marketing conversion ○ Drop off point ○ Monitoring goals ○ Sale initiatives |
| 5.10 Identify strategies to convey product features and benefits (i.e., warranties, guarantees, testimonials, etc.) | <ul style="list-style-type: none"> ● List of product features and benefits <ul style="list-style-type: none"> ○ Drives sales process ● Strategies to convey <ul style="list-style-type: none"> ○ Warranties ○ Guarantees ○ Testimonials, etc. |
| 5.11 Identify common objections (i.e., need, product, source, price, time, etc.) and develop responses (e.g., substitution, boomerang, question, superior-point, denial, demonstration, and third-party testimonial) | <ul style="list-style-type: none"> ● Common objections <ul style="list-style-type: none"> ○ Need ○ Product ○ Source ○ Price ○ Time, etc. ● Responses <ul style="list-style-type: none"> ○ Substitution ○ Boomerang ○ Question ○ Superior-point |

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Denial ○ Demonstration ○ Third-party testimonial |
| 5.12 Analyze how cultural and ethnic differences and diversity affect the selling process | <ul style="list-style-type: none"> ● Cultural and ethnic norms <ul style="list-style-type: none"> ○ Globalization (intermediaries) ○ Selling practices differing from country to country |
| 5.13 Evaluate the impact of evolving technologies on personal selling platforms (i.e., Offer Up, online marketplaces, Amazon, etc.) vs. established business (i.e., brick and mortar vs. online only, etc.) | <ul style="list-style-type: none"> ● Impact of evolving technologies on personal selling platforms <ul style="list-style-type: none"> ○ Online marketplaces <ul style="list-style-type: none"> ▪ Offer Up ▪ Amazon, etc. ● Impact of evolving technologies on established business <ul style="list-style-type: none"> ○ Brick and mortar ○ Online only, etc. |
| 5.14 Determine key factors in maintaining a customer base [e.g., customer relationship marketing (CRM), loyalty, and retention] | <ul style="list-style-type: none"> ● Key factors in maintaining a customer base <ul style="list-style-type: none"> ○ Customer relationship marketing (CRM) ○ Loyalty ○ Retention |

Domain 3: Market Research and Distribution

Instructional Time: 10 - 15%

STANDARD 7.0 EXAMINE MARKETING RESEARCH TOOLS AND TECHNOLOGIES

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 7.1 Explain the nature and scope of marketing information management [e.g., customer relation management (CRM), content management software (CMS), metrics and analytics, and marketing automation platforms (i.e., HubSpot, Pardot, Marketo, etc.)] | <ul style="list-style-type: none"> ● Nature and scope of marketing information management <ul style="list-style-type: none"> ○ Customer relation management (CRM) ○ Content management software (CMS) ○ Metrics and analytics ○ Marketing automation platforms <ul style="list-style-type: none"> ▪ HubSpot ▪ Pardot ▪ Marketo, etc. |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>7.2 Explain the nature of gathering consumer information (e.g., primary and secondary research, forced choice, open-ended questions, and quantitative and qualitative data)</p> | <ul style="list-style-type: none"> ● Gathering consumer information <ul style="list-style-type: none"> ○ Primary and secondary research ○ Forced choice ○ Open-ended questions ○ Quantitative and qualitative data |
| <p>7.3 Compare and contrast marketing research methods (e.g., survey method, experimental method, focus groups, and observation method)</p> | <ul style="list-style-type: none"> ● Marketing research methods <ul style="list-style-type: none"> ○ Survey method ○ Experimental method ○ Focus groups ○ Observation method |
| <p>7.4 Examine tools and technologies to gather, analyze, and interpret data (i.e., Environmental Scan, Excel, Google Forms, Survey Analytics, etc.)</p> | <ul style="list-style-type: none"> ● Tools and technologies to gather, analyze, and interpret data <ul style="list-style-type: none"> ○ Environmental Scan ○ Excel ○ Google Forms ○ Survey Analytics, etc. |
| <p>7.5 Define SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) and how it can be used to drive marketing research</p> | <ul style="list-style-type: none"> ● SWOT Analysis <ul style="list-style-type: none"> ○ Strengths ○ Weaknesses ○ Opportunities ○ Threats |
| <p>7.6 Describe how online social media platforms (e.g., LinkedIn, Facebook, and Twitter) and list services (e.g., ZoomInfo and professional organizations) are used to acquire new prospects</p> | <ul style="list-style-type: none"> ● Acquiring new prospects via <ul style="list-style-type: none"> ○ Online social media platforms <ul style="list-style-type: none"> ▪ LinkedIn ▪ Facebook ▪ Twitter, etc. ○ List services <ul style="list-style-type: none"> ▪ ZoomInfo ▪ Professional organizations, etc. |
| <p>7.7 Describe leveraging technology for A/B testing and customized content for personas and how it impacts marketing results</p> | <ul style="list-style-type: none"> ● Leveraging technology <ul style="list-style-type: none"> ○ A/B testing <ul style="list-style-type: none"> ▪ Control ▪ Variation ○ Customized content ○ Results impact |

STANDARD 8.0 EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS

8.1 Explain the nature and scope of distribution and channels

- Supply chain
- Shipping
- Receiving
- Inventory controls
- Physical distribution
- Direct and indirect
- Intermediaries
- Consumer goods
- Industrial goods
- Services

8.2 Describe the process of new product and/or service development (e.g., idea generation, development, test marketing, and unique value proposition)

- New product and/or service development
 - Idea generation
 - Development
 - Test marketing
 - Unique value proposition

8.3 Explore the logistics of physical and digital distribution

- Physical distribution
 - Plane
 - Train
 - Truck
 - Boat
- Digital distribution
 - Online channels

8.4 Differentiate between intermediary customers and end users (e.g., business, government, households, industry, non-profit, retailers, and wholesalers)

- Intermediary customers
 - Retailers
 - Wholesalers
 - Agents
 - Distributors
- End users
 - Business
 - Government
 - Households
 - Industry
 - Non-profit

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 8.5 Explain types of products (i.e., tangible, intangible, intellectual property, etc.) | <ul style="list-style-type: none"> ● Types of products <ul style="list-style-type: none"> ○ Tangible ○ Intangible ○ Intellectual property, etc. |
| 8.6 Analyze the advantages and disadvantages of extending product lines, depth and width, when introducing new products and/or diversifying product mix (e.g., traditional and emerging) | <ul style="list-style-type: none"> ● Advantages and disadvantages of extending: <ul style="list-style-type: none"> ○ Traditional vs. Emerging <ul style="list-style-type: none"> ▪ Product lines ▪ Product depth and width ▪ New products ▪ Diversifying product mix |
| 8.7 Describe the stages of a product life cycle (e.g., intro, growth, maturity, and decline) | <ul style="list-style-type: none"> ● Stages of a product life cycle <ul style="list-style-type: none"> ○ Intro ○ Growth ○ Maturity ○ Decline |
| 8.8 Discuss consumer laws and regulatory agencies (i.e., OSHA, HIPAA, CPA, ADA, FTC, FDA, etc.) | <ul style="list-style-type: none"> ● Consumer laws and regulatory agencies <ul style="list-style-type: none"> ○ Occupational Safety and Health Administration (OSHA) ○ Health Insurance Portability and Accountability Act (HIPAA) ○ Consumer Protection Act (CPA) ○ Americans with Disabilities (ADA) ○ Federal Trade Commission (FTC) ○ Food and Drug Administration (FDA) , etc. |

Domain 4: Management and Financial Practices

Instructional Time: 5 - 10%

STANDARD 9.0 EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION MAKING

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.1 Describe the concept of management and the five management functions (e.g., planning, organizing, directing, staffing, and controlling) | <ul style="list-style-type: none"> ● Five management functions <ul style="list-style-type: none"> ○ Planning ○ Organizing ○ Directing ○ Staffing ○ Controlling |
|---------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>9.2 Describe the organizational structure of human resource management in achieving business goals (i.e., support staff, supervisors, managers, entrepreneurs, etc.)</p> | <ul style="list-style-type: none"> ● Organizational structure of human resource management <ul style="list-style-type: none"> ○ Support staff ○ Supervisors ○ Managers ○ Entrepreneurship hierarchy, etc. |
| <p>9.3 Compare and contrast leadership and management styles</p> | <ul style="list-style-type: none"> ● Autocratic ● Democratic ● Laissez-faire |
| <p>9.4 Explore the role of corporate social responsibility in organizational practices (i.e., employee retention, company perception, focusing on value creation, culture development, business sustainability, formation of human capital, etc.)</p> | <ul style="list-style-type: none"> ● Role of corporate social responsibility in organizational practices <ul style="list-style-type: none"> ○ Employee retention ○ Company perception ○ Focusing on value creation ○ Culture development ○ Business sustainability ○ Formation of human capital, etc. |
| <p>9.5 Compare the types of business ownership/structure (e.g., sole proprietorship, partnership, corporation, LLP, LLC, and franchises)</p> | <ul style="list-style-type: none"> ● Types of business ownership/structure <ul style="list-style-type: none"> ○ Sole proprietorship ○ Partnership ○ Corporation ○ Limited Liability Partnership (LLP) ○ Limited Liability Corporation (LLC) ○ Franchises |
| <p>9.6 Differentiate between internal and external customers and their needs</p> | <ul style="list-style-type: none"> ● Internal customers <ul style="list-style-type: none"> ○ Employee to employee ○ Management to employee ● External customers <ul style="list-style-type: none"> ○ Business to consumer ○ Business to business ○ Business to government |
| <p>STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES</p> | |
| <p>10.1 Develop a cost model and budget in a marketing plan (e.g., fixed, variable expenses, and cost analysis)</p> | <ul style="list-style-type: none"> ● Cost model and budget in a marketing plan <ul style="list-style-type: none"> ○ Fixed ○ Variable expenses |

| | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Cost analysis |
| 10.2 Explain how past marketing performance relates to future marketing-related decision making and planning (i.e., financial statements, budget, revenue, expenses, net profit, sales forecasts, etc.) | <ul style="list-style-type: none"> ● How past marketing performance relates to future marketing-related decision making and planning <ul style="list-style-type: none"> ○ Financial statements <ul style="list-style-type: none"> ▪ Income statement ▪ Balance sheet ○ Budget ○ Revenue ○ Expenses ○ Net profit ○ Sales forecasts, etc. |
| 10.3 Describe sources of financing for business (i.e., credit, venture capital, cash, crowdfunding, etc.) | <ul style="list-style-type: none"> ● Sources of financing for business <ul style="list-style-type: none"> ○ Credit ○ Venture capital ○ Cash ○ Crowdfunding ○ Personal/family, etc. |
| 10.4 Describe possible types of compensation in sales and marketing (e.g., commission, guarantee, bonus, salary, equity, and holdback) | <ul style="list-style-type: none"> ● Types of compensation in sales and marketing <ul style="list-style-type: none"> ○ Commission ○ Guarantee ○ Bonus ○ Salary ○ Equity ○ Holdback ○ Hourly |
| 10.5 Explain the price-value relationship (i.e., consumers' perception, etc.) | <ul style="list-style-type: none"> ● Price-value relationship <ul style="list-style-type: none"> ○ Consumers' perception, etc. |
| 10.6 Explain various pricing strategies (e.g., product line, loss leader, penetration, skimming, markup, markdown, and bundle) | <ul style="list-style-type: none"> ● Various pricing strategies <ul style="list-style-type: none"> ○ Product line ○ Loss leader ○ Penetration ○ Skimming ○ Markup ○ Markdown |

| | |
|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ○ Bundle |
| 10.7 Discuss how evolving technologies provide greater options for buyers and increase price competition | <ul style="list-style-type: none"> ● Technologies <ul style="list-style-type: none"> ○ Purchasing options <ul style="list-style-type: none"> ▪ Mobile payments ▪ Currency ▪ Crypto ○ Price comparison <ul style="list-style-type: none"> ▪ Ease ▪ Speed ▪ Access ▪ Variety |

Domain 5: Economics

Instructional Time: 5 - 10%

STANDARD 1.0 EXAMINE ECONOMIC PRINCIPLES AND CONCEPTS

| | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1 Describe the factors that affect economic decision making (e.g., supply, demand, scarcity, incentives, competition, productivity, surplus, and shortage) | <ul style="list-style-type: none"> ● Factors that affect economic decision making <ul style="list-style-type: none"> ○ Supply ○ Demand ○ Scarcity ○ Incentives ○ Competition ○ Productivity ○ Surplus ○ Shortage |
| 1.2 Describe cost-benefit analysis, marginal analysis, and return on investment (ROI) as tools to evaluate economic issues | <ul style="list-style-type: none"> ● Cost-benefit analysis ● Marginal analysis ● Return on Investment (ROI) |
| 1.3 Describe the impact of marketing on local, national, and global economies | <ul style="list-style-type: none"> ● Marketing drives demand ● Imports and exports ● Government regulations ● Employment ● Consumer spending |

| | |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | <ul style="list-style-type: none"> ● Consumer Price Index (CPI) ● Resource allocations |
| 1.4 Determine the ways in which local, domestic, and international economic conditions affect marketing | <ul style="list-style-type: none"> ● Monetary and fiscal policy ● Government regulations |
| 1.5 Explain competitive market structures (e.g., monopoly, monopolistic, oligopolistic, and pure competition) and the impact they have on marketing decisions | <ul style="list-style-type: none"> ● Competitive market structures <ul style="list-style-type: none"> ○ Monopoly ○ Monopolistic ○ Oligopolistic ○ Pure competition ● Impact on marketing decision |
| 1.6 Describe economic indicators and trends [e.g., Gross Domestic Product (GDP), income and wages, unemployment rate, Consumer Price Index (CPI), interest rates, and balance of trade] | <ul style="list-style-type: none"> ● Economic indicators and trends <ul style="list-style-type: none"> ○ Gross Domestic Product (GDP) ○ Income and wages ○ Unemployment rate ○ Consumer Price Index (CPI) ○ Interest rates ○ Balance of trade |
| 1.7 Describe the impact of the interconnected global economy on individuals and groups [e.g., balance of trade (BOT) and balance of payment (BOP)] | <ul style="list-style-type: none"> ● Impact of the interconnected global economy on individuals and groups <ul style="list-style-type: none"> ○ Balance of trade (BOT) ○ Balance of payment (BOP) |
| 1.8 Describe the benefits of personal/business financial literacy on the economy (i.e., income, spending, self-sufficiency, financial stability, saving money, investing money, planning for retirement, impact on credit, etc.) | <ul style="list-style-type: none"> ● Benefits of personal/business financial literacy on the economy <ul style="list-style-type: none"> ○ Income ○ Spending ○ Self-sufficiency ○ Financial stability ○ Saving money ○ Investing money ○ Planning for retirement ○ Impact on credit, etc. |

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.9 Explain how buyers and sellers interact to create markets and market structures | <ul style="list-style-type: none"> ● Market place ● Exchange ● Equilibrium price |
| 1.10 Describe the interdependent relationship between individuals and institutions (business organizations, financial institutions, and government agencies) in a market economy (e.g., the circular flow model) | <ul style="list-style-type: none"> ● Interdependent relationship between individuals and institutions <ul style="list-style-type: none"> ○ Business organizations ○ Financial institutions ○ Government agencies ● Market economy <ul style="list-style-type: none"> ○ The circular flow model |
| 1.11 Examine the impact of global influences on price (e.g., currency exchange rates, tariffs, and distribution costs) | <ul style="list-style-type: none"> ● Impact of global influences on price <ul style="list-style-type: none"> ○ Currency exchange rates ○ Tariffs ○ Distribution costs |
| 1.12 Explain the concept of price elasticity | <ul style="list-style-type: none"> ● Elasticity and inelasticity |

