



Marketing 52.1801.00

TECHNICAL STANDARDS

An Industry Technical Standards Validation Committee developed and validated these standards on November 10, 2022. The Arizona Career and Technical Education Quality Commission, the validating authority for the Arizona Skills Standards Assessment System, endorsed these standards on January 25, 2023.

Note: Arizona's Professional Skills are taught as an integral part of the Marketing program.

The Technical Skills Assessment for Marketing is available SY2024-2025.

Note: In this document i.e. explains or clarifies the content and e.g. provides examples of the content that must be taught.

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)
- 1.2 Describe cost-benefit analysis, marginal analysis, and return on investment (ROI) as tools to evaluate economic issues
- 1.3 Describe the impact of marketing on local, national, and global economies
- 1.4 Determine the ways in which local, domestic, and international economic conditions affect marketing
- 1.5 Explain competitive market structures (e.g., monopoly, monopolistic, oligopolistic, and pure competition) and the impact they have on marketing decisions
- 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]
- 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)]
- 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.)
- 1.9 Explain how buyers and sellers interact to create markets and market structures
- 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)
- 1.11 Examine the impact of global influences on price (e.g., currency exchange rates, tariffs, and distribution costs)
- 1.12 Explain the concept of price elasticity

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)
- 2.2 Identify the components and goals of a marketing plan
- 2.3 Define the elements of a marketing mix (e.g., product, price, promotion, and 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)
- 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)
- 2.6 Investigate how changing technology affects marketing decisions (i.e., 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.)
- 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.]
- 2.9 Investigate the ways competition affects marketing decisions
- 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.)

Note: In this document i.e. explains or clarifies the content and e.g. provides examples of the content that must be taught.

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)
- 3.2 Distinguish between rational (cognitive) and emotional (affective) buying motives (e.g., Maslow's Hierarchy of Needs and psychological motivators)
- 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.)
- 3.4 Classify products by categories of goods and services (i.e., convenience, shopping, specialty, impulse, etc.)
- 3.5 Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior (i.e., branding, image, influence, inclusion, etc.)
- 3.6 Explain ways that segmentation (dividing market based on shared characteristics) can be used to identify target markets (i.e., demographics, geographics, etc.)
- 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.)
- 3.8 Identify ways that evolving technologies (i.e., s-commerce, e-commerce, virtual reality, augmented reality, mobile technologies, etc.) affect marketing strategy
- 3.9 Describe how evolving technologies affect payment options affect the marketing strategy (i.e., Zelle, Venmo, Credit/Debit card, Crypto, etc.)

STANDARD 4.0 ANALYZE THE ELEMENTS OF THE MARKETING MIX

- 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)
- 4.2 Examine how packaging and placement is used in the marketing functions
- 4.3 Explain issues of ethics and social responsibility in packaging (e.g., sustainability, false and misleading claims, and durability)
- 4.4 Identify the qualities of an effective brand identity (i.e., logo, colors, graphics, images, etc.)
- 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.)
- 4.6 Explain the impact of brands on consumer behavior
- 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)
- 4.8 Identify the factors that contribute to a product's price (e.g., specialization, volume, cost, quality, competition, and brand loyalty)
- 4.9 Differentiate among sales channels (i.e., 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.)

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.]
- 5.2 Distinguish ethical issues involved in personal selling (e.g., high pressure sales, misrepresenting product/brand information, client confidentiality, and improved communication)
- 5.3 Differentiate among sales methods [e.g., business-to-business (B2B), inbound and outbound, digital, direct, and business to consumer (B2C)]
- 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.)
- 5.5 Explain various payment methods and Point of Sale (POS) systems (i.e., credit, debit, peer-to-peer, mobile payment, cash/check, etc.) and how they relate to customer satisfaction/retention
- 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.)
- 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.)
- 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.)

Note: In this document i.e. explains or clarifies the content and e.g. provides examples of the content that must be taught.

- 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]
- 5.10 Identify strategies to convey product features and benefits (i.e., 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)
- 5.12 Analyze how cultural and ethnic differences and diversity affect the selling process
- 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.)
- 5.14 Determine key factors in maintaining a customer base [e.g., customer relationship marketing (CRM), loyalty, and retention]

STANDARD 6.o EXAMINE PROMOTIONAL AND ADVERTISING STRATEGIES

- 6.1 Define promotion
- 6.2 Analyze the importance of promotion (i.e., 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.]
- 6.4 Differentiate among marketing deliverables (i.e., 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.)
- 6.6 Differentiate among marketing tactics (i.e., viral, influencer, guerilla, 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.)
- 6.8 Identify factors of a promotional budget that maximizes impact and minimizes cost (i.e., segmentation, channels, etc.)
- 6.9 Identify methods of evaluating the effectiveness of various advertising media (i.e., costs, key metrics, placement, reach, engagement, etc.)

STANDARD 7.o 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.)]
- 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)
- 7.3 Compare and contrast marketing research methods (e.g., survey method, experimental method, focus groups, and observation method)
- 7.4 Examine tools and technologies to gather, analyze, and interpret data (i.e., Environmental Scan, Excel, Google Forms, Survey Analytics, etc.)
- 7.5 Define SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats) and how it can be used to drive marketing research
- 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
- 7.7 Describe leveraging technology for A/B testing and customized content for personas and how it impacts marketing results

STANDARD 8.o EXAMINE CONCEPTS AND PROCESSES OF THE CREATION AND DISTRIBUTION OF PRODUCTS

- 8.1 Explain the nature and scope of distribution and channels
- 8.2 Describe the process of new product and/or service development (e.g., idea generation, development, test marketing, and unique value proposition)
- 8.3 Explore the logistics of physical and digital distribution
- 8.4 Differentiate between intermediary customers and end users (e.g., business, government, households, industry, non-profit, retailers, and wholesalers)
- 8.5 Explain types of products (i.e., 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)
- 8.7 Describe the stages of a product life cycle (e.g., intro, growth, maturity, and decline)
- 8.8 Discuss consumer laws and regulatory agencies (i.e., OSHA, HIPAA, CPA, ADA, FTC, FDA, etc.)

STANDARD 9.o EXAMINE MANAGEMENT CONCEPTS THAT AFFECT BUSINESS DECISION MAKING

Note: In this document i.e. explains or clarifies the content and e.g. provides examples of the content that must be taught.

- 9.1 Describe the concept of management and the five management functions (e.g., planning, organizing, directing, staffing, and controlling)
- 9.2 Describe the organizational structure of human resource management in achieving business goals (i.e., support staff, supervisors, managers, entrepreneurs, etc.)
- 9.3 Compare and contrast leadership and management styles
- 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.)
- 9.5 Compare the types of business ownership/structure (e.g., sole proprietorship, partnership, corporation, LLP, LLC, and franchises)
- 9.6 Differentiate between internal and external customers and their needs

STANDARD 10.0 EXAMINE MARKETING-RELATED FINANCIAL PRACTICES

- 10.1 Develop a cost model and budget in a marketing plan (e.g., fixed, variable expenses, and 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.)
- 10.3 Describe sources of financing for business (i.e., credit, venture capital, cash, crowd funding, etc.)
- 10.4 Describe possible types of compensation in sales and marketing (e.g., commission, guarantee, bonus, salary, equity, and holdback)
- 10.5 Explain the price-value relationship (i.e., consumers' perception, etc.)
- 10.6 Explain various pricing strategies (e.g., product line, loss leader, penetration, skimming, markup, markdown, and bundle)
- 10.7 Discuss how evolving technologies provide greater options for buyers and increase price competition