

Marketing Principles

Interpret research results to analyze the purpose, definition, concepts, benefits, and strategies of marketing for their impact on individuals and businesses. **MKTP1**

A Categorizing target markets **MKTP1A**

C Differentiating between marketing and merchandising **MKTP1C**

B Evaluating the marketing mix and segmentation and their contribution to successful marketing **MKTP1B**

D Differentiating between indirect and direct marketing **MKTP1D**

Differentiate among laws and regulations associated with marketing. **MKTP2**

2 Differentiate among laws and regulations associated with marketing. **MKTP2**

Explain differences among business enterprises of sole-proprietorship, partnership, corporation, franchise, and licensing. **MKTP3**

3 Explain differences among business enterprises of sole-proprietorship, partnership, corporation, franchise, and licensing. **MKTP3**

Analyze methods of conducting market research to gain a competitive edge. **MKTP4**

4 Analyze methods of conducting market research to gain a competitive edge. **MKTP4**

Explain economic concepts, international trade, and the free enterprise system in a global economy. **MKTP5**

A Determining the interrelationship of business, government, and individuals **MKTP5A**

B Evaluating the effect of cultural beliefs and values on economic goals and decisions **MKTP5B**

D Assessing the role of government in a free enterprise system **MKTP5D**

C Determining the role e-commerce plays in the marketing of goods and services **MKTP5C**

E Analyzing the use of natural resources and recycling in economic systems **MKTP5E**

Explain concepts and techniques of selling. MKTP6

A Analyzing customer buying decisions for influencing factors MKTP6A

B Demonstrating the selling process and techniques used in marketing and management MKTP6B

C Performing calculations for completing sales transactions MKTP6C

Analyze promotional and merchandising tools and types of promotions in marketing and management to optimize revenue. MKTP7

A Distinguishing between institutional and promotional advertising media MKTP7A

B Combining elements of advertising and merchandising for developing a display MKTP7B

Use cost analysis to evaluate methods for purchasing and distributing merchandise. MKTP8

A Comparing methods of stock handling and inventory control MKTP8AB

B Explaining the process of ordering and receiving MKTP8B

C Determining the most efficient channels of distribution MKTP8C

Critique factors affecting pricing decisions. MKTP9

A Evaluating branding, packaging, labeling, and pricing strategies MKTP9A

Determine career and entrepreneurial opportunities, responsibilities, and educational and credentialing requirements in marketing. MKTP10

A Demonstrating the employment process, including job source research; résumé preparation; letters of application, acceptance, refusal, and resignation; application form completion; and mock interviews MKTP10A

Demonstrate interpersonal skills and the ability to work cooperatively as needed in the workplace with team members, supervisors, and customers from diverse cultural backgrounds using creative problem-solving, decision-making, and critical-thinking strategies. MKTP11

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Demonstrate effective written communication skills for the workplace by creating a variety of business communications for the workplace using correct grammar and terminology. MKTP12

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Demonstrate effective oral presentation skills using research materials and media to sustain listener attention and interest. MKTP13

A Preparing support materials to accompany presentations MKTP13A

B Demonstrating the ability to speak effectively to customers, clients, coworkers, and supervisors using appropriate grammar and terminology MKTP13B

Demonstrate the ability to write clear directions, descriptions, and explanations as used in the workplace. MKTP14

A Explaining steps of a new product development as it relates to product life cycles MKTP14A

B Explaining types and purposes of consumer and business credit MKTP14B