

SOESD Marketing Assessment 2011

This assessment contains 80 items, but only 80 are used at one time.

Marketing

Number of Correlations	Standard Type	Standard
0	Program	1) Marketing
0	Duty	1) COMMUNICATIONS IN MARKETING
1	Standard	1) Demonstrate application of technology to marketing
1	Standard	2) Communicate orally or in writing the important information gained from reading and research
2	Standard	3) Interpret tables, graphs, and charts in order to gain marketing information relevant to a business
0	Standard	4) Interpret business policies to customers/clients
0	Standard	5) Teach individual employees to perform job duties
0	Standard	6) Give oral presentations to groups of marketing personnel
0	Standard	7) Speak in a business like manner
0	Standard	8) Use proper listening skills
0	Standard	9) Read, understand and prepare written communications
0	Standard	10) Demonstrate computer literacy in use of word processing, spreadsheets, and presentation software
0	Duty	2) ECONOMIC CONCEPTS
1	Standard	1) Identify types of risks that businesses encounter
0	Standard	2) Explain how businesses deal with the various types of risks
0	Standard	3) Identify components of GDP calculations
0	Standard	4) Explain why the U.S. GDP changes
0	Standard	5) Explain the importance of understanding economics
0	Standard	6) Identify the major types of economic resources land, labor, capital, entrepreneurship and intellectual property
0	Standard	7) Identify examples of economic resources according to major type
0	Standard	8) Compare and contrast the characteristics and values of three major economic systems
0	Standard	9) Explain the four types of economic utility form, time, place, and possession
0	Standard	10) Describe the business cycles
1	Standard	11) Identify reasons for government regulations of business activities
0	Standard	12) Describe how government regulates business

		activities
2	Standard	13) Define profit
1	Standard	14) Identify elements that need to be accounted for before a profit can be made
0	Standard	15) Explain why profit is an essential part of the private free enterprise system
2	Standard	16) Explain the meaning of free enterprise
1	Standard	17) Describe the different types of business ownership
3	Standard	18) Identify the effects of competition on buyers and sellers
1	Standard	19) Explain why competition is important to the successful functioning of a free enterprise system
4	Standard	20) Identify the advantages and disadvantages of the legal forms of business ownership
1	Standard	21) Identify environmental concerns and issues that relate to the operation of a business
0	Standard	22) Recognize that economic goods are the products and services offered to meet consumer needs and wants
2	Standard	23) Define supply, demand, and equilibrium (market place)
1	Standard	24) Describe the influences and interactions of supply and demand
0	Duty	3) HUMAN RELATIONS IN MARKETING
0	Standard	1) Define human relations
1	Standard	2) Analyze personal strengths, weaknesses, interests, aptitudes, traits, abilities, and attitudes
0	Standard	3) Demonstrate such interpersonal skills such as punctuality, initiative, courtesy, loyalty, and honesty and maintain an appropriate personal appearance
1	Standard	4) Describe the social responsibility of marketing
0	Standard	5) Describe ethical behavior in marketing
4	Standard	6) Identify and explain the importance of participating in community affairs
0	Standard	7) Develop professional relationships with customers, co-workers, supervisors, and managers
0	Standard	8) Distinguish roles and duties within an organization
1	Standard	9) Use creative-thinking techniques
0	Standard	10) Work as a part of a team to achieve business goals
1	Duty	4) MARKETING MANAGEMENT
0	Standard	1) Identify a marketing research project
0	Standard	2) Develop a marketing research design
0	Standard	3) Research the secondary data resources

2	Standard	4) Identify the methods of gathering primary marketing data
0	Standard	5) Apply one or more of the methods to gather primary data
0	Standard	6) Prepare a research instrument
0	Standard	7) Prepare and present a research report
0	Standard	8) Solve marketing problems by using rational decision-making process
1	Standard	9) Develop a plan of short and long-term goals
1	Standard	10) Explain market segmentation strategies
0	Standard	11) Cite examples of specific products/services and their target markets
2	Standard	12) Identify the factors that affect pricing
0	Standard	13) Identify sources of ideas for new products
0	Standard	14) Identify the methods of screening ideas for new products
0	Standard	15) Describe the stages of product development
0	Standard	16) Describe the forms of market testing
0	Standard	17) Identify factors that influence product/service planning
2	Standard	18) Give examples of technology used in market planning
0	Standard	19) Identify types of product branding, labeling, and packaging strategies
0	Standard	20) Define the product line and product mix
0	Standard	21) Identify the stages of the product life cycle
0	Duty	5) ADVERTISING AND SALES PROMOTION
1	Standard	1) Identify the major advertising media used to promote sales
3	Standard	2) Identify the major elements of a print or broadcast advertisement
0	Standard	3) Identify the costs of various advertising media
0	Standard	4) Analyze print and broadcast advertisements
0	Standard	5) Explain legal and ethical standards in promotion
2	Standard	6) Define promotional mix
0	Standard	7) Identify the major advantages and disadvantages of different forms of product promotion
0	Standard	8) Describe the most important factors that management should consider when designing a promotional mix
0	Standard	9) Describe the role of advertising, personal selling, public relations, publicity and sales promotion in a

		company's promotional mix
0	Standard	10) Check advertising copy for omissions, additions, and corrections
0	Standard	11) Plan and develop seasonal and storewide themes and products
0	Standard	12) Plan advertising and displays that adhere to store promotional policies
0	Standard	13) Select the most effective locations within the business to place displays
0	Standard	14) Prepare promotional budget
2	Standard	15) Identify the special promotion activities used to promote sales
0	Standard	16) Identify how sales promotion benefits the marketing business, employee, and consumer
0	Standard	17) Identify the importance of visual merchandising as it applies to business image
0	Standard	18) Select appropriate, seasonal, and timely display merchandise
0	Standard	19) Identify the basic elements of display arrangement
0	Duty	6) SELLING
1	Standard	1) Plan and present an effective sales presentation
1	Standard	2) Identify how to analyze customer needs and wants
1	Standard	3) Identify sources of product or service knowledge
0	Standard	4) Gain customer's attention with a strong opening remark
1	Standard	5) Approach the customer, determine needs, and begin the sale
1	Standard	6) Qualify the customer
1	Standard	7) Show how the product or service will satisfy the needs of the customer
0	Standard	8) Present the features as benefits of a product or service
0	Standard	9) Overcome customer's objections and excuses
0	Standard	10) Close the sale
0	Standard	11) Follow-up to service the sale
0	Standard	12) Coordinate products or services with related items in an attempt to increase the amount of the sale
1	Standard	13) Identify how to determine the buying motives of customers and then appeal to them
1	Standard	14) Analyze potential prospects and buying behavior
0	Standard	15) Explain the nature of the buying process
0	Duty	7) MARKETING CONCEPTS

0	Standard	1) Identify the types of goods
0	Standard	2) Understand the basic vocabulary of marketing
2	Standard	3) Explain market share and identify factors affecting market share
0	Standard	4) Define channel of distribution
0	Standard	5) Describe two basic types of distribution
0	Standard	6) Describe the function performed by channel intermediaries
0	Standard	7) Identify factors that influence the length width of a channel
0	Standard	8) Identify the characteristics of retailers, wholesalers, agents, and brokers
0	Standard	9) Determine the most suitable channel of distribution for various products
0	Standard	10) Coordinate promotional activities with local activities or seasonal events
2	Standard	10) Define marketing strategy
0	Standard	11) Check advertising copy for omissions, additions, and corrections
1	Standard	11) Identify factors that affect marketing strategies
4	Standard	12) Define marketing mix and identify the elements of the marketing mix
0	Standard	12) Plan and develop seasonal and storewide themes
0	Standard	13) Determine a marketing mix for a product or service
0	Standard	13) Select products for promotion that are seasonal and timely
0	Standard	14) Define the meaning of a market for a product
0	Standard	14) Plan advertising and displays that adhere to store promotional policies
3	Standard	15) Describe how a market for a product can be identified
0	Standard	15) Select the most effective locations within the business to place displays
3	Standard	16) Identify demographic characteristics that would compose market segments for particular products
0	Standard	16) Prepare promotional budget
0	Standard	17) Explain the importance of marketing in our economy
0	Standard	17) Identify the special promotion activities used to promote sales
1	Standard	18) Define and explain the marketing functions involved in marketing products and services
0	Standard	18) Identify how sales promotion benefits the marketing

		business, employee, and consumer
3	Standard	19) Explain the marketing concept
0	Standard	19) Identify the importance of visual merchandising as it applies to business image
0	Standard	20) Identify international trends on marketing
0	Standard	20) Select appropriate, seasonal, and timely display merchandise
0	Standard	21) Identify the basic elements of display arrangement
0	Duty	8) MARKETING OPERATIONS
0	Standard	1) Explain the importance of pricing
0	Standard	2) Define the terminology used in pricing
0	Standard	3) Calculate mark-up and mark-downs
2	Standard	4) Calculate tax, discounts, and miscellaneous charges for purchases
1	Standard	5) Handle various types of payment for purchases
0	Standard	6) Balance cash drawer against cash register reading
1	Standard	7) Handle cash transactions including change making activities
1	Standard	8) Perform addition and subtraction applications in marketing
1	Standard	9) Perform multiplication and division applications in marketing
0	Standard	10) Perform fraction and percentage applications in marketing
0	Standard	11) Complete purchase orders, invoices, and packing slips
0	Standard	12) Analyze discount date and due date to determine the amount of payment on an invoice
0	Standard	13) Calculate inventory turnover
0	Standard	14) Maintain stock control records
0	Standard	15) Interpret break-even points
0	Standard	16) Interpret inventory turnover in relation to department or company operating profits
1	Standard	17) Develop an understanding that effective marketing and business operations are based on adequate financial resources, budgeting, and proper use of credit
1	Standard	18) Explain the importance of inventory control
0	Standard	19) Identify importance of preventing inventory shrinkage
0	Standard	20) Explain the term perpetual inventory
0	Standard	21) Explain the procedures of a physical inventory
0	Standard	22) Identify external and internal security procedures

83 **Correlations**

83 **Total
Correlations**